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THAI Smile has won the Best Airline of the Year award in Thailand for the second consecutive year and the best economy seats in Asia from the review of passengers in 2018. TripAdvisor, a famous travel website with over 350 million users worldwide. This makes Thailand famous and highlights the leading full-service airline, and we continue to develop our world-class service as to meet the needs of travelers and create the impression to our passengers.

Mr Chatchai Panyoo, Acting Chief Executive Officer, THAI Smile Airways Co Ltd, revealed that the prize from TripAdvisor has reflected the readiness to compete in the region and is a testament to the hard work and dedication of our employees through our heartfelt service which is the concept and value of our organisation. We also strive to provide the best experience for our customers in every touch point and create a superior travel experience for our clients in every flight.

“Thailand’s Best Airline is the award we have received for the second consecutive year. We are proud of it and this award is a reflection from our customers who have used our service. It can guarantee the success of THAI Smile that focuses on providing excellent service coupled with the value for money. The cleanliness of the cabin can substantially meet the needs of our customers. This year, we have also won the award for the Best Economy Class Airline Seats in Asia for the first time. It is a proven record to the significant marketing position as a full-service airline that is ready for delivering full services and offers maximum comfort to all passengers, especially for serving foods and drinks on board. ”We have also created more surprises for our passengers from special menus during waiting for boarding throughout the year, and the Grab and Go service is also impressive. We also take into account the right for receiving equal service by providing Safety Information in Braille for both Thai and English. It is available for visually impaired passengers, and flight attendants got trained on body language to explain the safety information to passengers with hearing problem.”

Acting Chief Executive Officer of THAI Smile said; “I, as a representative of the management and all staff, would like to thank everyone, passengers review and the tireless effort of our staff. This is a great opportunity for us to continue our journey. At the same time, the most important thing that we always hold for the standard of work of all personnel is to provide service with the heart. It’s not easy to foresee the customers’ needs, but we will continue to develop and deliver the best of our services to reach that goal.”

TripAdvisor is a well-known online travel website that gives members and travelers around the world the opportunity to share their experiences and to rate their favorite airlines around the globe. The ratings are both quantitative and qualitative throughout the period of 12-months. The scores

indicate the prominence of both quality of service and worthiness the customers' favor.

About THAI Smile
Thai Smile is a full-service airline that focuses on the excellent service standards coupled with value for money as to meet the needs of customers, short-term travelers, but, at the same time, it provides optimal comfort for passengers that expect the service of excellence. THAI Smile operates with 20 carriers (Narrow-body Fleet) with a base of operations at Suvarnabhumi Airport. Throughout the past period of time, THAI Smile has changed its service strategy in a variety of ways in order to address the needs of travelers. At present, we have the core concept of service that is "Fly Smart, Fly Sabai, Fly THAI Smile".

Currently, THAI Smile operates 10 domestic routes including Chiang Mai, Phuket, Khon Kaen, Chiang Rai, Hat Yai, Ubon Ratchathani, Udon Thani, Surat Thani, Narathiwat and Krabi. In addition, THAI Smile also provides the regional flights between Chiang Mai and Phuket with 18 international routes to Yangon, Siem Reap, Penang, Changsa, Chongqing, Zhengzhou, Gaya, Varanasi, Jaipur, Lucknow, Mandalay, Vientiane, Phnom Penh, Kuala Lumpur, Kaohsiung, Luang Prabang, Mumbai, and the latest Phuket-Guangzhou route. It plans to increase domestic frequencies and will launch new international routes in the near future.