

Q&A with Alison Wells: Wellness along the way with PTP

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The sleep balm from well-being brand Scentered promotes restful sleep, applied to 30 minutes before closing eyes

In this Q&A, PAX International speaks with Alison Wells, Managing Director, Plane Talking Products ([PTP](#)), about the role that suppliers play in ensuring a relaxing and smooth end-to-end passenger journey.

PAX INTERNATIONAL: How does the passenger's wellness experience really start from the time they book their ticket, and what role do suppliers and airlines play?

ALISON WELLS: Technology offers an excellent opportunity to engage with passengers from the moment they book, allowing the well-being experience to extend way beyond the product and service on board. In partnership with the right brands, we can put together a fully immersive experience that informs, educates, surprises and delights from booking through to arrival at final destination. This could flow across check-in, inflight entertainment, lounges and more—all designed to enhance and extend the onboard experience.

As suppliers, we understand the brands and the products, and we can help the airlines communicate this to the passenger. Airlines can support by opening the channels to interact with the passenger

across all aspects of the journey to maximize these collaborations. Hopefully most of us can agree these days on quality over quantity; savings from reducing unwanted product and services can be put into something meaningful and unique.



Alison Wells, Co-Director, Plane Talking Products.

PAX INTERNATIONAL: What role does personalization play in enhancing the end-to-end passenger experience? What are some examples of ways to successfully personalize the in-cabin wellness experience?

WELLS: AT PTP we have been looking at all the available touch points with the passenger pre-flight to see how we can personalize the journey. Perhaps using this opportunity to introduce brand collaborations on board, providing information on what is available and when, and how best to use it.

The next step could be the passenger pre-selecting products based on their inflight plans—work, sleep, dining. Products could be distributed as and when needed, but that doesn't necessarily have to be inflight. For example, we are working with well-being brand Scentered. One of their hero products is a sleep balm. If we know the passenger wants sleep as soon as they board a flight, the balm is best applied 30 minutes before closing your eyes. Why not offer this to the customer in the lounge along with relaxation tips and music suggestions to aid sleep.

With AI embedded in our lives now, we as consumers are used to information about our likes, dislikes

and habits being used to create tailored offers and experiences for us. There is a great opportunity for this to be carried through the end-to-end journey. The happy byproduct of this is a less wasteful, more sustainable service in overall terms.

We need to be open to multiple brand collaborations onboard if they can come together to create a seamless well-being experience. By thinking outside the box, we can create a cohesive journey that can incorporate all or some digital aspects, education, practical tips and lifestyle advice, links to F&B throughout, product placement, gifting, revenue generation and a lasting relationship with both the brand and the airline long after the flight.

PAX INTERNATIONAL: Why is passenger wellness topical right now? What does this say about passenger demands and the travel industry?

WELLS: It's always been an important topic but probably even more so after the pandemic when we all became aware of the need to take care of ourselves. We recognize more than ever the connection between physical and mental health. We also reconnected with our homes, spent more time appreciating where we live, spending time with family and taking time for self care. I think we are keen to hold onto some of the best parts of this philosophy when we travel now.

Hospitality generally is developing all the time and we have come to expect more from hotels and restaurants, as we see these experiences as real "treats." Given all of this, plus the rise in the cost of living and increased awareness of climate change, travel these days is purposeful, carefully selected and something of a luxury. Therefore, we want to feel looked after and cared for while at the same time offered new experiences—made to feel special and left with great memories.