

APEX launches COVID certification standard for airlines

The Airline Passenger Experience Association ([APEX](#)) has announced today the launch of the [APEX Health Safety](#) standard, powered by [SimpliFlying](#).

The program is a customer-centric health safety COVID-19 certification for airlines globally. With 33 airlines currently in the audit process, APEX unveiled the first 12 certified airlines ranging from ultra-low-cost-carriers to global airlines covering six continents. Airlines include: [Air Canada](#), [Alaska Airlines](#), [Etihad Airways](#), [JetSmart](#), [Qatar Airways](#), [SAUDIA](#), [Singapore Airlines](#), [Spirit Airlines](#), [SriLankan Airlines](#), [Turkish Airlines](#), [United Airlines](#) and [Virgin Atlantic](#).

Working in partnership with SimpliFlying, standards were developed to increase customer confidence about health and safety as passengers continue to return to the skies in 2021. SimpliFlying's 58-point checklist covers ten categories for APEX airlines to go through a full submission verification, validation, and quarterly review certification process. [The audit](#) spans categories that include testing, tracing, on-the-ground procedures, in-flight measures, and co-branded partnerships that increase product safety integrity. The goal is to increase customer awareness of aligned industry health safety standards, encourage more informed air travel choices, and increase air travel by at least two percent on certified airlines in 2021.