

Asiana's New 'Happy Mom' Services



Asiana Airlines (CEO: Young-Doo Yoon) will be starting the 'Happy Mom' services to passengers traveling in long hauled flights (over 10 hours) starting from the 1st of October. The 'Happy Mom' services is a service for passengers traveling with infants (24 months under) the privilege to use exclusive check-in counters, and breast milk nursing covers free of charge.

The 'Happy Mom' service went under 3 months of passenger monitoring, trial, and under went 3 months of preparation to provide 4 kinds of services on 9 domestic and international routes, and 10 airports. The reason for Asiana to make this kind of service was to solve the inconvenience that occurs while traveling with an infant in airports and cabins.

Asiana Airlines Airport Services Sector Vice President "Yong-Suk, Joo" whom planned the new services commented "With the steady rise of international travel, families traveling with infants are also on a steady increase. According to the 2008 boarding results, around 20 thousand infants boarded the planes. It is highly anticipated that the new 'Happy Mom service' will show good response. We will increase the services to all international destinations starting from next year.

The Exclusive Check-In Counters for infants provide the 3E services [Express Check In, Express Boarding, and Express Baggage]. This service allows passengers with infants to shorten the waiting period at airports.

Asiana has set up the exclusive counters at Incheon International Airport, the U.S and European airports as well as Sydney airport. For other airports that Asiana operates to, this service could be provided upon when asked to the local Asiana airport manager.

Passengers with infants will also receive the 'Priority Tag' on their checked in baggage. Upon the passenger's arrival at their designated airports, passengers with infants will now be able to quickly claim their baggage without the hassle of caring for their infant and waiting for a long period in claiming their baggage.

- **Providing Breast Feeding Covers Free of Charge** (First in the Industry)



During long hauled flights, mothers face difficulties in feeding their infants. Usually the infants are fed in the toilets or the galleries of the aircraft. In order to resolve these difficulties, Asiana will be providing Breast Feeding Covers for passengers when asked upon at the airports where the passengers are departing from

- **Free Sling services inside the cabins** (First in the Industry)



Asiana currently provides the "Bassinet Services" to a limited number of passengers whom perseveres the services (B747 6 Seats Installation Available). But recently, the growth of size of the infants (less than 24months old) is over siding the cabin bassinet regulations (height under 76cm, weight under 14kg) in which the parents face the inconvenience of carrying the infants during the flights. To resolve this problem, Asiana in association from Agabang (Infant Product Producing Company in Korea), are providing infant slings inside the cabins (1 flight maximum 3 infants).

Cabin Baby Seat Installation and Renting Services (First in the Industry).



For infants (Under 24 months) that are large in size and have purchased children tickets, Asiana is providing free installation of baby safety seats upon pre-reservation. With the introduction of the 'Baby Seat Service', Asiana is anticipating that upon this service, passengers traveling with infants will no longer face the difficulties of bringing along their big sized, inconvenient baby seats along the trip.

