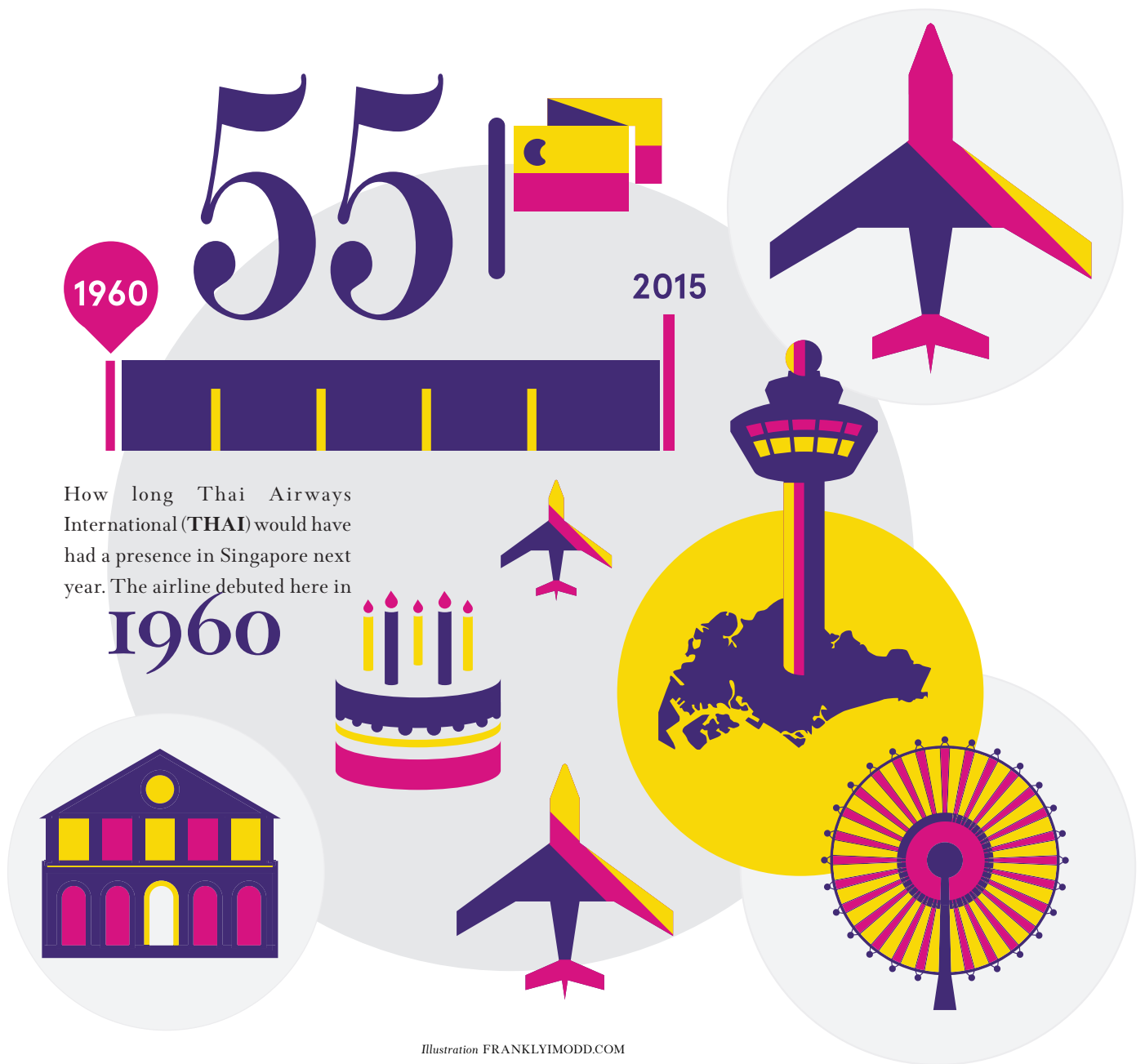




# FLIGHT PATH

Thai Airways International, one of the region's most prominent airlines, shares the figures that make its business.





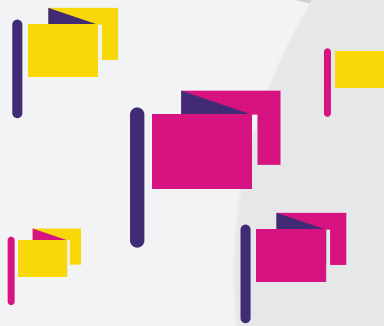
32

The frequency of **THAI** flights from Singapore to Bangkok per week.



74

How many cities **THAI** flies to, spread out over **74** airports in **34** countries. The only city where the airline lands at two airports is Tokyo, at Narita and Haneda airports.





# 90

The size of the fleet currently owned by **THAI**. The aircraft with the biggest capacity in the fleet is the A380.



## Boeing 787

# 4



The number of Boeing 787s that **THAI** recently acquired. The first B787 joined the fleet on 18 July 2014 and flew to Chiang Mai on 25 July 2014.



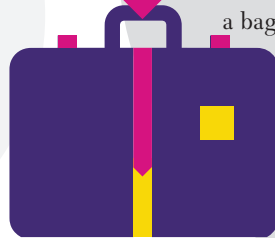
# 50kg

The checked baggage allowance for Royal First Class. Royal Silk Class guests get to check in **40kg** and those in economy have a baggage allowance of 30kg.

## 50 Kg



## 40 Kg



## 30 Kg



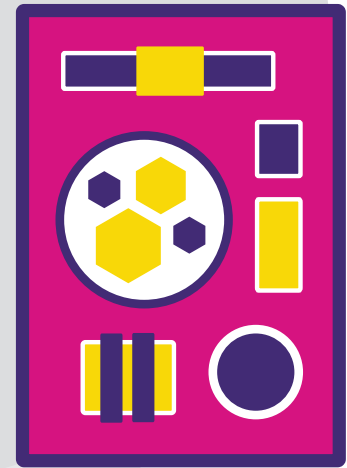
# 21,510,000

The total passenger count for **THAI** in 2013.



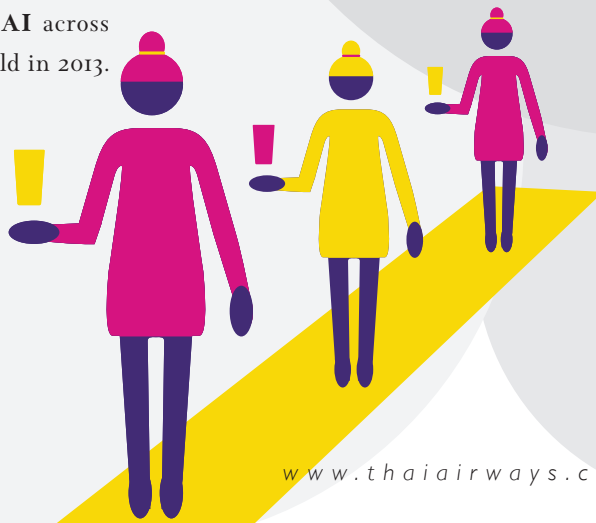
# 844,878

The estimated number of meals catered from Bangkok and served in Royal Silk Class every year. In Royal First Class, the figure is **44,001**.



# 25,323

The number of people who work for **THAI** across the world in 2013.



**Younger persons should  
always initiate the wai.**

Thai Airways  
stewardesses  
dressed in  
traditional Thai  
costumes perform  
the wai in front  
of a Caravelle jet,  
which the airline  
first debuted  
in 1964.





# Welcome Sign

A simple traditional greeting is the key to excellent hospitality for Thai Airways.

By HO YUN KUAN

**W***ai*, the traditional greeting with palms pressed together, is as ubiquitous in Thailand as cheek kissing is in France. Some believe the significance in this gesture lies in its resemblance to the lotus flower bud, which is used in Buddhist worship. Besides being a gesture of welcome, the *wai* also signifies respect.

From the moment they set foot on Thai soil, visitors are likely to notice the generosity with which the hospitable Thai people offer the *wai*. But for Thai Airways passengers, the welcome begins even before that.

All employees of the airline, be it the ground crew or the air crew, are trained to perform the *wai* according to the rules of traditional etiquette. The airline takes this so seriously that employees go through a review with specialists from the Thai Ministry of Culture after the first year of employment.

It's because there's more to this seemingly simple gesture than meets the eye. Slight nuances can make all the difference. As a general rule, the higher the hands are placed and the lower the accompanying bow, the more respect is shown. In a *wai* to royalty or monks – both highly revered and considered to hold the highest social status in Thai society – the thumbs have to touch the eyebrows and the body must be bent low. With an equal, the tips of the fingers may go as high as the neck but not touch the chin. Younger persons should always initiate the *wai*. In all cases, the gesture has to be performed gracefully and without haste.

National carriers are considered country ambassadors. The *wai* greeting, often accompanied by a genuine smile and an utterance of "*sawasdee*", gives an authentic touch to the hospitality offered. [www.thaiairways.com.sg](http://www.thaiairways.com.sg)

Thai Airways has been embracing traditional and contemporary designs in its cabin crew uniforms, as shown in this 1960s shot.



THAI INTERNATIONAL CABIN CREW

# On the Silk Route

Thai Airways has had a long love affair with this soft, lustrous fibre, having used it for its cabin crew uniforms throughout the decades.



When the American edition of *Vogue* called Thai silk a new discovery in 1947, the magazine was, for once, not at the forefront of fashion. It was some 3,000 years behind the migrant residents of Ban Chiang in north-east Thailand, who had introduced to the country the art of silk weaving that they had learnt from their ancestors in southern China. Rearing silkworms, producing yarn and weaving it into the



This is worn on international flights and is complemented by the ground uniform, which the stewardesses wear before the flight and change into before disembarkation. Thai Airways is one of the few airlines to procure two types of uniforms for its female flight attendants and this privilege is reserved only for those of Thai nationality.

Significant contributors to the design of the ground uniform include Prince Kraisingh Vudhichai, who created

**Rearing silkworms, producing yarn and weaving it into the coveted fabric formed an integral part of every Thai girl's domestic life.**

coveted fabric formed an integral part of every Thai girl's domestic life.

The Thais' deep attachment to silk made it almost a natural choice as the main material for the stewardess uniform of Thailand's national airline and for the airline's slogan. Research has shown that Thai. Smooth as Silk is one of the best-recalled slogans associated with Thai Airways. Modelled after the traditional Thai costume, the uniform comes in different colours and comprises a *sinh* (wrap skirt), blouse and *sabai* (a scarf draped diagonally across the upper body), all made of Thai silk.



From top: the first set of uniforms designed by Prince Kraisingh Vudhichai; Balmain's version is topped with a hat inspired by the helmets worn by ancient Thai warriors.

the first uniform in 1960 and French couturier Pierre Balmain, whose version was worn in the 1980s.

The airline's vision has always been to create a standard of in-flight service that reflects the traditional Thai values of hospitality towards its passengers. This Royal Orchid Service commences with the gracious and traditional *wai* gesture of greeting (two palms pressed together) to boarding passengers, the giving of fresh orchid corsages to female passengers on international flights and the unique stewardess uniform of Thai silk. [www.thaiairways.com.sg](http://www.thaiairways.com.sg)



# Sky Dining

Plane food may get a bad rap, but Thai Airways has created a tasty exception to the rule with its chef collaborations.

By HO YUN KUAN



The delectable Tom Yum Goong (prawns in a hot and spicy soup) is served onboard Thai Airways International.



This image: chefs from all over the world help to create THAI's menus. Below: Thai green curry.

Thailand's fiery *tom yum* soup, fragrant *phad thai*, green curry and tangy green papaya salad have always enjoyed serious street cred but in recent years, these stars of the back alleys have made a name for themselves in the upper echelons of fine dining.



introduced the Chef Gallery last year. For this project, the airline regularly works with celebrity chefs to recreate their signature dishes for the inflight menus. In a similar vein, the Chef on Board experience brings these chefs on board selected flights. Royal First and Royal Silk passengers on these

## Thai Airways never misses any reason to revamp its inflight menu.

Probably the most well-known representation of upscale Thai cuisine is the award-winning Nahm, which has just garnered another accolade – the top spot in this year's Asia's 50 Best Restaurants list.

A good Thai feast is probably one of the best introductions to Thailand and many visitors get their first taste of it in the air. As such, Thai Airways never misses any reason to revamp its inflight menu, be it the Queen's birthday or even Valentine's Day. To up its culinary ante even further, Thai Airways

flights get exclusive privileges to speak with the unsung heroes behind their meals.

Those with specific preferences may even pre-order their meals from Thai Airways' website ([www.thaiairways.com.sg](http://www.thaiairways.com.sg)) where the abovementioned favourites – *tom yum* soup, *phad thai* and green curry – are all made available. The airline also makes an effort to adapt the menu to the flight's origin, such as serving fried carrot cake and mee siam on the flights going from Singapore to Bangkok.



Chef Duangporn  
'Bo' Songvisava in  
Bo.lan's kitchen.  
Facing page:  
the new in-flight menu  
selections (above) and a salad  
from the Royal Silk lounge  
snack menu.



# FLIGHTS OF FANCY

Renowned Thai restaurant Bo.lan takes to the skies with Thai Airways International.

W het the appetite with a snack of crispy organic puffed rice infused with kaffir lime and lemongrass, then move on to a sumptuous bowl of fish curry scented with morning glory and kaffir lime, served with Thai Hom Mali rice and a delicate side of stir-fried pickled turnip. Believe it or not, this is plane food – part of a menu that looks set to overturn the bad reputation that has dogged onboard fare.

As part of Thai Airways' 55th anniversary celebrations, restaurant Bo.lan, which has been on Asia's 50 Best Restaurants list for the past three years, has created special

snacks to be served in the Royal Silk Lounge at Changi Airport and six dishes for the Royal Silk class in-flight menu on selected Thai Airways flights. These special creations

can be enjoyed until July 31 this year. Some lucky passengers may also find themselves on the same flight as the acclaimed duo behind Bo.lan: chef Duangporn 'Bo' Songvisava – named Asia's best female chef in 2013 by Asia's 50 Best Restaurants awards – and her business partner chef Dylan 'Lan' Jones, who will share the inspiration and techniques behind their delectable creations. [www.thaiairways.com.sg](http://www.thaiairways.com.sg)





The appealing colour of Thai Airways' signature butterfly pea drink brightens up in-flight meal times.



# PURPLE POTION

Thai Airways' signature drink owes much to a humble flower that packs a lot of punch.

Suggestively named *clitoria ternatea*, the butterfly pea flower evokes a host of sensual delights. To many South East Asians, however, the vivid purplish-blue bloom has an important connotation of delicious traditional cuisine.

Commonly used as a natural blue food colouring, it is what gives the Peranakan rice dumpling its distinctive blue tip. In Thailand, the flower is also shredded and added to salads or boiled to make drinks. The intense colour of the plant comes from anthocyanin, a pigment that gives off a red, blue or purple hue. Doctors



From top: butterfly pea flower; how the butterfly pea drink is typically served in Thailand.

Photos EK YAP, ALAMY

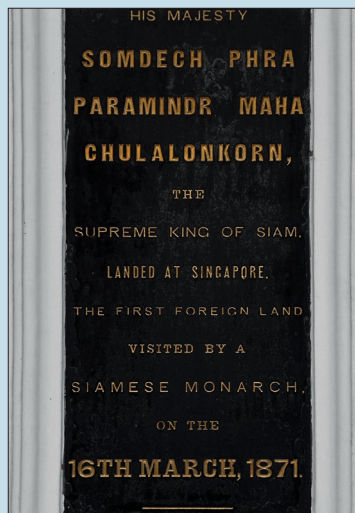
believe that this pigment acts as a strong antioxidant that may prevent cancer and boost immunity.

The butterfly pea flower is the star of Thai Airways' signature drink. Dried blooms are boiled with lime juice and flavoured with a dash of salt and sugar before being served chilled. Coincidentally, the flowers also dye the drink an appealing deep purple hue, an exact match to Thai Airways' corporate colours.

We can't think of a more beautiful or refreshing way to commence your journey across the skies. [www.thaiairways.com.sg](http://www.thaiairways.com.sg)

# Helping Hands

Thai Airways' adoption of Intan, an Asian elephant at the Singapore Zoo, demonstrates the airline's concern for this endangered species.



On 16 March 1871, King Chulalongkorn of Siam made his first state visit to Singapore. He brought with him a royal gift to the country, a statue of an elephant cast in bronze, which can still be seen gracing the lawn of Old Parliament House.

In a nod to this act of generosity, Thai Airways has adopted a water-loving Asian elephant named Intan. The move also relates to the important role pachyderms have played throughout Thai history.

During the 13th to 17th centuries, many of Thailand's kings waged war on elephant-back. As battle strategies changed, so did the role of elephants,

which were used to haul logs instead. Unfortunately, the elephant population began to dwindle at an alarming rate when poachers slaughtered the males to harvest their tusks and farmers cleared forest habitats for agriculture.

Asian elephants are now considered an endangered species, with Thailand home to an estimated 2,700 domesticated elephants. This is a far cry from the population of 100,000 domesticated elephants in 1850.

Today, the elephants help to educate people about the importance of animal conservation, much as Intan does through the generous sponsorship of Thai Airways. [www.thairways.com.sg](http://www.thairways.com.sg)

Above (from left): the plaque commemorating King Chulalongkorn's visit to Singapore; Intan enjoys a refreshing dip at the Singapore Zoo.



# CITY SLICKER

Spend a weekend with Kittiphong Sansomboon, regional director ASEAN, Thai Airways International, in his home city of Bangkok.

## FRIDAY

Start your journey by treating yourself to a sumptuous dinner at the award-winning Bo.lan (24 Sukhumvit 53 Alley). Its menu changes regularly, but flavours remain consistently fiery and the style, contemporary. There are plenty of choices for post-dinner drinks. For a more refined gentleman's club atmosphere, head to Black Amber-Thonglor Social Club (Thonglor soi 5-7). Its huge selection of Japanese whiskies will warrant more than one visit, but Eigashima Akashi is a good introduction. Those preferring a trendier watering hole can choose Sugar Ray. This establishment, located in a no-name soi off Eakkamai soi 21, on the second storey of what looks like an abandoned

Thai Airways' Royal Orchid Spa serves Royal First and Royal Silk Class passengers with a full range of spa services.



house, serves a great Perfect Manhattan, which lives up to its name.

## SATURDAY

Head to the Old City area for a dose of history. The Rattanakosin Exhibition Hall (100 Ratcha Damnoen Klang Avenue) is an interactive museum that takes visitors back in time through the development of this part of the capital. All visitors with an inbound domestic or international flight on Thai Airways may present their boarding pass for a complimentary ticket to the museum till the end of this year.

Then, fuel up with lunch at Err (394/35 Maharaj Road), a new dining venue by chefs Duangporn Songvisava (Bo) and

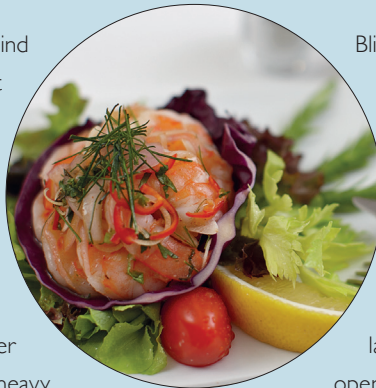




Dylan Jones (Lan), the same duo behind Bo.lan. This street food-style restaurant is perfect for a casual midday meal. Post-lunch, to enjoy panoramic views of the Chao Phraya river, take a boat ride on the Chao Phraya Express from Tha Tien Pier to Sathorn Pier, where one can board the BTS Skytrain. The train service is a cheaper and faster way to travel than winding through heavy road traffic.

As the day comes to a close, head to Benjarong in Dusit Thani hotel (946 Rama IV Road) for a Thai royal-style feast with a contemporary touch. Its revamped menu was orchestrated by Dutch chef Morten Nielsen, from Copenhagen's Michelin-starred Thai restaurant Kiin Kiin, who also headed Siam Kempinski's Sra Bua by Kiin Kiin in Bangkok. The lamb massaman is a must-try.

Make your last night in the city a memorable one at The Speakeasy in Hotel Muse Bangkok (55/555 Langsuan Road). Hidden within this rooftop bar with panoramic views of the city is



From top: the seats in the B777-300ER Royal Silk cabin can be converted into fully flat beds; Thai Airways offers Royal Silk passengers a choice of 13 main courses, which can be pre-ordered from its website.

Blind Pig, a secret chamber designed for cigar lovers. The establishment even provides smoking jackets for those who don't want to end up smelling like Cuban cigars.

## SUNDAY

No trip to Bangkok is complete without some shopping. Another Story is a multi-label lifestyle concept store that recently opened in luxury shopping mall EmQuartier (637 Sukhumvit Road). Find over 150 Thai and international designers carrying everything from fashion and handmade shoes to innovative tech accessories. Also worth a browse is Hardcover, the bookstore specialising in art and travel publications. It has two locations at Bangkok Art and Culture Centre (939 Rama I Road) and Central Embassy (1031 Ploenchit Road).

Before the flight home, enjoy one final indulgence. All holders of a Royal Silk or Royal First Class ticket are entitled to a complimentary massage at the Royal Orchid Spa at Bangkok's Suvarnabhumi Airport. [www.thaiairways.com.sg](http://www.thaiairways.com.sg)