



## Press Release

FOR IMMEDIATE RELEASE

### **AirAsia Joins Big C to Offer New Book and Pay Services** **Book and Pay AirAsia Flights at “Big Service Counters” at Big C** *Debut Promotion Offers Flights Starting at 570 THB/Trip* *“Free” of Booking and Service Fees*

**BANGKOK, 30 May 2017** – Thai AirAsia has joined with leading retail store Big C Super Center of BJC Group to offer, for the first time, “AirAsia Book and Pay via Big Service Counters at Big C”. Big C’s Big Card holders can book and pay through the counter “free” of service fees today until July 31, 2017 while also enjoying promotional fares that start at 570 THB\* for domestic flights and 970 THB\* for international flights available today (May 30, 2017) until June 4, 2017 for travel from May 30 to November 30, 2017.

**Mr. Santisuk Klongchaiya, Director of Commercial for Thai AirAsia**, said Thai AirAsia is always looking for new and better ways to serve its customers. This collaboration with Big C extends AirAsia’s Travel and Service Center (ATSC) through Big Service counters in Big C stores nationwide. Customers can now book and pay for AirAsia and AirAsia X flights as well as access services such as flight changes and upgrades, meal pre-booking, baggage allowance purchase and seat selection regardless of which channel they initially booked their flight through.

“This service was created as part of our goal to better connect with offline customers and those with limited access to online services. This new service will allow booking and payment via Big Service counters across Bangkok and its vicinity as well as in major cities in provinces across the country,” Mr. Santisuk said.

**Dr. Piyawan Piyapong Senior Vice President New Service Development at Big C Super Center of BJC Group** said that Big C’s motto is “a Thai Retailer with Customers at Heart” and that this new service is an innovation that adds booking and payment of AirAsia flights via Big Service counters in Big C stores to the many other shopping services already on offer. The addition increases the privileges offered to Big C’s Big Card members and enhances Big C’s ability to be a one-stop Shopping destination, taking it further towards its goals as a retailer.

Big Service Counters are currently located in 15 Big C stores. In Bangkok and its vicinity, the counters are at Big C Rachadamri, Saphan Kwai, Rama 4, Ramintra, Rangsit and Bang Yai while in the provinces the counters are featured at Big C Chiang Mai, Chiang Rai, Udon Thani, Roi Et, Khon Kaen, Mahasarakam, Buriram, Ubon Ratchathani and Rayong.

AirAsia and Big C are offering special promotions to celebrate the introduction of the new service. Big C’s Big Card holders (free membership) can book or pay at Big Service



counters "free" of service fees between now and July 31, 2017 as well as enjoy bookings starting at only 570 THB\* for domestic flights and 970 THB\* for international flights between today (May 30, 2017) and June 4, 2017 for travel between May 30 and November 30, 2017.

\*Fare is for one way flight and includes fuel and airport surcharges. Seating is limited and subject to terms and conditions

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