

## Saudia's rebranding elevates luxury travel experience for BD passengers

-A Monitor Report

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Jeddah : In the wake of its recent rebranding, Saudia, the national flag carrier of Saudi Arabia, has intensified its commitment to providing an extraordinary travel experience for Bangladeshi travellers, particularly for those who aspire to luxury in the skies, said a press release.

The rebranding signifies a strategic shift towards a more refined, digitalised and elevated services, with a heightened emphasis on Bangladeshi passenger satisfaction, it added.

Embark on an unparalleled travel journey with Altanfeethi, Saudi Arabia's exclusive service that unfolds a distinctive experience across more than 27 executive private terminals. Enjoy exclusive amenities like a private terminal, Meet and Greet, and Fast Track check-in. Benefit from private transportation, efficient baggage handling, and world-class hospitality. A dedicated personal assistant, nearby private parking, and

access to a fully-equipped business center ensure a seamless and opulent journey.

Indulge in Saudia's First Class Suite-a private oasis for Bangladeshi travellers featuring an 82" seat, 23" HD screen, and 5000 hours of entertainment. Stay productive with a 24"x24.5" table and Wi-Fi. When it is time to unwind, the cabin crew transforms passenger's space into a comfortable bed with exclusive Porsche Design pajamas. Contributing to enhancing operational excellence and elevating the guests' travel experience, Saudia Technic, a Saudia Group subsidiary, is upgrading First Suites on its Boeing 777 fleet to boost operational excellence and enhance guest experiences.

Saudia's Business Class is tailored for discerning Bangladeshi travellers, featuring full-flat beds and a spacious 17-inch HD screen offering 5000 hours of entertainment. Enjoy a warm welcome with cardamom-flavoured Arabic coffee, dates, and fresh fruit juices. The reclining seats provide ample legroom, comparable to other airlines' First Class. Adjustable padded wings and ergonomically-designed seats ensure maximum comfort for long-haul flights.

As an extension of the premium travel experience for the Bangladeshi travellers, Saudia's airport lounges, including the AlFursan lounges and SkyTeam Lounges provide a seamless transition from the bustling airport environment to a tranquil haven of sophistication.