THAI Smile is one of the first carriers globally to embrace traveller reviews to proactively seek customer feedback

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TripAdvisor® today announced the launch of a new airline reviews platform, as well as a newly redesignedFlights search service and beta launch of its “flyscore” that rates the quality of each air travel itinerary for consumers. The new enhancements to the site bring transparency to a marketplace that has become increasingly difficult for consumers to make direct comparisons between flight options.

With the launch of the new airline reviews platform, which will include all major airlines globally, TripAdvisor expands its massive base of 350 million traveller reviews and opinions. Travellers now have a go-to resource for making more informed air travel decisions based not only on the price of the flight, but the total experience with the airline as viewed by TripAdvisor’s community of more than 340 million monthly unique visitors.

According to a recent TripAdvisor survey[1], 79 percent of travellers in Thailand believe online reviews would help them in the decision-making process when choosing between airlines or flights. The same survey found that almost 84 percent would want to write reviews of their overall flight experience and 60 percent would be compelled to do this to productively provide feedback to help improve the experience for others. Airline reviews from the millions of flyers on TripAdvisor will better communicate the total value of a flight beyond the price.

“The time has come for a better way to research, compare and shop for flights. TripAdvisor is excited to innovate and lead with the launch of airline reviews in 48 markets in 29 languages. Additionally, we’ve introduced a set of new features within our search experience to help consumers better understand the true value of air travel beyond price,” said Bryan Saltzburg, senior vice president and general manager, global flights business. “Over the years, the in-flight experience has changed dramatically – in some ways for the better, in some ways for the worse. We know our users tell us it is not always easy for travellers to find the best options by just looking at the baseline price of a flight. We’re uniquely solving that problem by surfacing candid traveller reviews and photos, detailed amenities information and tools to find the lowest fares all on one site empowering flyers to pick the best itinerary for their trip.”

New TripAdvisor Flights Features

In February 2014, TripAdvisor became the first to feature comprehensive in-flight insights, amenities information and candid traveller photos coupled with the ability to scan for the lowest prices for airlines globally. Now TripAdvisor is expanding on these advances with the following new features:

- **Airline Reviews Platform** – Gives travellers a platform to share their candid feedback – both good and bad – about all major airlines around the globe.
- **Flyscore (beta) –** Helps demystify the flight shopping experience by displaying a 1-10 out of 10 score for individual flights based on the power of qualitative traveller reviews, the quality of the aircraft, in-flight amenities and the duration of the itinerary. The score helps travellers quickly scan for the best flight options before booking.
- **Enhanced Amenities** – Showcases even more comprehensive information about in-flight amenities, such as power ports and the type of in-flight Wi-Fi available to flyers.

Additional enhancements to flight search are expected to follow later this year.

Major Carriers Embrace Traveller Reviews

Many airlines around the world have embraced TripAdvisor’s launch of airline reviews. Carriers such as THAI Smile, Aeroflot, ANA, Cebu Pacific, China Airlines, HK Express, Swiss International Air Lines, Aer Lingus, AeroMexico, Air Canada, Air New Zealand, Transavia, Virgin Australia, Westjet and WOW Air will encourage flyers to share their candid feedback in collaboration with TripAdvisor. While travellers can review any airline they have flown, these brands are making a concerted effort to proactively engage with their customers and collect their honest feedback. All reviews submitted by travellers are subject to TripAdvisor’s review submission guidelines.

“We believe in proactively seeking consumer feedback and opinions, which is why we support the launch

of TripAdvisor airline reviews. This latest innovation helps promote the entire THAI Smile experience, including all the great services and amenities offered to flyers, in every destination where TripAdvisor serves consumers," **said Nednapang Teeravas, Deputy Chief Commercial and Customer, THAI Smile**

"As THAI Smile strives to be able to lead as a full service airline from Thailand and a favourite regional airline that is first in the hearts of Thais and foreigners alike, reviews of our brand on TripAdvisor will help us remain competitive globally, ultimately benefiting consumers around the world."

Starting today, TripAdvisor airline reviews and its new Flights search are available globally and may be found here:https://th.tripadvisor.com/CheapFlightsHome

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