

# Video Clip: Etihad safety video showcases iconic Louvre Abu Dhabi

The Etihad Airways updated safety video was filmed on site at Louvre Abu Dhabi

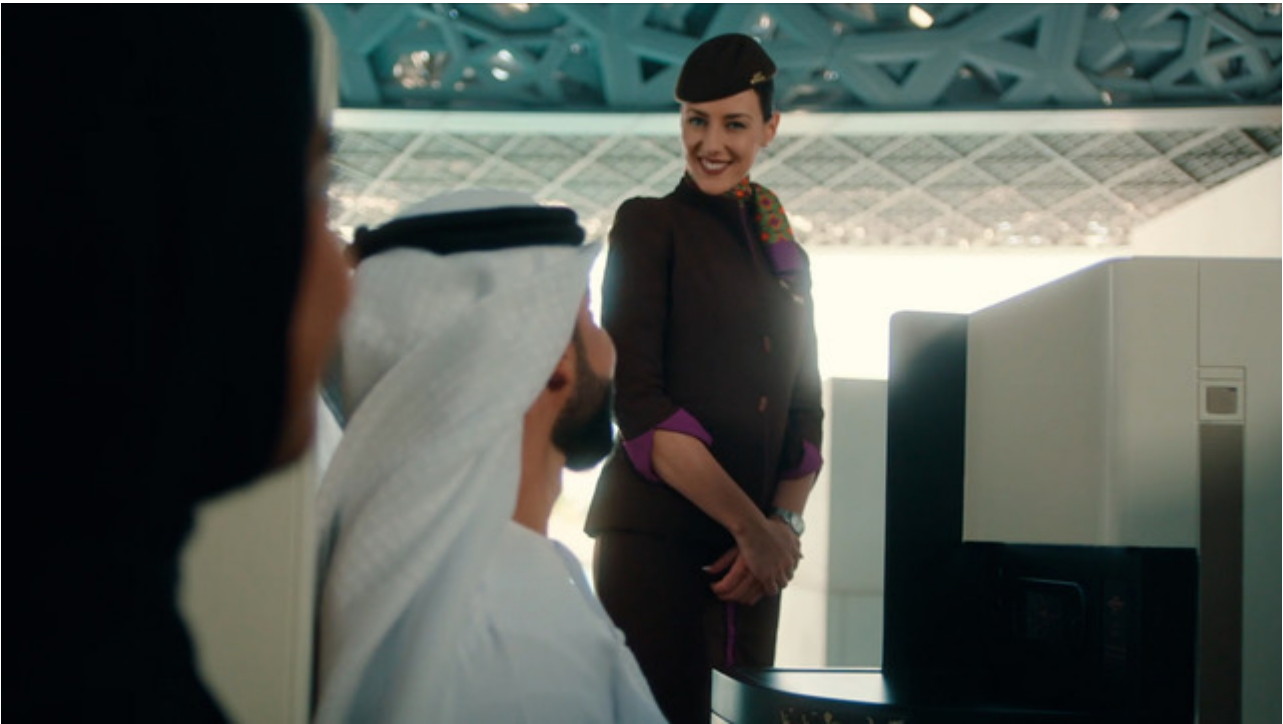
[Etihad Airways](#) has unveiled a safety video filmed on location at [Louvre Abu Dhabi](#). It gives passengers across the globe a glimpse of what attractions the capital has to offer. The safety video will be rolled out progressively starting with the Etihad's 787s in April 2021.



Stills from the Etihad Airways safety video, filmed on site at Louvre Abu Dhabi

Etihad cabin crew demonstrate safety features of the aircraft with other Etihad employees acting as guests. To protect health and safety, the new video was filmed following strict COVID safety protocols, including all cast and crew having to present a negative PCR test.

"Our safety video needed a refresh including the safety messaging requirements due to COVID," said Terry Daly, Executive Director Guest Experience Brand & Marketing at Etihad Airways. "This new video goes beyond its main purpose of educating guests about essential safety information, it also reflects our brand and personality, while leveraging the very best of our beautiful home, Abu Dhabi."





Stills

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Emirati voice-over artists were used to voice the video in English and Arabic. To further ensure a consistent guest experience, the accompanying music is part of Etihad's new signature sound collection which is used across the airline for a variety of touch points. The sonic branding is inspired by Abu Dhabi and is an eclectic mix of Emirati and international instrumentation and arrangements, played by musicians from the UAE and around the world.