

Turkish Airlines launches new hygiene programme

A Monitor Report

Date: 01 February, 2021



Istanbul: Turkish Airlines has launched a new hygiene programme "TK Extra Care" which highlights new protective hygiene measures, in collaboration with the global carrier's ambassador Dr Mehmet Oz, the producer and host of the world-renowned "The Dr. Oz Show."

The announcement of the new animated in-flight video comes at a time when health and safety is a top consideration on travellers' checklists. Inspired by the airline's ongoing dedication to its passengers' well-being, the three-minute video follows Dr. Oz through the travel experience passengers should expect when flying with the global airline today. From the moment Dr. Oz checks-in for his flight to when he arrives at his destination, viewers will not only be reminded of the airline's hygiene protocols necessary for a safe flying experience but will have a full assurance that Turkey's flag carrier is enforcing a higher level of protection for every stage of the journey that goes above and beyond industry standards.

Turkish Airlines puts passenger hygiene at the forefront, protecting its guests at each stage of the journey. In the three-minute animated video, Dr Oz shows that from checking-in online and carrying only personal items in the cabin, passenger contact is reduced. Viewers learn that upon entering the airport, all passengers must wear a mask and are provided with hand disinfectant and body temperature screenings throughout the terminal. The video also highlights that Turkish Airlines has taken extra safety steps to ensure peace of mind, such as disinfecting luggage

with a UV system and boarding passengers in smaller groups from the back of the plane to the front. Hygiene Experts are present on each flight to maintain a high health and safety level, while each passenger will receive a hygiene kit upon boarding.

Turkish Airlines Chairman of the Board and the Executive Committee, M Ilker Ayci, commented on the video's debut, "There is no question that travellers around the world are facing an immense need for enforced safety measures and peace of mind while travelling. At Turkish Airlines, the hygiene standards for our passengers are our top priority and we offer the highest standards. These extra safety precautions have been introduced following the authorised committees' evaluations and approvals. With the release of ['TK Extra Care'](#), we are hopeful that viewers will recognise Turkish Airlines' hard work and dedication in keeping both passengers and crews safe, and we are pleased to have Dr. Oz share our message with the world."

In June, with the resumption of services, Turkish Airlines announced new 'Guidelines for Safe Travel,' as well as two new in-flight services to protect the health of its guests. The airline continues to distribute "Hygiene Kits," containing a face mask, disinfectant, and antiseptic tissue to its guests, while "Hygiene Expert" cabin crews are appointed to flights to enforce all on-board hygiene and social distancing measures for the healthy travel of passengers.

Dr. Oz has been sharing his expertise with Turkish Airlines' passengers since 2017 when the airline launched its "Fly Good Feel Good" project, created to provide an even more comfortable and healthy travel experience to its passengers.