

FlightPath3D launches Destination Stories



A dynamic collection of content immerses passengers in destination content while in the air

[FlightPath3D](#) has unveiled Destination Stories, a new way for passengers to explore and plan what to do when they land.

Guided by Luci, FlightPath3D's AI-powered travel companion, passengers receive recommendations for destinations and must-see attractions. With a single tap, they can launch an animated preview that brings each location to life, complete with local tips, highlights and airline-branded content and partnerships, within the inflight map.

"Destination Stories is a seatback experience built for today's traveler. Highly curated and engaging to spark ideas for now and what's next. For airlines, it's a new way to showcase destinations, vacations, and partners right where passengers are planning their journey," said Duncan Jackson, President of FlightPath3D.

City previews, curated playlists and mobile continuity

Destination Stories gives passengers a rich introduction to their destination the moment they open the seatback map. They can choose an interest-based playlist, like cultural landmarks and Instagrammable hotspots or select "Play All" to watch a continuous, animated tour of must-see sights.

Each city features a Destination Board, a visually rich homepage that showcases key highlights and attractions for that location. Passengers can also scan a QR code to explore more on mobile, with future options to book tours, tickets and experiences before they land.

Branded content, route promotion and easy upgrades

For airlines, the Destination Board offers valuable real estate to embed branded content and targeted offers, turning a city's page into both a guide and a marketing platform. Campaigns can promote seasonal routes, loyalty perks or sponsored attractions, while ads and partner placements sit naturally alongside the travel storytelling.

Destination Stories is available as an upgrade for airlines currently using FlightPath3D's Destination Guide, providing a simple path to bring the new story-led experience to their seatback maps.

"Destination Stories is more than a new feature, it's a new chapter for the inflight map," said Boris Veksler, Co-Founder and CEO of FlightPath3D. "Our mission has always been to guide every flying passenger. This is the next step in that journey, inspiring travelers in the air and connecting them to the places, experiences, and opportunities that await when they land."

Destination Stories at APEX Global EXPO

Destination Stories will make its debut at [APEX Global EXPO 2025](#) this week in Long Beach, giving

airlines and industry partners a first look at how visual storytelling, AI-powered recommendations, and branded content can transform the inflight map experience.