# Qantas Plummets in Skytrax Global Airline Rankings Amid Controversies and Leadership Changes



Qantas has experienced a significant drop in the latest Skytrax global airline rankings, falling from 17th to 24th place. This evaluation, conducted between September 2023 and May 2024 based on passenger surveys from over 100 nationalities, comes amid turbulent times for the Australian airline. In June, Qantas agreed to a $100 million fine and a $20 million customer repayment following allegations of selling flights that didn't exist. This legal action was part of larger ongoing issues, including the resignation of former CEO Alan Joyce and the company’s reputational challenges.

The Skytrax 2024 World Airline Awards were announced at Fairmont Windsor Park Hotel in London. Qatar Airways won the title of best airline, with Singapore Airlines and Emirates securing second and third places, respectively. Despite its drop, Qantas was awarded best business class, best premium economy, and cleanest airline in the Australia/Pacific region. However, its low-cost subsidiary, Jetstar, also fell from 69th to 75th place.

A Qantas spokesperson remarked on the company's commitment to operational improvements based on customer feedback, noting a recent uptick in customer satisfaction. The ranking drop also correlated with Qantas’s significant branding challenges earlier this year, as highlighted by Brand Finance.

New CEO Vanessa Hudson has emphasized the airline's focus on customer loyalty, employee engagement, and fleet renewal as key areas for recovery.