

Getting SWISS back on track for success

Strategic program enables recovery and return to profitability

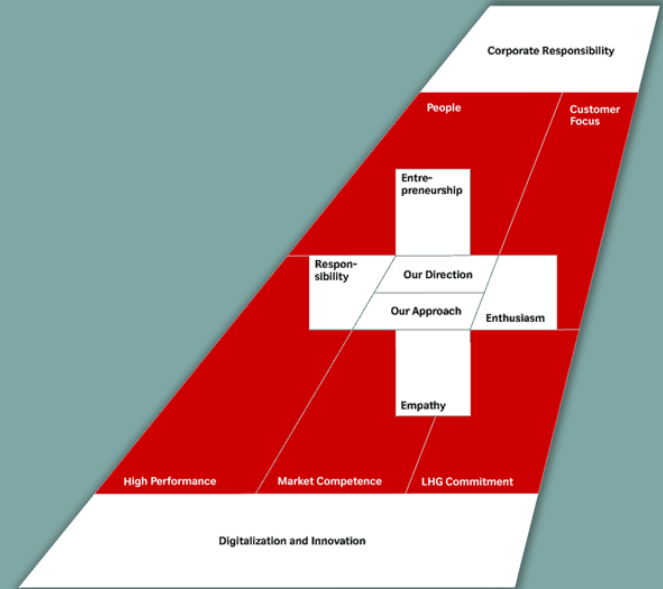
Strategic Framework

Our Direction

SWISS is a leading premium carrier and sustainably develops its business to create value for customers, employees and society.

Our Approach

We are the Airline of Switzerland and delight our guests with the distinctive SWISS experience. As part of the Lufthansa Group, we connect Switzerland with the world.



The five pillars of our strategic program

Transformation to align to changed market situation

