

Vistara enhances wellness experience for passengers

A Monitor Report

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New Delhi : Vistara, India's one of the finest full-service carrier, on July 12 announced enhancements to the 'wellness experience' it offers onboard including addition of a host of relaxing audio-visual content to its in-flight entertainment offerings and introduction of amenity kits by Forest Essentials.

The airline has added over 17 hours of 'wellness-focused content' to its in-flight entertainment (IFE) system across its fleet.

It includes tracks for guided meditations, soothing music, sleep-inducing stories, and more to help reduce common in-flight discomforts of its customers while elevating their overall flying experience.

Powered by Shyft, a renowned health and wellness app, the exclusive content has been created and curated by certified professionals to help passengers 'Feel the Pause' and fight fatigue, lack of sleep, stiffness of muscles, fear of heights and turbulence, anxiety, etc.

Vistara also announced that it will offer specially curated Forest Essentials' luxurious, ayurvedic 'wellness amenity kits' to business class customers on international, long-haul flights starting August 1, 2022.

With natural, seasonal, pure, and fresh ingredients used to formulate products, the kits, along with 'Feel the Pause', along with Vistara's new boarding and landing music, are part of the conscious efforts Vistara is making towards offering a holistic, wellness experience to its customers on board.

Commenting on the update, Deepak Rajawat, Chief Commercial Officer, Vistara, said, "We are excited to bring more elements of delight to our customers, and enhance their journeys. As we continue to find ways to elevate premium travel experiences, we are proud to become the first Indian airline to offer special 'wellness-focused' IFE content in partnership with Shyft, and partner with the home-grown luxury brand, Forest Essentials for exclusive amenity kits. We are sure that our customers will appreciate these enhancements, and these will become yet another reason for them to enjoy travelling with India's finest full-service carrier." The 'wellness-based' content will be available across Vistara's In-Flight Entertainment systems including Vistara World. The amenity kits will be offered on all flights to and from London Heathrow, Paris, and Frankfurt, operated by Boeing 787-9 Dreamliner aircraft.