

Bamboo Airways strengthens brand through reliability and Vietnamese hospitality

This is a special feature from the [March 2026 Special Meals/Pre-WTCE issue](#) of *PAX International*, on [page 34](#).



Truong Phuong Thanh, CEO, Bamboo Airways

For Vietnam's [Bamboo Airways](#), credibility comes from doing things reliably. A simple premise, but one that passengers can trust.

"Officially launched in 2019, Bamboo Airways positions itself as a full-service airline with a strong focus on service quality, fostering a warm and attentive hospitality culture deeply rooted in Vietnamese values, together with a strong commitment to on-time performance," CEO Truong Phuong Thanh tells *PAX International*.

At Bamboo Airways, on-time performance is not treated as a goal to chase, but as a baseline requirement.

"To date, Bamboo Airways is widely remembered by passengers as an airline known for hospitality and punctuality, with its On-Time Performance (OTP) consistently ranking among the top in the

Vietnamese aviation industry from 2019 to the present,” says Truong.

From the airline’s perspective, the same discipline that underpins OTP is what builds lasting passenger loyalty. Through Bamboo Club, Bamboo Airways concentrates on recognizing loyalty rather than driving short-term engagement. That includes offering status matching with equivalent programs worldwide and providing access to services across the Bamboo Airways-FLC Group aviation and resort ecosystem.

With plans for expansion, Bamboo Airways aims to add eight to 10 aircraft per year, with the goal of restoring the fleet to a scale of 30 aircraft. The airline positions this to maintain stable schedules, increase frequencies where demand is proven and reopen routes without putting pressure on operational performance.



Bamboo Airways combines Vietnamese hospitality with a strong focus on service quality and on-time performance

Sustainability is handled in a similarly practical way. Internally, this includes a dedicated committee focused on fuel-saving solutions to reduce emissions. Bamboo Airways also partners on environmental programs. To mark the airline’s seventh anniversary, it launched the “Van Dam Xanh” project with a community organization, planting thousands of bamboo trees in Yen Bai, Vietnam.

Looking ahead, Bamboo remains focused on what it sees as non-negotiable: “Ensuring operational safety, which is always our number one priority at Bamboo Airways,” says Truong, while preserving “our culture of dedicated hospitality and on-time performance, which have become the ‘signature

identity' of Bamboo Airways."

Investments are meant to protect what already works, because for Bamboo Airways, trust comes from consistency passengers can count on.