



The three-hour dining experience will begin with a tour of the A380 | Photo source [Singapore Airlines](#)

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A GROUNDED A380 IS TRANSFORMED INTO A RESTAURANT

 TRAVEL & TOURISM

Singapore Airlines is launching a dining experience on board one of its grounded planes, where guests will be served either international or Singaporean Peranakan cuisine

Spotted: Many industries have suffered in the wake of the COVID-19 pandemic and one that has taken a huge hit is aviation. In an effort to find alternative ways to engage with their customers during this crisis, Singapore Airlines has launched the “Discover Your Singapore Airlines” initiative. As a part of it, the airline is turning two of its A380 double-decker planes into a restaurant. Parked at Singapore’s Changi Airport, each aircraft that usually carries up to 471 passengers will only be half-filled, to observe social distancing measures.

To enter the Restaurant A380 @ Changi, guests will have to go through security and then board the aircraft via a jet bridge, recreating the experience of boarding a real flight. The three-hour dining experience will begin with a tour of the A380, which includes access to traditionally private areas and ends with guests taking their seats in the cabin class they’ve bought tickets for. The menus include a choice of either international or Singaporean Peranakan cuisine that will be served by cabin crew. The diners will also be able to enjoy in-flight entertainment while eating and will go home with an airline goody bag. Additionally, as part of the initiative, the airline will also open its training facilities for behind-the-scenes tours and offer home delivery of meals from its first class and business class menus.

The restaurant will operate on October 24th and 25th. When bookings for the dining experience opened on October 12th, tickets were sold out within 30 minutes.

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Takeaway:

In the wake of the COVID-19 pandemic, we have seen air travel numbers decrease rapidly. Singapore Airlines reported that it has seen a 99.4 per cent drop in passenger traffic and as a result has had its largest quarterly loss (over half a billion euros) in the first quarter of 2020. Innovative campaigns such as “Discover Your Singapore Airlines” offer something for everyone, from frequent flyers who miss the experience to families who want to enjoy an activity-filled day with their children, keeping customers engaged thus starting to curb the loss.