



# CATHAY PACIFIC UNVEILS ITS NEW INFLIGHT SAFETY VIDEO CELEBRATING THE PULSING ENERGY OF HONG KONG

News / Airlines



Cathay Pacific revealed its new inflight safety video that takes customers through important inflight safety procedures set against the dynamic backdrop of Hong Kong. Told through the electrifying energy and vibrancy of the airline's home city, the video was developed in close collaboration with the Hong Kong Tourism Board and the Civil Aviation Department to embody all necessary safety protocols while educating customers in an informative and engaging way. With its deep roots in Hong Kong, Cathay Pacific strives to promote Hong Kong as a favoured destination and gateway to travellers from all over the world. The safety demonstrations in the video are interwoven with the unique charms of Hong Kong, capturing the city's iconic landmarks, bustling happenings, world-class arts and cultural attractions, natural landscapes and more.

Scenes were shot at various locations across the city to showcase the best of Hong Kong. Customers are transported to a *dai pai dong*, the quintessential local dining experience, for the "no smoking" announcement, before finding themselves amidst an exhilarating dragon boat race which

provides the backdrop for the life jacket demonstration, while Shek O Beach sets the scene for the emergency and pre-takeoff procedures. Other locales include the shopping paradise of Causeway Bay, Xiqu Centre at the West Kowloon Cultural District, the iconic Peak Tram, Yau Ma Tei's historic Tin Hau Temple and the serene Clearwater Bay Country Park, all of which culminate in a visually immersive experience for customers.

To mark the launch of the video, Cathay Pacific held a preview event at The Sky Lounge, The Upper House on 26 July, hosted by Cathay Chief Customer and Commercial Officer Lavinia Lau and attended by distinguished guests including Hong Kong Tourism Board Executive Director Dane Cheng and Commissioner for Tourism Vivian Sum.

Cathay Pacific's Lavinia Lau commented: "At Cathay Pacific, safety has always been at the heart of everything we do, and this new video embodies our commitment to keeping our customers informed and prepared, while fostering our Move Beyond spirit. We wanted to put our own spin on the video and create something truly memorable that resonates with our global audience and showcases the true essence of our home city on the move. We are deeply appreciative of the support from HKTB and CAD, which has allowed us to weave together inflight safety information and the vibrant offerings of Hong Kong in a gripping video."

Hong Kong Tourism Board's Dane Cheng expressed his delight in the partnership: "HKTB and Cathay Pacific have been long-time partners in promoting Hong Kong's tourism excellence to visitors worldwide. We are excited to join hands to showcase Hong Kong's vibrant, diverse and unique east-meets-west experiences through this video, which reaches millions of travellers from all around the world every year. I believe the creative presentation will inspire visitors to submerge themselves in all that Hong Kong has to offer firsthand and enjoy every moment here."

Replacing the current inflight safety video introduced over seven years ago, the new version will be progressively rolled out across Cathay Pacific flights from 1 August 2024 onwards.

As the first airline in Asia to join the IATA Turbulence Aware Platform in 2023, Cathay Pacific is committed to strengthening its safety and operational excellence to elevate the flying experience for its customers.

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