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Many times, when talking about Turkish airlines, it is not a good idea to consider it in isolated terms.

Turkish Airlines didn't have a stellar beginning in its business life, although that has been set to change in recent years. In 2010, the airline reported a gross annual revenue of more than 4 billion US dollars. Yet throughout the 70s and 80s the company was plagued with multiple issues that affected their reputation negatively, which included constant flight delays and bad customer service.

There were also seven accidents reported in the years from 1974 to 1983, as well as multiple serious events. The fate of this airline turned on its tail only after government intervention throughout the late 80s, which saw a rise in fortunes. In fact, the turn of the century saw a rise in fortunes for Turkish Airlines that heralded a decade of blue sky flying.

In October 2010, Turkish Airlines told the world that it would continue its plans to expand during 2011. Obviously, for an airline that is experiencing continue success so quickly, this is excellent news. The Turkish Ministry of Transport released information that the airline would be flying to 11 new destinations as of this year. Starting in March, Turkish Airlines will fly to Shiraz, Iran four times a week. In reference to the United States, there will be 4 new flights a week going to Los Angeles, CA beginning in early March. This is convenient for going to the United States' western coast. Other countries include China, Greece, Spain, France and 3 spots in Italy. October 2010 was very busy for Turkey's number one airline. The airline flew the first Boeing 777-300ER which is an extended range aircraft. Turkish Airlines has placed an order to get 12 of these very contemporary and technological aircrafts from Boeing. As a matter of fact, Turkish Airlines has not hidden the fact that it plans to get into the competitive US and Asian markets. They have long term strategies to continue growing all around the world. Everything about Turkish Airlines indicates that it is using the best resources to its benefit. This can be seen by the services they provide.

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This is wonderful news for those who are members of Miles & Smiles because the combination of technology and innovation will make things much more convenient. Via a messaging application, these reward program members can get very crucial account notifications and updates. The main goal of this service is to tell the members how many accrued miles they have. This is important information as it can impact member benefits available as well as pertinent upgrade level requirements. The main purpose is to give updated information so that people can benefit from their miles in a timely manner. At the close of the first decade of the new millennium, Turkish Airlines has found itself with a lot of new growth and success. The company has been using all of the right marketing strategies with the right high profile famous people. They are aggressively pursuing new and expansive market reach which runs in parallel with an international campaign of brand awareness. But they also witnessing good results as a result of their good effort. They have gotten plenty of industry awards as a result of their wonderful service and promotional efforts. We are sure that they are a wonder business example of how the government and civilian management can come together and make something that has good results.

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