

From: WAEA/APEX  
Contact: Ron Gumucio - 212.297.2113 [rgumucio@kellencompany.com](mailto:rgumucio@kellencompany.com)

---

**For Immediate Release:**

## **PASSENGER CHOICE AWARDS SEEKS INPUT FROM CUSTOMERS ON THEIR AIRLINE EXPERIENCES**

### *APEX partners with Expedia for Passenger Choice Awards*

(New York, NY) – Airline passengers looking to share their travel-related experiences can do so in a new online survey being conducted by a global association representing over 400 of the world’s leading airlines, suppliers and related companies committed to excellence in airline inflight entertainment and passenger communications.

The Airline Passenger Experience Association (APEX), formerly the World Airline Entertainment Association, has launched an expanded airline recognition program, the Passenger Choice Awards. As the name suggests, voting is open to the travelling public.

The Passenger Choice Awards represent the premiere peer-to-peer and consumer recognized accolades of the entire passenger experience from ticket purchase to final arrival.

Consumers participate via an online survey in which they can vote for their favorite airline, weigh in on their favorite rewards programs, comment on a recent travel experience and join the Passenger Choice Awards Facebook [fan page](#).

“APEX is committed to providing the best possible inflight entertainment and communications for passengers around the world,” said Patrick Brannelly, WAEA/APEX President. “With the Passenger Choice Awards, we are making ourselves more accountable to the passenger with the ultimate goal of elevating the industry standard.”

The online survey can be found on the Passenger Choice Awards website, [www.passengerchoiceawards.com](http://www.passengerchoiceawards.com), and is being promoted on the travel site Expedia.com.

“We are thrilled to affiliate with APEX to promote the Passenger Choice Awards,” said Paul Leonard, Vice President, Brand Marketing at Expedia. “The program will enable the voice of the air passenger to be heard, and we are pleased to contribute to its success.”

Winners will be announced at the Passenger Choice Awards ceremony on Monday, September, 13, during the WAEA/APEX 31<sup>st</sup> Annual Conference & Exhibition at the Long Beach Convention and Entertainment Center in Long Beach, CA; the meeting place for the world’s leading airlines and vendors responsible for the airline passenger experience.

For more information about the Passenger Choice Awards, please visit our Facebook [fan page](#).

**ABOUT WAEA/APEX:**

WAEA/APEX members provide excellence in passenger experience. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, WAEA/APEX is committed to providing the best possible airline experience for passengers around the world.

###