

Airlines target future frequent flyers with children's engagement strategies

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Saudia Minions Kids Kit by Buzz

For years, children's inflight amenities were largely treated as a practical distraction—a coloring book, a small toy or an activity pack designed to help pass the time. Today, however, airlines and suppliers are taking a more strategic approach, recognizing young travelers as an important passenger segment with unique needs, interests and expectations.

Across the industry, a new generation of children's programs is emerging that goes beyond entertainment to incorporate storytelling, education, sustainability and family support. From branded activity kits and immersive character worlds to infant care products and youth art initiatives, airlines are increasingly viewing amenities as an opportunity to create meaningful experiences for the youngest passengers while strengthening connections with families.

Certified cloud chasers

This spring, [Air India](#) launched its [Cloud Chasers program](#), a global initiative that brings together

activity kits, personalized First Flight Certificates, curated inflight entertainment, games and family-focused services under a unified experience.

The program introduces a playful avatar of Air India's iconic Maharaja, creating a recognizable companion for young travelers across multiple touchpoints, designed to engage children throughout the journey.

"With Cloud Chasers, we are reimagining what it means for families with kids to fly Air India," said Rajesh Dogra, Chief Customer Experience Officer at Air India in the May 11 press release. "We have curated this program with careful attention to what our young travelers truly need and designed thoughtful experiences that will make their journeys with us more joyful and fun."



Air India's iconic Maharaja takes on a playful new role, guiding young passengers through the wonders of aviation, destinations and onboard discovery as part of the airline's Cloud Chaser's program

Worlds of adventure

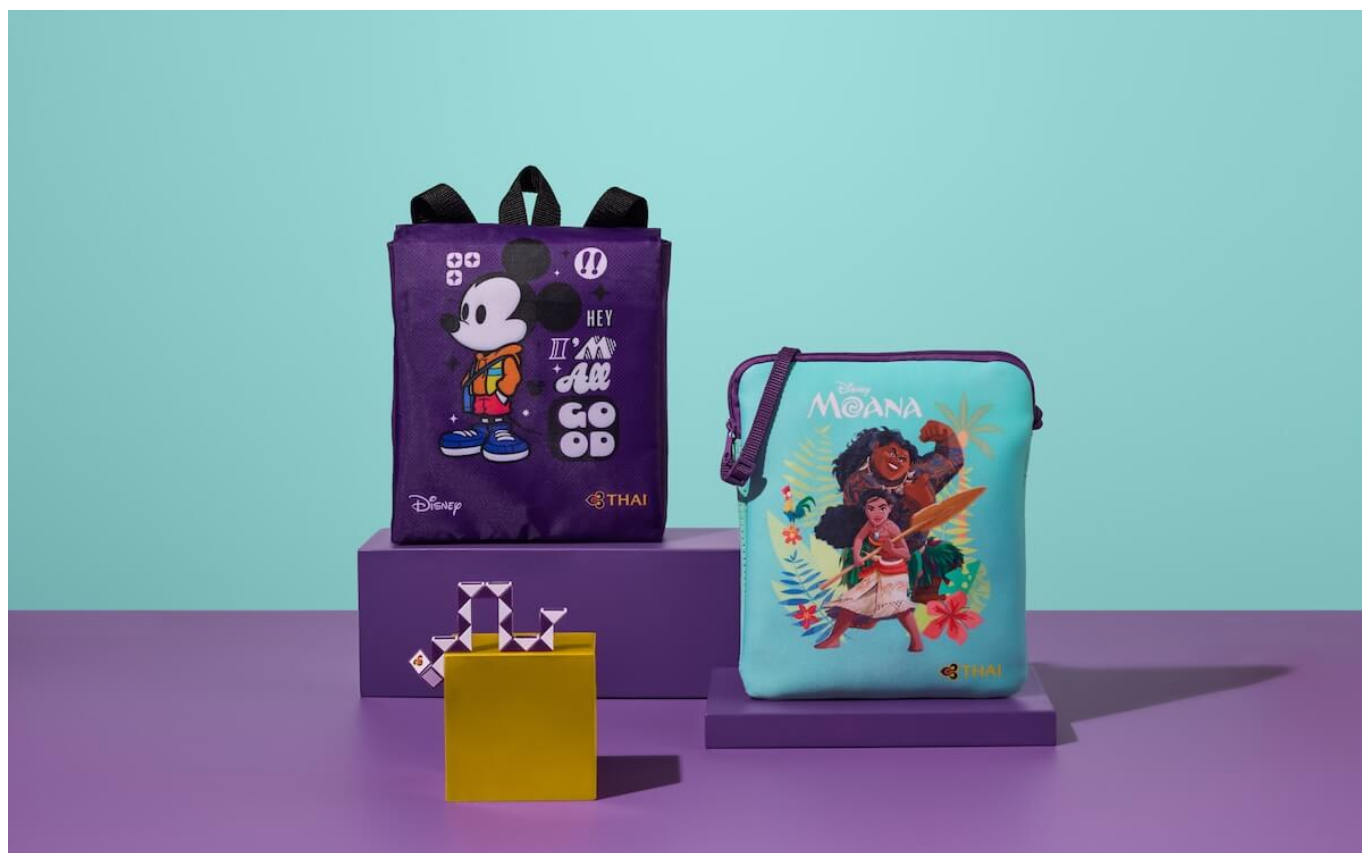
Brand partnerships also continue to play a major role in capturing children's attention. [Thai Airways](#) launched its first-ever [Disney-themed activity kits](#) for young travelers in collaboration with [Buzz](#) in April. Inspired by Moana and Mickey Mouse, the kits combine storytelling, creativity and collectible elements while incorporating reusable components designed for post-flight fun.

In an [April interview](#) with Janet Gibson, Chief Commercial Officer at Buzz, she told *PAX International* the focus is on understanding what engages kids by looking at the world from their perspective, creating immersive experiences rather than simply placing a familiar character on a product.

"Some of Buzz's longest-standing brand partnerships are in the kids' sector, including more than 12 years partnering with Disney," she says.

Also bringing beloved children's characters to onboard amenity kits is [Saudia](#). Featuring [Illumination's](#)

Minions, the kit received the 2026 PAX Readership Award for Best Children's Amenity Kit - Middle East. The kits are the first to feature the popular characters inflight following the global success of the movie franchise. With playful engagement and thoughtful design, the kits feature buildable characters and games, and reusable items such as backpacks, pencil tins, keyrings and charging cables, all designed with post-flight reusability in mind.



Thai Airways' First Disney-themed activity kits, inspired by Moana and Mickey Mouse and created in partnership with Buzz, blend storytelling, creativity and collectible keepsakes to keep young travelers engaged long after the flight ends

Edutainment takes the runway

Beyond entertainment, many suppliers are finding ways to incorporate educational value into children's amenities. [Linstol's Runway Rangers](#) concept, displayed at WTCE 2026, transforms airport ground support equipment into engaging characters that help explain the teamwork required to prepare an aircraft for departure.

Built around themes including responsibility, curiosity and problem-solving, the initiative offers airlines a flexible platform that can be integrated into activity books, amenity kits, inflight entertainment and digital content.

"Every flight is powered by an incredible team on the ground, but their stories are rarely told," said Paula Wines, Creative Director at Linstol, in the April 17 press release. "Runway Rangers shines a light on those roles in a way that is fun, engaging and easy for children to understand."

The concept reflects a growing emphasis on "edutainment," where learning and engagement are combined to create deeper connections with both aviation and travel.



Linstol's Runway Rangers concept brings airport ground support equipment to life as educational characters

Linstol is also exploring how children can contribute creatively to the passenger experience. Through its partnership with [AmericaShare](#), the company unveiled the "[Where Art Takes Flight](#)" initiative, inviting artwork from children in Kenya and South Africa to be adapted into airline amenity kits, bringing authentic youth perspectives onboard while supporting creative development programs in underserved communities.

"We are honored to support and celebrate the imagination and talent of these young artists," said Mark Russell, Chief Executive Officer at Linstol, in the April announcement.

The partnership reflects a growing focus within the inflight sector on integrating cultural storytelling and social impact into passenger experience design.

Baby on board

Meanwhile, suppliers are paying close attention to the needs of the youngest travelers—and their parents. [Bayart Innovations](#) recently partnered with [Air Astana](#) to develop a [premium infant kit](#) featuring care products, comfort items and practical essentials designed specifically for babies traveling in premium cabins. The kit received the 2026 PAX Readership Award for Best Children's Amenity Kit - CIS Countries.

"Designing for infants requires a unique sensitivity," Jean-Guillaume Pollet, CEO at Bayart Innovations, told *PAX International* this spring. "Our goal was to create a kit that is as practical for parents as it is reassuring for babies, ensuring every element contributes to well-being and ease during the flight."



The Air Astana infant kit elephant design by Bayart Innovations

Investing in the next gen

The growing emphasis on family support inflight reflects changing passenger expectations, particularly as airlines seek to deliver premium experiences that accommodate every generation of traveler. Alongside educational storytelling and the integration of beloved characters into children's amenity kits, these initiatives signal a shift in how airlines are engaging young passengers.

Children's amenities are no longer viewed as inflight distractions. Instead, they have become strategic tools that support family travel, encourage learning and creativity, reinforce brand identity and create memorable experiences that extend well beyond the flight. Investing in the next generation of passengers may prove to be one of the most valuable journeys for airlines.