

Etihad teams with Warner Brothers theme park



Terry Daly (left) Executive Director Guest Experience, Brand and Marketing of Etihad Airways with Don Strickler, General Manager, Warner Bros. World Abu Dhabi

[Etihad Airways](#) today announced a partnership with the theme park [Warner Bros. World™ Abu Dhabi](#), to launch family friendly experience on board its fleet.

The park's iconic animation characters like Scooby-Doo, and Looney Tunes and favorites like Sylvester and his beloved nemesis Tweety, are emblazoned across the children's activity packs given to passengers on longer flights with Etihad.

The airline's new children's gifts are designed in three age ranges. For infants up to two years old, parents will be given a soft fleece blanket decorated with the faces of Tweety, Bugs Bunny, Daffy Duck and Sylvester. Young flyers aged three to eight years, will be given a drawstring bag featuring an activity book, crayons, memory card game and passport holder. Tweens and teens aged nine to 13 will get a Scooby-Doo themed backpack featuring the [Museum of Mysteries](#) board game designed to promote [Yas Island](#)'s immersive indoor theme park, Warner Bros. World Abu Dhabi.

Etihad is also training cabin crew and ground crew to identify and support family travel needs. At Abu Dhabi International Airport, a dedicated family check-in space will be available for families with minimized queuing. Thoughtful touches include a small set of stairs at check-in counters so children can watch the check-in process with ease.



Little VIP products served on longer Etihad flights

In flight, young travelers will be given their meals first, and diners will experience Warner Bros. World Abu Dhabi themed dining equipment in bright colors. The menu has been enhanced based on consultation and feedback from family travelers and as a result requested traditional children's favorites such as fusilli pasta with meatballs, waffles and pancakes have been added to the menu.

In line with Etihad's sustainability ambitions, the new children's packs and dining experience have been designed with product purpose and reusability in mind. The gifts are designed to be taken away and treasured, encouraging children to feel excited about travelling with Etihad. The amenities have also been designed without the need for individual packaging, avoiding the use of single use plastics.

Young flyers will also be kept amused at a bespoke children's section on Etihad's inflight entertainment, designed in a fun, kid-friendly format. Etihad offers a wide selection of family-friendly Warner Bros. movies and TV shows including Space Jam, Scooby-Doo, Tom and Jerry, Looney Tunes, Bugs Bunny and the Flintstones. A selection of TV shows for older kids from the DC Universe includes Batman, Justice League and Teen Titans.

In addition, a selection of music albums for kids is complemented by a variety of e-games, which can also be played seat-to-seat.

"This year, we will bring product innovation to the forefront, and this is the first of many exciting developments to look forward to," said Terry Daly, Executive Director Guest Experience, Brand and Marketing, Etihad Airways in today's announcement. "We're thrilled to be kicking this off with a focus on our 'Little VIPs' and their families. We understand and appreciate that it's not always easy travelling with little ones, however, this collaboration with Warner Bros. World Abu Dhabi is designed to make the travel experience an exciting one for children and an easier one for their parents. With the help of Scooby-Doo and the Looney Tunes, we promise that even the tiniest travelers will love

every minute of their journey with Etihad Airways.”