

Emirates and TUI Cruises renew partnership

- A Monitor Desk Report

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Dubai: Reinforcing Dubai's status as a hub for cruise tourism, Emirates has renewed its partnership with TUI Cruises for the upcoming two cruise seasons.

The renewed partnership was signed on the sidelines of ITB Berlin by Adnan Kazim, Deputy President and Chief Commercial Officer, Emirates Airline; and Wybcke Meier, CEO of TUI Cruises. The partnership underscores the airline's commitment to working with like-minded partners to offer seamless travel experiences, both in the air and on the ground through its dedicated cruise terminal check-in areas and with the collaborative support of its partners in Dubai.

Emirates will closely work with TUI Cruises to offer dedicated flight options that closely align with upcoming cruise schedules, ensuring a smooth transition from air to sea for its customers.

In addition to coordinated operations and exploring marketing synergies, the partnership will focus on developing exclusive luxury packages and experiences that showcase the best of Dubai and the region's TUI Cruise programmes.

TUI Cruises will deploy two ships for the upcoming season to Port Rashid. Each ship can accommodate more than 2,500 passengers. Customers have the choice of two programmes, one with embarkation and disembarkation in Dubai, featuring GCC destinations like Abu Dhabi, Oman, Qatar and Saudi Arabia. The other itinerary includes Asian points such as Singapore and Hong Kong.

Last year, Emirates transported nearly 400,000 cruise passengers to Dubai. The city welcomed over 166 ships during the last cruise season, making it the region's biggest port of embarkation and most popular call for cruise liners. The city expects an increase of 23% more cruise passengers for the upcoming season.

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