

Saudia wins award for guest experience from APEX

- A Monitor Desk Report

Date: 24 August, 2025



Dhaka: Saudia, the national flag carrier of Saudi Arabia, announces that it has been named 'Best in Class for Service-Guest Experience' for 2025 by the Airline Passenger Experience Association (APEX).

This accolade further establishes Saudia as a global leader in hospitality and guest service excellence, said a release.

The Best in Class Service-Guest Experience award is one of three key pillars evaluated as part of the APEX World Class status, alongside safety and well-being, and sustainability.

This award highlights Saudia's ability to deliver quality guest journey, defined by seamless service, meticulous attention to detail, and authentic Saudi hospitality, added the release.

For Saudia's significant customer base in Bangladesh, this recognition

reaffirms the airline's dedication to providing a superior and culturally attuned travel experience, strengthening the longstanding ties between the two countries, further mentioned the release.

Bangladesh remains an important focus for Saudia's service expansion, ensuring that travelers from the region benefit directly from these ongoing improvements.

With a large and loyal Bangladeshi passenger base, Saudia continually enhances its offerings—upgraded cabins, faster connectivity, premium dining, and tailored entertainment—to provide a seamless and culturally resonant journey.

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