

SINGAPORE AIRLINES UNVEILS NEW IN-FLIGHT SAFETY VIDEO

New safety video is part of a bilateral agreement signed between SIA and STB

Singapore Airlines (SIA) has unveiled its new in-flight safety video, which takes viewers on a panoramic journey across various locations in Singapore, beyond the traditional space of an aircraft cabin.

In this feature, viewers follow the Singapore Girl as she travels to familiar landmarks such as Boat Quay, The Intan Peranakan Home Museum, River Safari, Haji Lane, Adventure Cove Waterpark™, Henderson Waves, Capitol Theatre and Gardens by the Bay. At each location, she meets diverse characters engaged in different activities that creatively demonstrate the safety instructions.

The new safety video is a result of a bilateral agreement signed between SIA and Singapore Tourism Board (STB) in June 2017, aimed at jointly promoting inbound travel to and through Singapore, and showcasing the city state to a global audience. Under the partnership, SIA and STB will jointly invest SGD\$10 million combined, over three years, to collaborate on marketing activities, event promotion campaigns and technology initiatives which will facilitate ease of travel, and enhance the delivery of the right experiences to the right people, at the right time, and at the right place.

“Our new safety video provides a more captivating way of effectively presenting safety information to our customers as compared to the more conventional approach that we have taken up to now. At the same time, it proudly showcases many familiar spots in our home base of Singapore to a global audience,” said Singapore Airlines Senior Vice President Sales and Marketing, Mr Campbell Wilson.

“We are delighted that SIA’s new safety video offers a warm and refreshing take in conveying safety information by weaving in Singapore’s vibrant cultures, attractions and sights. Through this video, which also celebrates the places and people it features, millions of travellers on board will get to acquaint themselves with the alluring possibilities that the city offers, while noting the latest in safety information,” said Ms Lynette Pang, Assistant Chief Executive, Singapore Tourism Board.

“It is like taking our customers on a walk through Singapore,” said Ms Elizabeth Quek, who is a member of SIA’s cabin crew and was chosen to represent the Singapore Girl in the new safety video. “The locations featured in the video help show Singapore as a modern cosmopolitan city with unique culture and heritage, and I am honoured to be part of this wonderful journey.”

The new in-flight safety video will be screened on SIA flights from the end of the year.

The full feature can be downloaded from this link: <http://bit.ly/2vg40Sa> or viewed here: <http://bit.ly/2fozwcL>

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About Singapore Airlines

Formed in 1972, Singapore Airlines is the world's most-awarded airline with a commitment to service excellence, product leadership and network connectivity, operating a modern passenger fleet of more than 100 aircraft. Together with wholly owned subsidiaries SilkAir, Scoot, Tigerair and SIA Cargo, the SIA Group's combined network covers 135 destinations around the world. More than 30 million passengers were carried by the SIA Group's four Singapore-based passenger airlines in the 2015/16 financial year.

In October 2007 Singapore Airlines, a member of the Star Alliance, made aviation history as the first airline to fly the world's largest passenger aircraft, the Airbus A380. In 2013, Singapore Airlines introduced its latest cabin products, with new seats in all classes offering enhanced ergonomics and personal space for customers. All-new cabin products are currently in development and are due to be unveiled in 2017.

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