



# JETLINER CABINS:

EVOLUTION & INNOVATION

**E-BOOK app**

by Jennifer Coutts Clay

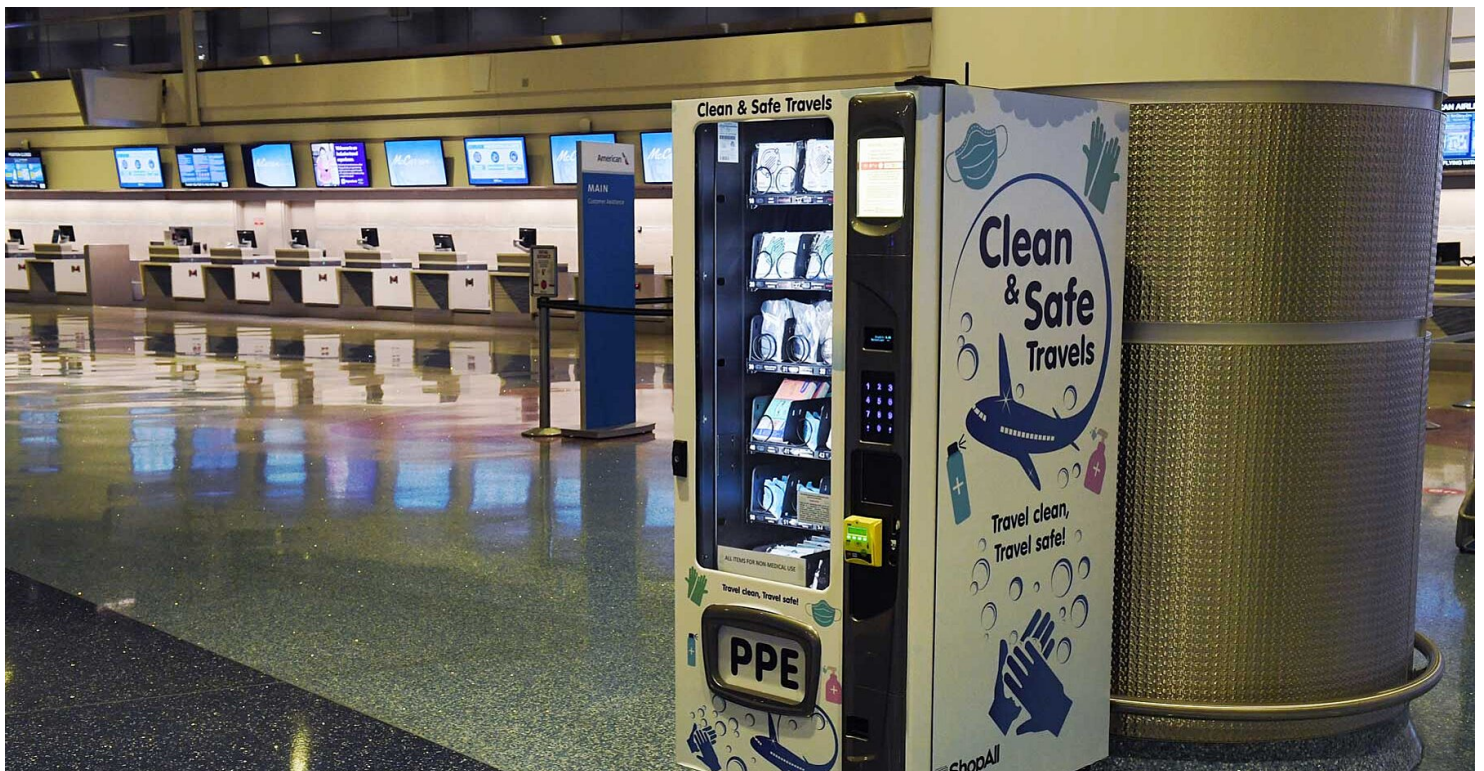
Updated June 2020  
COVID-19 Case Study



[jetlinercabins.com](http://jetlinercabins.com)

*"Fascinating reading and looking"*  
- Airways Magazine

*"The only comprehensive survey of the cabin environment from the 1970s to the present day"*  
- Airliner World



Las Vegas, NV, McCarran International Airport

# JETLINER CABINS E-BOOK UPDATE

Airline industry expert Jennifer Couotts Clay has updated the Jetliner Cabins: Evolution and Innovation E-Book app, to reflect Covid-19 learnings and to include fresh insights

The Jetliner Cabins: Evolution and Innovation E-Book app, written by industry veteran Jennifer Couotts Clay, has been updated to include fresh insights on the impact of the Covid-19 pandemic on airline cabin design strategies and the passenger experience. A new Case Study 2020 Cabin Health Alerts section has been added to Chapter 9, titled 'Look Smart: Keep Clean', in which Jennifer examines the latest trends in managing the pandemic while taking care of passenger well-being and preserving the airline brand, including unique commentary from experts.

The e-book is available on Amazon, Apple iTunes and Google Play (more information at [jetlinercabins.com](http://jetlinercabins.com)). Until you access the update, Jennifer has shared a few thoughts on post-Covid air travel...

"Airline passengers are scrutinising the evolution of jetliner cabins as airlines and airports move ahead with innovations to cope with problems created by the Covid-19 pandemic. The great challenge for the airline industry sector is to reassure passengers that they are flying in a clean, safe and healthy environment – and to provide proof of same.

"When developing new standards and procedures for environmental sanitisation, aviation manufacturers, suppliers and vendors will have to follow guidance from government regulatory authorities, industry trade groups, associated scientific organisations and risk-advisory consultancies.

"To establish state-of-the-art disinfection and hygiene programmes for aircraft interiors, cabin designers, for the first time, will need to work directly with airline medical departments, public health officials, airport operating councils and concerned Covid-19 customer-focus



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groups. In conjunction with their in-house airline marketing, maintenance and engineering teams, cabin specialists will be required to chart strategic models for a Flying Healthy platform that will serve as an essential product feature and customer benefit for future years of air travel."

Jennifer has also considered how Covid-19 may change the airline experience, with factors such as digital health passports and even a return to dressing for flights. Airlines including AirAsia, Qatar Airways and Philippine Airlines have launched HazMat-style uniforms for their cabin crew personnel, so eventually, to simplify the complicated Covid-19 situation, might authorities

perhaps recommend that all airline passengers should wear a coverall version of HazMat-style suits, complete with hospital-type face shields? Not very glamorous, true, but ultra-efficient.

"This could be a cue for a new approach to 'traveleisurewear'. As with their sleep-suit-pyjamas, airlines could offer personal protective 'coverall-suits' in their own corporate colours, displaying marketing messages. High-fashionista retailers could market branded collections of such suits, selling at various price points. At the lower-cost end could be single-use disposable garments, while at a higher price point, more durable options, washable and reusable, in heavier fabrics, suitable for longer-term use. It is normal to wear special outfits for surfing, mountaineering, fencing, playing football, ballroom-dancing, karate classes, etc, so why not for air travel?"

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