

WTCE introduces new Wellbeing Walk-Through feature for 2023



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The [World Travel Catering & Onboard Services Expo](#) (WTCE) has unveiled its latest addition for 2023, the Wellbeing Walk-Through. This new feature aims to shine a spotlight on exhibitors offering products and services that cater to the wellbeing needs of passengers. In response to the industry's growing interest in traveller comfort and wellness, the Wellbeing Walk-Through emphasizes the importance of onboard wellbeing and its significant role in the industry's recovery since the pandemic.

With a lineup of 32 specialized exhibitors, the Wellbeing Walk-Through promises to enhance passengers' comfort, health, and overall travel experience. The showcased products and solutions range from active noise-cancelling headphones, jet lag remedies, and luxurious bedding to functional food and drink offerings. Additionally, eco-friendly beauty and oral care products will be on display, all designed to promote health and wellness during travel and beyond.

"It's clear that the industry is making progress when it comes to wellness onboard, and the introduction of the Wellbeing Walk-Through will help guide visitors on a path to discovering the latest products in this space," said WTCE Event Director Polly Magraw in a May 17 press release. "As a concept, mental and physical wellbeing in the air has certainly gained traction in recent years, with passengers expecting an enjoyable, comfortable and where possible, healthy journey when travelling. As a result, the responsibility is on the airlines to source the innovations that will facilitate this, and

ultimately deliver an onboard experience that sets them apart from the competition. We have a lot of exhibitors offering products in the wellness space throughout the Wellbeing Walk-Through and I'm very much looking forward to seeing our visitors making the most of the new feature."

To navigate the Wellbeing Walk-Through, visitors can follow stickers on exhibitor stands or use the WTCE Mobile App and floorplans available throughout the event for easy access to the featured exhibitors and their offerings.

A taste of wellness in the air

Among the exhibitors in the Wellbeing Walk-Through, several food and drink suppliers will offer a taste of wellness onboard. Responding to the growing demand for diverse menus that cater to different health and wellbeing requirements, airlines and rail operators are encouraged to explore these offerings to earn brand loyalty and repeat travellers.

[Elevate Granola](#) will showcase its high-quality Gourmet Granola, which serves as a healthy breakfast and snacking option, particularly for vegan and health-conscious passengers. [5th Season Fruit](#) will present its freeze-dried nutritious snacks, providing passengers with a delicious and convenient healthy snack inflight.

The show floor will feature manufacturers specializing in gluten-free, vegan, halal, and Hazard analysis and critical control points (HACCP) options. [Skinny Genie](#) Gluten Free will exhibit its range of sweet and savoury snacks, including pre-prepared meals, sandwiches, energy bars, and snack boxes, catering to those following a gluten-free diet.

[Cuisine Solutions](#) will attract visitors with live chef demonstrations, showcasing innovative recipes that offer passengers nutritious foods and a flexible, flavorful menu for enhanced wellbeing.

Catering to a sober curious market

The Wellbeing Walk-Through journey will also introduce visitors to exhibitors specializing in no/low-alcoholic beverages. [So Jennie Paris](#), a premium non-alcoholic sparkling drinks brand, will present its 0 percent alcohol sparkling wines, which are low in calories and serve as an ideal alternative to traditional French sparkling wines for alcohol-free passengers.

Additionally, [innocent Drinks](#), a natural juice and smoothie manufacturer, will showcase its range of nutritional juices, offering passengers a healthier soft drink option. [James White Drinks Ltd](#) will present its organic and classic fruit and vegetable juices and introduce its new Zinger shots, packed with health benefits, awakening the taste buds of those exploring the Wellbeing Walk-Through.

Eliminating stress onboard

The demand for products that reduce passenger stress onboard is substantial, with 33 percent to 40 percent of all people experiencing some form of anxiety when flying. [Azusa Corporation Ltd.](#), a leading supplier of inflight products, will demonstrate its extensive range of noise-canceling headphones, allowing passengers to enjoy the sensory experience of music and food while enhancing relaxation during the flight.

[FORMIA](#), known for its premium inflight products, will return to WTCE with a variety of comfort items, cosmetics, toiletries, and amenity kits. FORMIA's products are created with conscious design and responsible production methods to enhance the passenger experience.

In addition, [Sonisk](#) will also be present showcasing its portable electric toothbrush range, the Sonisk pulse. Attendees at the event will have the opportunity to explore the latest amenity kit solution for oral care hygiene during travel.

[The Humble Co.](#) is also making waves in the realm of health and wellness onboard by offering eco-friendly and innovative products that provide sustainable travel oral care solutions.