THAI Airways puts passenger wellness at forefront of inflight entertainment

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Developed in collaboration with VitalLife Scientific Wellness Center

Cabin technology has become one of the most meaningful ways airlines look after passengers. One airline redefining its IFE as more than a source of onboard entertainment is Thai Airways (THAI).

In mid-August, the airline announced the launch of Healthy Destinations, a content initiative that integrates travel, lifestyle and health knowledge to encourage passengers to embrace healthier lifestyles while showcasing Thailand's unique destinations.

Developed in collaboration with VitalLife Scientific Wellness Center and Bumrungrad International Hospital, the program highlights four primary locations across Thailand through a wellness, culture and nature lens: Bangkok, Chiang Mai, Phuket and Udon Thani, andBumrungrad International Hospital, the program highlights four primary locations across Thailand through a wellness, culture and nature lens.

Engaging passengers through wellness

Rather than presenting the destinations as a promotion, each location instead highlights distinctive lifestyles, cultural heritage and natural environments that can contribute to health and quality of life,

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providing a more holistic approach to wellness. The inflight content features topics such as sound healing, practical wellness tips and guidance on maintaining good health while traveling, including recommendations for staying well throughout the flight.

As Wit Kitchathorn, Director of Customer Service and Marketing Department, Thai Airways International, said in the August press release, “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.”

Refresh and relax

In October, *PAX Tech* caught up with a couple of industry suppliers to get a take on the importance of incorporating wellness into inflight content, like THAI is doing.

While Anuvu did not work with THAI on the Healthy Destinations content, Simon Cuthbert, VP Content Licensing and Distribution at Anuvu, puts the company’s perspective on the inflight wellness content eloquently. He tells *PAX Tech* the airlines seeing the most traction are the ones that give wellness a spotlight alongside other popular content categories, such as movies and TV.



Simon Cuthbert, VP, Content Licensing & Distribution, Anuvu

“When wellness is treated as a standalone category, passengers find it, explore it and enjoy it, and our clients see improved CSAT scores,” he explains. “Passengers are interested in wellness content, but what we have learned is that popularity depends less on the category itself and more on how it is presented.”

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Cuthbert points out that airlines are adopting journey planner technologies and companion apps to support passengers. He says some are partnering with jetlag specialists to recommend meals and routines that gently transition the body clock toward the destination time zone.

Cabin lighting remains one of the best examples of tech that supports these transitional routines.

As IFPL Group Chief Operating Officer Neil McGregor tells *PAX Tech,* lighting can influence the perception of the cabin environment in subtle but meaningful ways.



Cabin lighting remains one of the best examples of tech that supports transitional routines

On long-haul flights, cabin lighting can gradually shift in color temperature and brightness to mimic sunset and sunrise, encouraging passengers to sleep and wake at times that align with the destination, he explains. He says lighting information by circadian rhythms can help passengers adjust sleep patterns and reduce jetlag on arrival.

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Neil McGregor, Chief Operating Officer, IFPL group

Cuthbert says there could be payoff for airlines that prioritize passenger wellness through cabin tech. He suggests that passengers who feel good when landing may be more inclined to book with that airline again, presenting possible loyalty opportunities for the carrier.

He adds that wellness content framed around travel, whether it is local food, physical activities or mental health on holiday, is a fun and relevant way for passengers to learn and stay curious about the trip ahead.

“For CSPs, curating with the whole journey in mind means looking beyond the flight,” Cuthbert says.

Tying it back to THAI

THAI Airways is taking this in stride, encouraging passengers to begin their wellness journey from the very first step of the journey. Healthy Destinations content is designed to be informative, engaging and easy to apply.

“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,” said Assistant Professor. Dr. Polakit Teekakirikul, Chief Executive Officer at VitalLife Scientific Wellness Center and Esperance.

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