

Lufthansa releases updated inflight safety video

[Lufthansa](#) recently launched its new long-haul experience, [Allegris](#) and now it has also unveiled an updated safety video in collaboration with [Spafax](#). The video celebrates the “joy of travel and the diversity of Lufthansa passengers while sharing critical safety information,” the May 16 press release said.

The safety video debuted on May 1 on long-haul flights on aircraft with the Allegris cabin. It will gradually be rolled out across all Lufthansa aircraft with seatback entertainment screens, with different versions for specific types of aircraft.

“After the personal welcome by the flight attendants, the safety video is another very important point of contact with our customers. In the future, we not only want to convey and demonstrate safety-related information but also our brand values: As Lufthansa, we focus on people and care about their individual needs,” said Carsten Hoffmann, Vice President Marketing and Brand Experience Lufthansa Airlines. “Consequently, this video is more than just transferring safety information, it is also about reconnecting with each other and the world, while speaking to a wide range of passengers in an engaging and informative way. We can’t wait to see passengers’ reactions.”

The video was conceived by Spafax Studio’s creative team. Spafax and Lufthansa worked closely on the development of the film, across creative, branding, production and safety.

“We were thrilled to be chosen by Lufthansa as the creative partner for this exciting project, which has been such a fun, fulfilling collaboration across so many departments,” said Jonathan Gilbert, Creative Director and Head of Spafax Studio.

The video highlights the transformative power of travel by integrating passenger safety information into an engaging story akin to a short film. Through a series of vignettes, it features a global journey starting and ending in Munich, Germany. Along the way, passengers see a variety of travel adventures such as riding a cable car to Mount Fuji, skateboarding in Cape Town, watching a kite festival in India and enjoying a diner in New York City.

A key element of the film was to make each destination feel like home, supporting the message that Lufthansa strives to help passengers feel at home in their travels.

The video production involved a combination of practical shots, CGI and virtual production.