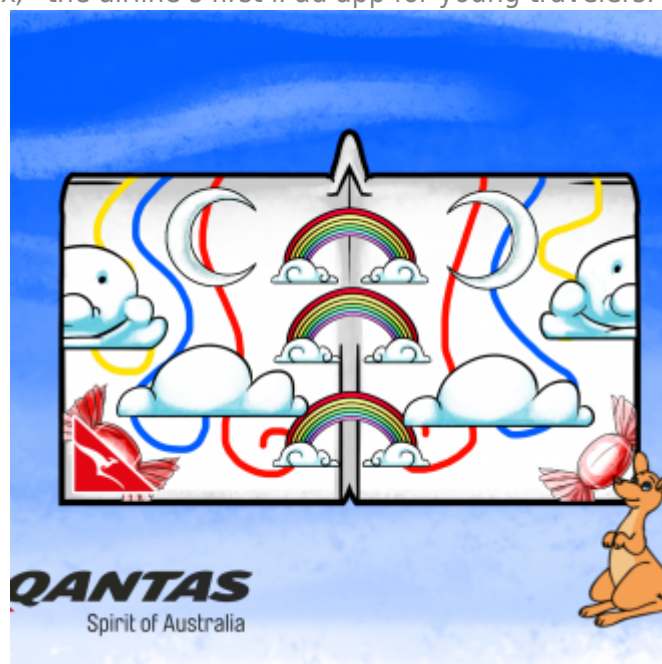

Qantas offers iPad children's app with four games

By **Rick Lundstrom** on December, 28 2015 | Inflight Entertainment



Qantas Airways has launched a “Qantas Joey Playbox,” the airline’s first iPad app for young travelers.



The app is designed for children aged 4 – 8 years and includes four games. Children can design their own airport, help prepare the runway for take off, collect baggage, and decorate digital paper planes, postcards and bags. They can also scan their Qantas boarding pass to unlock additional features for the planes and postcards, which they can then share with friends and family.

Tasmanian company [Secret Lab](#), which first developed the concept at Qantas’ inaugural [Hackathon](#) designed the app. The company won second prize for its children’s game concept and Qantas commissioned them to create the games.

Qantas Head of Digital and Entertainment, Jo Boundy, said children were the fastest growing segment of the Qantas Frequent Flyer membership base.

“Qantas has over 250,000 flyers in “The Joey Club,” Qantas’ Frequent Flyer program for children. Looking after our youngest travelers is very important to us, so the new app has launched just in time for peak family travel,” said Boundy.

During the holiday travel season, Qantas has a number of initiatives to help make family travel easier.

The airline will add pop-up “Joey Club” kids’ zones in the First Lounges and the whole family can enjoy favorites such as cheeseburgers and chocolate sundaes from the new summer menu. Inflight, Qantas entertainment includes additional children’s films and Christmas specials, such as National Lampoon’s Christmas Vacation as well as Christmas-themed boarding music.