

THAI, VitalLife and Bumrungrad International Hospital bring wellness IFE content onboard



THAI Airways, VitalLife and Bumrungrad International Hospital are bringing wellness-focused IFE content to passengers in latest collaboration

Thai Airways International Public Company Limited ([THAI](#)), [VitalLife Scientific Wellness Center](#) and [Bumrungrad International Hospital](#) have signed a Memorandum of Understanding (MoU) to collaborate on the development of a new generation of In-Flight Entertainment (IFE) content that integrates travel, lifestyle, and health knowledge. The initiative aims to enhance the onboard experience by inspiring passengers to embrace healthier lifestyles while showcasing Thailand's unique destinations through a fresh wellness perspective.

The MoU signing ceremony was held on August 13 at THAI Headquarters in Bangkok. The agreement was signed by Wit Kitchathorn, Director of Customer Service and Marketing Department, Thai Airways International, and Asst. Prof. Dr. Polakit Teekakirikul, Chief Executive Officer of VitalLife Scientific Wellness Center and Esperance.

Developed under the concept of "Healthy Destinations," the collaboration will introduce a special series of wellness-focused content on THAI's In-Flight Entertainment system. The series invites passengers to discover Thailand from a new perspective through destinations including Bangkok, Chiang Mai, Phuket, and Udon Thani. Beyond their appeal as tourist attractions, these destinations highlight distinctive lifestyles, cultural heritage, and natural environments that contribute to better health and quality of life.

The initiative extends beyond destination promotion to embrace a more holistic approach to wellness. The inflight content will feature topics such as sound healing, practical wellness tips and guidance on maintaining good health while traveling, including recommendations for staying well during flights. Designed to be informative, engaging and easy to apply, the content encourages passengers to begin their wellness journey from the very first step of their travels.

Wit Kitchathorn, Director of Customer Service and Marketing Department, Thai Airways International, said, “THAI is committed to continuously enhancing every stage of the passenger journey. Through our collaboration with VitalLife and Bumrungrad International Hospital, we are enriching our Inflight Entertainment with premium content that not only showcases Thailand’s remarkable destinations but also inspires healthier lifestyles, creating a more meaningful and memorable travel experience for passengers from around the world.”

Asst. Prof. Dr. Polakit Teekakirikul, Chief Executive Officer of VitalLife Scientific Wellness Center and Esperance, said, “At VitalLife, we believe that better health begins long before illness occurs— it starts with the small choices people make every day. This collaboration enables us to extend Scientific Wellness and Preventive Healthcare beyond healthcare facilities and into people’s daily lives. Travel is a time when people are especially open to new ideas and inspiration, making it an ideal opportunity to share practical wellness knowledge that passengers can immediately apply.”

This collaboration reflects the shared vision of THAI, VitalLife Scientific Wellness Center and Bumrungrad International Hospital to redefine Inflight Entertainment as more than a source of onboard entertainment. By transforming it into a platform for wellness education and inspiration, the partners aim to create greater value for passengers while reinforcing Thailand’s position as a destination where travel and well-being go hand in hand, the press release concluded.