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When you really think of it, Turkish airlines is something that can have a tremendous impact depending on the situation.

Since April 2008, Turkish Airlines has had a membership with the Star Alliance networks of airlines since April of 2008. The airlines have over 15k employees and is headquartered in the Araturk International Airport in Istanbul Turkey. Over the past few years, Turkish Airlines has been honored with many different prestigious awards. One of these awards was received from Skytrax because it supplies the highest rated Economy Class flight food service in the business. In addition, Turkish Airlines has been given the honor as being the fastest growing airlines in Europe. Due to the number consecutive years that their profits have grown, no one should be surprised by this honor.

In January of 2011, Turkish Airlines entered into a codeshare agreement with US Airways. Codeshare agreements are legal contracts that allow two airlines to share passenger reservations with each other. This type of arrangement is beneficial for each airline and effectively expands both reach and revenue. It also benefits passengers as well because it gives them more flexibility in their travel deals and available flights. Thus, the codeshare signed between these two airlines will result in more options for travelers going to Turkey or to the United States.

Also, one more US flight gateway was added to this list in June, 2010 for Turkish Airlines. This newest expansion increases the total number of US originated gateways to three with nonstop flights from Washington DC to Istanbul, Turkey. There will be four flights per week flying out of Dulles International Airport. The airliner that was chosen will be the Airbus A330. This move indicates that Turkish Airlines is always looking for ways that will give American plenty of reasons to see Turkey's beauty. Surely, it can be said that Istanbul has a combination of both old world and modern history. Also, a fourth United States gateway is on the map for March 2011, which will start in Los Angeles CA and go to Istanbul.

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The airline is also consolidating the rewards programs together into a single account for both Mile & Smiles family members and Elite Plus members. Essentially, the Elite Plus members will enjoy greater convenience because their earned miles will be located in a single account.

The family members of any individual account holders also benefit by having any generated miles applied to them too. Earning more miles is as simple as paying for purchases using a Miles & Smiles credit card or by booking flights with any airlines within the Star Alliance.

Since the Turkish Airlines has had years of steady profits, they are in a wonderful position to do what all businesses should do. The airlines have been displaying their marketing smarts because they are very wisely branding their business in a highly international way. We think that this is a very fast paced company that is ready to be the leader in the competitive world of aviation and flight travel. Not only has the company entered into plenty of sports celebrity contracts that will span over many years, but they have also been getting more planes and making more improvements.

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