

## Emirates' brand value doubled to USD 8.4bn in 2024

- A Monitor Report

Date: 17 May, 2025



Dubai : According to Brand Finance, Emirates' brand value doubled to USD 8.4 billion in 2024, up 27 percent over the previous year, as traveler preferences continue to evolve towards more premium experiences.

The latest rankings have also placed it amongst the top five most valuable airline brands in the world, the most valuable airline brand outside the US, as well as the most valuable Middle Eastern Airline brand.

The achievements of Emirates have been recognized further by four gongs at the prestigious Business Traveler Middle East (BTME) 2025 awards, including 'Best Airline Worldwide' for the twelfth consecutive year.

The airline also took home 'Best First Class', 'Best Premium Economy

Class' and 'Best Airport Lounge in the Middle East'.

Adil Al Ghaith, Senior Vice President Commercial Operations, and Dr Nejb Ben Khedher, Divisional Senior Vice President, Skywards, received the awards on Emirates' behalf.