

Saudia ushers in new era for Hajj with revolutionary services

- A Monitor Report

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Dhaka : Saudia, the national flag carrier of Saudi Arabia, has entered into a "new era" in Hajj travel. With a bold and visionary approach, the airline is transforming the pilgrimage experience for 2025 and beyond—not only as a carrier but as a complete service partner for pilgrims worldwide.

For the first time, the airline expands beyond air operations to play a central role in delivering a comprehensive Hajj experience. From dedicated flight operations to ground services and hospitality, Saudia is bringing innovation, care, and scale to one of the world's most important journeys.

In preparation for the 2025 Hajj season, Saudia is allocating over one million seats utilizing a modern fleet of 158 aircraft. With a projected market share of up to 35 percent, the airline will serve pilgrims from

over 100 global destinations.

The end-to-end travel experience is designed to maximize comfort and efficiency, from ticket issuance to streamlined arrival and departure processes. Saudia is also coordinating extensively with public and private sector partners to ensure smooth operations across all airport touchpoints, with more than 11,000 frontline staff and aircraft maintenance technicians mobilized to serve pilgrims across a 74-day operational window.

Among Saudia's most notable innovations this year is the launch of "The Coolest Ihram"-the world's first high-tech Ihram garment, introduced on World Creativity and Innovation Day. It is available to Saudia guests from June 2025.

Pilgrims can enjoy a range of thoughtful services during their journey, including diverse meal options, timely prayer and Miqat announcements, and specially curated instructional programs developed in collaboration with the Ministry of Hajj and Umrah. For those with special needs, Saudia provides accessible transportation, oxygen supply during the flight, and medical stretcher services-ensuring inclusive and dignified access to the pilgrimage.