

For Immediate Release

26 November 2020

## Scoot Launches New Inflight Portal In Preparation For New Normal

- *First of its kind in the region, Scoot's inflight portal, ScootHub, will serve as a one-stop shop for all customer needs onboard flights.*
- *Easily accessed from customers' own mobile devices, reducing surface contact and physical interactions between customers and crew.*
  - *Available on Scoot flights by end-December 2020.*
- *156 tonnes of paper (equivalent to over 2,000 trees) saved a year, translating to over 13 tonnes of fuel and over 41 tonnes of carbon dioxide emissions reduced.*

Singapore – To better meet customer expectations in the post-COVID world, Scoot will be launching a new inflight portal, ScootHub, to serve as a one-stop shop for all customer needs inflight.

ScootHub, which can be easily accessed from customers' own mobile devices, will be the first of its kind in the region to offer such diverse functionalities.

Launching in phases commencing December 2020, Scoot customers will be able to order food and beverages from Scoot Café, shop for duty-free items from KrisShop, play games, browse inspirational travel content and more, all from the convenience of their own device.

This transition from physical to digital inflight menus, duty-free catalogues and magazines reduces surface contact and physical interactions between customers and crew, giving customers peace of mind about their health and safety on board. This reduced interaction also allows Scoot to resume some inflight services, such as buy-on-board food, which had been temporarily suspended.

In ScootHub's second phase, from April 2021, customers will be able to book ground activities and attractions while inflight. They can also sync their Krisflyer membership to earn or redeem miles when they purchase items via KrisShop or activities and attractions via Pelago, the SIA Group's new platform for destination inspiration and content. Scoot has a roadmap of additional features to be deployed in subsequent phases.

Mr Campbell Wilson, Scoot's Chief Executive Officer, said, "We know that health and safety are top of customers' minds these days, and that regulatory requirements have changed the inflight experience.

"ScootHub enables us to resume valued services in a safe, low-touch manner, improving customers' experiences and – through reduction in paper-based collaterals – improving our environmental sustainability too.

"Our investment in this portal is part of Scoot's comprehensive digitalisation programme, both internal and external, which also includes health-focused initiatives such as touchless check-in kiosks and bag-drop facilities, enhanced online and mobile check-in capabilities, and real-

time information on travel requirements.”

Customers can access ScootHub by using their personal mobile devices to scan a QR code on the seatback, or connect to the “ScootHub” network on their mobile devices. When successfully connected, they will be able to access the following features:

**a) Scoot Café**

Food and beverages including hot meal combos, snacks, hot drinks, soft drinks and liquors can be ordered, and payment made via credit card<sup>1</sup>, on this tab. Cabin crew will be alerted via their fulfilment device once orders have been placed, and food will be served within 20 minutes to customers at their seats.

**b) Scootalogue**

Previously, inflight duty-free shopping only took place at a specific time during the flight. With ScootHub, customers can browse an extensive range of travel essentials, cosmetics, accessories, as well as exclusive Scoot merchandise in the comfort of their seats and make their purchases any time. Payment can be made via credit card on the portal, and cabin crew will deliver the purchases to customers. The range of inflight duty-free shopping items available for sale will steadily grow, and by end-June 2021, customers will be able to access KrisShop.com’s full range of items and delivery options.

**c) What’s On**

Replacing Scoot’s physical inflight magazines, customers will be able to discover inspirational travel and lifestyle content and, from April 2021 purchase ground attractions and experiences while inflight. For example, if a traveller is flying from Singapore to Melbourne, recommendations on where they can visit or dine in Melbourne will be available for purchase onboard and synced upon arrival, allowing them to immediately head to the attraction or restaurant after clearing immigration. This allows travel and hospitality brands to connect with travellers in more meaningful and mutually beneficial ways, and helps the brands to better understand customers’ spontaneous behaviour and preferences.

**d) Map**

Passengers can view the flight’s progress in real time via this live map. By end 2021, travel and hospitality brands can also offer relevant content to travellers through real-time geo-positioning on the map. This means that when passengers access the map, they will be able to see attractions, tours or experiences pinned on the map and they can click on the pinned location to find out more.

**e) Poll**

Scoot will obtain customers’ feedback on their inflight experience on the spot, while

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<sup>1</sup> Payment via credit card on the portal is targeted to be available by end-March 2021. In the meantime, payment for food and beverages is to be made by credit card to cabin crew.

their experience is still fresh in their minds. Companies may also use this feature for market surveys so that they can better understand customers' travel habits and consumption patterns, in return for incentives such as free drinks or snacks from the Scoot Café menu for customers who participate.

**f) Inflight Services**

Passengers travelling on our Boeing 787 Dreamliners will be able to purchase in-seat power directly on ScootHub to charge their gadgets during the flight. Onboard seat upgrades, currently suspended to facilitate contact tracing, will be enabled in a subsequent phase.

**g) Games**

To keep the young and young at heart entertained during their flights, a myriad of games are also available on the portal, ranging from colouring activities and puzzles, to fun-packed adventures and brain teasers.

Streamlining existing content offerings and packing new content formats onto a digital platform, it is estimated that Scoot will reduce paper consumption by more than 156 tonnes of paper (equivalent to over 2,000 trees), translating to over 13 tonnes of fuel saved and over 41 tonnes of carbon dioxide emissions reduced a year<sup>2</sup>.

Photos and videos of ScootHub can be downloaded here: <https://bit.ly/2V0FMsQ>.

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<sup>2</sup> Based on 2019 flight data.

## About Scoot

Scoot is the low-cost arm of the Singapore Airlines Group. Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand and positioning it well for a new chapter of growth. Scoot has carried over 65 million guests and now has a fleet of 20 state of the art, widebody Boeing 787 Dreamliners and 26 young and modern Airbus A320 family aircraft, with five more Boeing 787 Dreamliners, 29 Airbus A320neo and 16 A321neo aircraft on order. Scoot's network presently encompasses 63 destinations across 15 countries and territories, with five more destinations from Indonesia to join the network. Scoot provides – in addition to fantastic value airfares – a safe, reliable and contemporary travel experience with a unique attitude – Scootitude. Offering amenities including on-board Wi-Fi Internet connectivity and in-seat power on selected flights as well as the ability to redeem and accrue Singapore Airlines Group KrisFlyer miles, Scoot was voted 2015, 2016, 2017 and 2018 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com and ranked in the Top 10 of the World's Best Low-Cost Airlines in 2015 and 2018 by Skytrax. In 2019, Scoot won “Best Low-Cost Carrier” at the 30<sup>th</sup> TTG Asia Awards and the Travel Weekly Asia 2019 Readers' Choice Awards. Scoot is passionate about making travel attainable for all and enabling people to embrace the full potential of traveling and seeking new experiences. Book your tickets at [FlyScoot.com](https://flyscoot.com) or contact our [Call Centre](#). Find out more on [FlyScoot.com](https://flyscoot.com), [Facebook.com/FlyScoot](https://facebook.com/flyscoot), [Instagram.com/FlyScoot](https://instagram.com/flyscoot), and [Twitter.com/flyscoot](https://twitter.com/flyscoot).

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