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Finnair appoints four expert Quality Hunters to travel the world

This week, **Finnair** announced its selection of four expert **Quality Hunters**. During the next two months, these independent advisors will visit Finnair's destinations around the world and observe quality on flights, in airports and at the various destinations finnair.com/rethinkquality. They were chosen from the more than 5,200 applications from 89 countries - including 330 applications from the US - that were received by the international carrier in September.

Finnair introduced the four new **Quality Hunters, Christina Lund Sorensen, Ella Marshall, Warren Singh-Bartlett** and **Wolfgang Wagner** at a press conference in Helsinki this week. Their work includes assessing flights, airports and destinations as they depart on itineraries which will cover destinations in Europe, Asia and the US during the next two months. Finnair has appointed the Quality Hunters as part of the airline's ongoing commitment to continuously improve its service proposition.

In addition to reporting their findings to Finnair as its independent advisors, the **Quality Hunters** will be sharing their thoughts and experiences with the public through their personal blogs on the Rethink Quality website at www.finnair.com/rethinkquality. Readers who comment on the blogs or vote for the Top Quality Hunter at the end of the two-month period will have a chance to win intercontinental flights for two between the US and Asia on Finnair.

"I am sure that many US and Canadian-based travelers will enjoy following the Quality Hunters' globe-trekking adventures on-line," noted **Michael Maass**, Finnair's Sales Director for North America. *"All international leisure and business travelers are invited to join in Finnair's quality conversation!"*

Vicky Karantzavelou - Friday, October 08, 2010