

THOMSON'S VISIONARY APPROACH TO IN-FLIGHT SAFETY IS CHILD'S PLAY

Submitted by: TUI UK

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Thomson has enlisted their youngest 'cabin crew' yet in order to demonstrate the airline's safety instructions onboard all of their flights. <http://www.youtube.com/ThomsonHols>

An industry first in UK aviation, this innovative new safety film features a group of children talking passengers through the ins-and-outs of emergency exits, oxygen masks and lifejackets. Children were used for their charm and 'ahh factor' with the aim of ensuring that passenger engagement remains high throughout the entire safety video.

This fresh approach stands out against many current onboard safety videos which are viewed by passengers as mundane, old, tired and boring. In fact, research conducted by the National Transport Safety Board (NTSB) in 2006 found that 54% of passengers did not watch the in-flight safety video in its entirety.

Carl Gissing, Director of Customer Services at Thomson Airways, comments, "The safety and security of our customers has always been our number one priority. The creative style of this new film demonstrates our commitment to communicating important safety instructions in a way which maximises audience engagement. By adopting a somewhat quirky approach to a mandatory airline safety briefing, we believe that we will achieve increased levels of attention from our customers – and any subsequent debate that arises over in-flight safety can only be a good thing."

Conducting its own research into the merits of the new and improved safety video, Thomson found that there was a:

- 15% increase in the number of passengers who paid full attention to the video;
- 66% increase in the number of passengers who felt that the new film made them feel more safe;
- 333% growth in the number of passengers who engaged with the video; and
- 91% increase in the number of children under the age of 12 who watched the entire video until the end.

The new safety video has been approved by the Civil Aviation Authority and will feature on all short and mid-haul Thomson flights from Monday 13 July 2009. The final phase will be the roll-out of the new video on all long-haul routes from September 2009.

To view the video please use the following link: <http://www.youtube.com/ThomsonHols>

Notes to Editors:

1. NTSB research cited in The Australian Transport Safety Bureau Report – Public Attitudes, Perceptions and Behaviours towards Cabin Safety Communications. Prepared by Andrew Parker, Synovate Pty Ltd in June 2006.

2. For stills of the new in-flight safety video please contact the Press Office.

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