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THAI Smile Airways, the proud owner of “Roi-Yim-Koo-Fah” (Smile of the Sky) slogan, has positioned itself as the regional full-service carrier that offers seamless connections with Thai Airways flights. Bringing smiles and impressive services to millions passengers each year, THAI Smile, its pilots, its cabin crew, its ground staff, as well as all its other employees have served with caring attention at every touch point. THAI Smile Airways therefore has won the Best airline in Thailand and Travelers’ Choice Regional Airline – Asia awards from TripAdvisor for three consecutive years now (2017 – 2019). TripAdvisor has granted the accolades based on the quantity and quality of reviews by TripAdvisor flyers over 12 months in each year.
In its latest move, THAI Smile Airways launches “The Journey of Smile” video online commercial to highlight its differentiated, smiling services that have long impressed passengers and “created smiles” in every flight. The commercial has interestingly invited watchers to find out how the “Journey of Smile” begins. The answer lies with the quality of services, which are offered by heart with dedication, warmth and sincerity. Smiles are on the faces of cabin crews, who then spread smiles all over passengers. Happiness therefore fills the journey. The quality of the heartfelt services of THAI Smile Airways is guaranteed by the fact that the airline has been named The Best airline in Thailand and Travelers’ Choice Regional Airline – Asia awards by TripAdvisor for three years in a row.
“The Journey of Smile” commercial is 1.40 minutes and then cut to 45 second for short version, produced by Benetone Films Company Limited and directed by Vilasinee Suvannakul. These Video Online Commercials are released via

www.facebook.com/ThaiSmileAirways/, THAI Smile Airways Official Youtube Channel and all PR and communication platforms of THAI Smile Airways.