

# **THAI Smile WINS 2019 TRIPADVISOR TRAVELERS' CHOICE AWARD FOR AIRLINES Best Airline in Thailand & One of Asia's Best Regional Airlines**

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THAI Smile Airways announced it has been recognised as a winner in the 2019 TripAdvisor Travelers' Choice® awards for Airlines, named the best airline in Thailand and one of the best regional airlines in Asia. TripAdvisor has awarded the world's carriers based on the quantity and quality of reviews and ratings for airlines by TripAdvisor flyers, gathered over a 12-month period.

Mrs. Charita Leelayudth, Acting Chief Executive Officer of THAI Smile Airways, revealed that the prize from 2019 TripAdvisor Traveller's Choice Awards has reflected the airline's readiness to compete in the region and is a testament to the hard work and dedication of our employees, and the heartfelt service which is at the centre of the organization. We also strive to provide the best experience for our customers in every touch point and create a superior travel experience for our customers in every flight. As the best airline in Thailand and one of the best regional airlines in Asia for the third 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. 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 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.

"Congratulations to THAI Smile Airways for being named a Travelers' Choice Airlines winner again this year. This prestigious award recognizes travelers' favorite airlines worldwide based on review data from our global community," said Bryan Saltzburg, president of TripAdvisor Flights, Cruise & Car. "This consumer accolade is a testament to outstanding service, world-renowned quality and amazing value. The THAI Smile Airways team should be proud of their awards, as travelers around the globe have said this airline is among their preferred carriers when choosing to fly."

To read TripAdvisor traveler reviews and opinions of THAI Smile Airways, go to [https://www.tripadvisor.com/Airline\\_Review-d8729212-Reviews-THAI-Smile-Airways](https://www.tripadvisor.com/Airline_Review-d8729212-Reviews-THAI-Smile-Airways)  
For the complete list of Travelers' Choice award-winning airlines for 2019, visit: <https://www.tripadvisor.com/TravelersChoice-Airlines>

## About THAI Smile Airways

THAI Smile Airways, a subsidiary airline of THAI Airways International Public Company Limited (THAI), is a regional airline operator for short and medium range flights. The airline operates using "WE" as an airline code and aims to become a Regional Favorite Airline with the Hearth of Thai. Unlike other carriers, THAI Smile is a 'Full Service' airline being Regional Wings of THAI Airways. We provide excellence and quality services to meet the needs of short-haul travelers with an

affordable price, while ensuring greatest comfort and convenience for a superior travel experience. The airline fleet consists of 20 aircrafts in 2016 and operates using narrow-body fleet with operation bases located at Suvarnabhumi International Airport. Products and services of THAI Smile are suitable for passengers travelling short distances. The airline has adjusted several dimension of its strategy to serve travelers with a tagline: Fly Smart, Fly Sabai, Fly THAI Smile.

THAI Smile Airways operates in 10 domestic destinations: Chiang Mai, Phuket, Khon Kaen, Chiang Rai, Hat-Yai, Ubon Ratchathani, Udon thani, Surat thani, Narathiwat and Krabi. THAI Smile also provides cross-region services Chiang Mai and Phuket. For international routes, THAI Smile also operates 16 international flights to Yangon, Siem Reap, Penang, Changsha, Chongqing, Zhengzhou, Vientiane, Luang Prabang, Phnom Penh, Kuala Lumpur, Kaohsiung, Mumbai, Lucknow, Kolkata, Bangkok- Hong Kong and Phuket- Hong Kong with a plan to further increase the flight frequency of domestic and launch new international routes.

#### About TripAdvisor

TripAdvisor, the world's largest travel site\*, enables travelers to unleash the full potential of every trip. With over 730 million reviews and opinions covering the world's largest selection of travel listings worldwide - covering approximately 8.1 million accommodations, airlines, experiences, and restaurants - TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 490 million average monthly unique visitors\*\*, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bokun.io](http://www.bokun.io), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), and [www.restorando.com](http://www.restorando.com)), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

\*Source: Jumpshot for TripAdvisor Sites, worldwide, December 2018

\*\*Source: TripAdvisor internal log files, average monthly unique visitors during seasonal peak in Q3 2018