Ethiopian Airlines showcases Addis Ababa in latest safety video

The video combines the safety message with glimpses of Addis Ababa's top attractions

Ethiopian Airlines has released an updated safety video onboard that combines the safety message with glimpses of Addis Ababa's top attractions.

Samson Arega Bekele, Group Vice President Customer Experience, said, "This has been a journey that took considerable time, thought and collaboration. From the beginning, our objective was to move beyond the traditional safety demonstration and create something fresh, engaging and distinctly Ethiopian, while never losing sight of the most important purpose: the safety of our passengers."

Bekele emphasized that the new video brings a fresh take to the airline's safety demonstration onboard, bringing the safety message together with glimpses of Addis Ababa and some of its iconic places. Bekele said the video gives passengers "an introduction to the character, culture and spirit of our home as part of their journey."

"Seeing the final product—and especially seeing passengers already engaging with it—is very rewarding for all of us who contributed to making it happen," he added. "At Ethiopian Airlines, we want every touchpoint of the journey to be an experience. Even something as essential as a safety demonstration can be informative, memorable and enjoyable."

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