

deSter highlights “Care Fueled Journeys” concept at WTCE



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[deSter](#) presented its “Care Fueled Journeys” concept at this year’s World Travel Catering & Onboard Services Expo (WTCE), positioning thoughtful design and passenger wellbeing as a strategic differentiator in the inflight experience.

The booth centered on how care can be embedded across every stage of the journey, aligning amenities, service flow and brand storytelling to create experiences that feel richer, smoother and more human. The concept drew steady interest from airline partners exploring ways to balance operational efficiency with more meaningful passenger engagement.

At the core of deSter’s showcase were three design lenses, Abundance, Ease and Appreciation, each offering a distinct approach to enhancing the onboard experience while supporting airline operations.

Abundance focuses on delivering a sense of generosity through modular systems, streamlined product ranges and cohesive design. By reducing SKU complexity while maintaining a premium look and feel, deSter enables scalable solutions that extend beyond the flight, with products designed to travel home with passengers and reinforce brand memory.

Ease addresses onboard service efficiency, with intuitive designs aimed at saving time at each seat and reducing overall crew workload. The approach supports smoother service delivery and a more

controlled cabin environment, allowing crew to focus on passenger interaction while improving operational flow.

Appreciation brings visibility to service, translating airline branding into tangible, shareable touchpoints throughout the journey. From presentation details to small gestures, the concept emphasizes how design can communicate gratitude and strengthen emotional connection with passengers in every cabin.