

TRAVEL AND HOSPITALITY

## Singapore Airlines presents New York City travel guide for film fans

September 18, 2023



*An in-flight manager shares where people can find places from their favorite productions around The Big Apple, making for a unique twist on a popular vacation spot. Image credit: Singapore Airlines*

---

By EMILY IRIS DEGN

Singapore Airlines is spotlighting an iconic hub for arts, entertainment and movie magic.

With the help of its flight crew, the company is broadcasting first-person explorations of global cities in the "[Beyond the Cabin](#)" series, a collection of episodes that act as themed travel guides for the adventurous. Revealing the intimate knowledge that those in the organization have of each location, the programming follows along as members of the Singapore Airlines community touch down and discover popular tourist destinations this time, an in-flight manager uncovers New York City from a film fanatic's point of view.

"Singapore Airlines gets awards as the best airline for a reason," said Sekita Ekrek, founder of [Sekita Ekrek Luxury Travel Marketing](#), New York.

"They understand the power of personal touch, and with luxury travel, it's all about selling emotion and how a trip makes you feel," Ms. Ekrek said. "A first-person campaign in travel is always effective because it inspires.

"How amazing to get to experience NYC with one of their staffers it keeps the connection personal, the story is authentic, it builds trust, and it put you, the viewer, in their shoes to create FOMO!"

Ms. Ekrek is not affiliated with Singapore Airlines, but agreed to comment as an industry expert.

### Screen scenes

While the city is extremely popular among tourists, the massive scale of the metropolis can make it difficult for visitors to know where to begin.



*Fadzil appears completely at ease around the bustling city, subtly showing off Singapore Airline's insider knowledge of Manhattan, a place countless fliers are heading this fall. Image credit: Singapore Airlines*

With social media influencers' tendency to post about the same locations as each other to fuel their growth as creators, even Instagram feeds lack diverse options for those who want a unique trip.

In steps Singapore Airlines, telling travel tales from first-person perspectives, or more specifically, the perspectives of the professionals who work with the company this institutional knowledge supports the new 2023 tagline of "Welcome to World Class," which promises a truly international and informed experience.

In this case, an in-flight manager named Fadzil lets viewers from home follow him along, providing a walkthrough of Manhattan and the urban space at large, all with movie enthusiasts in mind.

*Singapore Airlines presents "New York City in Reel Life"*

"What's so great about N.Y.C. is that you do feel like you're starring in your own movie when you visit," said Ms. Ekrek.

"So many iconic backdrops surround you as you explore the city, from the towering skyscrapers of Wall Street to the Uptown energy of Harlem," she said. "You can also go as high-brow or as down-to-earth as you want, which is part of the beauty of New York.

"And the city is ever-changing, which makes every visit different."

Calling the episode "New York City in Reel Life," Fadzil goes from wearing his uniform on a Singapore Airlines plane to standing in the middle of the highly recognizable Times Square, welcoming potential travelers to the City that Never Sleeps.

"We've all seen American in movies and T.V. shows," says Fadzil in the episode.



*Luxury travelers have undoubtedly seen the famed Dumbo view on their social media feeds, but Fadzil shares a unique angle on the spot. Image credit: Singapore Airlines*

"Now let's visit some of these famous locations in New York City," he continues. "I'm going to show you some of my favorite places to visit, inspired by movies through the years.

"And as you'll find out, it's a great way to tour the city."

The manager hails a taxi cab, and shots of landmarks show rapid fire across the screen.

With this, Fadzil ends up in Brooklyn.

Standing at perhaps one of the most well-known photo opp spots, Dumbo's classic view of the Manhattan Bridge peers behind him in sky-blue paint. He shares that the famous structure appeared in the movies *Once Upon a Time in*

*America and Goodfellas.*

Acting as a guide and doling out lesser-known secrets about New York, Fadzil ventures to a beloved apartment building in Greenwich Village.



*"Friends" is consistently ranked as one of the most-watched TV shows of all time, and Singapore Airlines shows travelers how they can be a part of it in real life. Image credit: Singapore Airlines*

Situated at 90 Bedford Street at the corner of Grove Street, the home of the characters in the 1994 hit TV show, "Friends," is not as easy to find as other icons on the island, but since 52.5 million viewers are reported to have watched the season finale in 2004, many are sure to be interested in making their way there.

Though there is no gift shop or place to come inside, Singapore Airlines is offering fans some fun facts that they can take home with them.

"It wasn't always called Friends, you know," says Fadzil in the episode.

"The show's working titles were 'Insomnia Cafe,' 'Friends Like Us' and 'Six of One,' before everyone settled on the title we know today."



*Though many have seen the Statue of Liberty, Fadzil talks about how travelers can have their own movie-focused experience while viewing it. Image credit: Singapore Airlines*

Fadzil later takes the Staten Island ferry for views of the *Statue of Liberty*, reminding viewers that the boat has been in multiple movies, including *Manhattan* and *Working Girl*.

The *Ghostbusters* fire department headquarters, Central Park, The Metropolitan Museum of Art, the Roosevelt Island Tram and Washington Square Park all appear as well, with the in-flight manager talking about where they can be found in the movies and television, and of course, sharing more interesting bits of knowledge.

Finally, with the help of an expert projectionist, Fadzil takes a historic film camera and shoots pictures and videos around New York City in a vivid demonstration of what a cinematic vacation in Manhattan can look like.



*Hundreds of films have shown Central Park, making the green space ideal for movie lovers. Image credit: Singapore Airlines*

"N.Y.C. has always had a mythical lure for visitors around the world," said Ms. Ekrek.

"It's the center of the universe after all, and everyone wants to create their own N.Y.C. story."

#### Affluent autumn in New York

As the autumn tourist season begins, luxury names in travel are slowly shifting from the Mediterranean ([see story](#)) and "Euro Summer" emphasis ([see story](#)) to fall-friendly destinations like London, Paris and of course, New York City.

Now, as September hits its midpoint, Singapore Airlines has picked New York as the setting for the newest episode in the brand's "Beyond the Cabin" series.



*New York City is a magnet for luxury travelers and brands alike, making it ideal for companies in elite tourism. Image credit: Singapore Airlines*

From Fifth Avenue to a plethora of fine dining options to celebrity events, Manhattan and the outer boroughs especially pack quite a punch for the industry at large, but particularly for prestige companies.

"Luxury travel is the segment that drives the health of the travel industry today," said Ms. Ekrek.

"It was the first segment to rebound from the pandemic, and the luxury travel industry is exploding now," she said.

"Luxury travel advisors are in high demand because more people are seeking unique experiences and insider access all things that N.Y.C. can easily provide."