

Harry Potter takes flight with LATAM and Warner Bros. Discovery Latin America



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[LATAM Group](#) has announced an exclusive partnership with [Warner Bros. Discovery](#) Latin America that will bring Harry Potter-inspired experiences to its flights. Starting November 12 and running for 12 months, the initiative will offer a one-of-a-kind proposal that combines entertainment, activations and licensed products inspired by one of the world's most iconic film series.

As part of the partnership, LATAM will unveil a 787-9 and an A320 featuring special decal designs with emblematic illustrations from the Harry Potter films. Both aircraft will operate on domestic and international routes. Additionally, a specially produced commercial — developed in collaboration with WBD Ad Sales — will invite viewers to discover the magic of flying with LATAM.

"Harry Potter is a story that has marked generations around the world. We are very excited to present this alliance, which transforms the flying experience into a unique and memorable journey for our customers. At LATAM, we aim to connect people not just with destinations, but also with the stories that inspire them," said Paulo Miranda, Vice President of Customers at LATAM Airlines Group.

"Seeing a global icon like Harry Potter alongside LATAM fills us with excitement. At Warner Bros. Discovery, we are constantly seeking creative ways to integrate our franchises into everyday experiences and delight fans in new and unexpected ways. This project, created and produced in Chile and now expanding regionally, demonstrates the potential of our brands to foster deep and meaningful connections in innovative settings," said Pablo Greco, Vice President of Ad Sales for the

Andean Region at Warner Bros. Discovery.

Coinciding with the 25th anniversary of the film *Harry Potter and the Sorcerer's Stone* in 2026, passengers will have the chance to feel part of the celebration and enjoy themed onboard experiences on selected flights. These include cabin visuals, collectible products and catering inspired by the world of *Harry Potter*. The entire film series will also be available on LATAM Play, the inflight connectivity and entertainment platform, along with other themed content.

In addition, contests, interactive events, and special activations will be held at airports and on social media for *Harry Potter* fans, offering prizes such as flights, themed experiences, and official merchandise.

LATAM Play is available on all LATAM flights and includes the full *Harry Potter* film saga. On wide-body aircraft, content is displayed on individual seat screens, while on narrow-body aircraft, it can be accessed via personal devices connected to play.latam.com.