

# THAI Smile wins the Grand Prize from Tripadvisor for the second consecutive year



THAI Smile wins the Grand Prize from Tripadvisor for the second consecutive year, Best Airline in Thailand, Winner of Regional Airline in Asia and Winner of Economy Class Airline in Asia

THAI Smile has won the Winner of Regional Airline in Asia and the Best Airline in Thailand for the second consecutive year, also the Winner of Economy Class 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 2018 TripAdvisor Traveler's Choice Awards 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 organization. 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.

"Best Airline in Thailand and Winner of Regional Airline in Asia are the awards 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 Winner of Economy Class Airline 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, also the Grab and Go service is an 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 sign 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 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 favourite airline with the Heart of Thai in Asia. 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.

At present, 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 with one interline flight between Chiang Mai - Phuket. For international routes, THAI Smile also operates 18 international flights to Siem Reap, Penang, Changsha, Chongqing, Zhengzhou, Gaya, Varanasi, Jaipur, Lucknow, Mumbai, Yangon, Phnom Penh, Kuala Lumpur, Vientiane, Mandalay, Kaohsiung, Luang Prabang and Phuket- Guangzhou.