

Emirates announces partnership with Uber to elevate traveler journey

- A Monitor Desk Report

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Dubai: Emirates and Uber have announced a strategic partnership through a Memorandum of Understanding (MoU) to explore ways to make journeys more seamless, effortless and rewarding for travelers. This includes enhancing the on-ground mobility experience for Emirates customers, while offering Skywards members loyalty benefits when using the Uber platform across select markets within the Emirates network.

The MoU was signed by Adnan Kazim, Emirates' Deputy President and Chief Commercial Officer and Anabel Diaz Calderon, Vice President and Head of EMEA Mobility at Uber.

Emirates and Uber will work towards developing an integrated booking experience that combines Uber Rides Vouchers with flight bookings for easier airport transfers or in-city rides. Additionally, Emirates and Uber

will explore offering Uber rides to and from the airport for select Emirates customers, supporting a complete door-to-destination experience.

The partnership will explore strategic opportunities to closely collaborate on offering Skywards members in the UAE the opportunity to earn on rides or redeem their miles for Uber app credits or vouchers. Emirates Skywards will also explore ways for members in the UAE to benefit from earning Miles on Uber rides across select markets in the Emirates network.

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