



Best Onboard Amenity

The “Best Onboard Amenity” award recognizes an amenity that provides an enhanced onboard passenger experience. The amenity must clearly show commitment to leading, developing and representing the global business interests of the onboard service industry.

The winner must demonstrate the following:

- Form, Function, Content, and Quality.

Form

1. How does the kit appear? Does it create a great first impression when customers receive them?
2. Is the kit appealing? Is it trendy and fashionable or is it timeless and understated?
3. Does it help elevate the passenger experience, creating a more comfortable and enjoyable flight?
4. Does the kit have a unique, innovative or special design that sets it apart from the other kits on the market? Does it use of new materials, techniques, shapes, and interesting co-branding partners?

Function

1. How does the kit function as part of the inflight experience?
2. Does it help the passenger to have a more comfortable and enjoyable experience or is it more suited as a gift, a token of appreciation?
3. Are the items that form the kit easy to use by the passenger and easily demonstrated by the crew?
4. Are the products made of durable quality and can they be used after the flight by the passenger or will they be discarded after the flight?
5. Has the kit been designed with sustainable or environmental factors in mind?

Content

1. Is it clear that the contents were thoughtfully tailored to the needs of the passenger?
2. Does the content tie in with the rest of the cabin amenities and the service that is provided?
3. Are the cosmetics/contents designed for modern air travel and do they reflect current trends for amenities?

Quality

1. What is the overall quality of the kit, the contents and the branding?
2. What impression does it give? Does the kit give an impression of good quality, value for money? This feeling of quality should not just apply to the premium kits for First and Business class but also to the economy class kits (where given).