

Emirates offers access to Dubai's Coca-Cola Arena for loyalty program members

- A Monitor Desk Report

Date: 27 May, 2025



Dubai: Skywards Exclusives, a unique airline loyalty initiative that offers experiences from Emirates' sponsorships portfolio, has expanded its offerings to now include hospitality tickets at Dubai's largest multipurpose indoor venue, Coca-Cola Arena. Now members can bid or redeem Miles(points) to watch the best music concerts, comedy shows, sports tournaments and much more.

With a fantastic line-up of concerts and events, Coca-Cola Arena is set to welcome the best performances this year from international touring artists, Arabic and Bollywood stars and world-class sports events. Starting from 5,000 Miles, members can bid or redeem Miles for a pair of hospitality tickets with premium seats, and the best panoramic views of the stage.

The loyalty programme continues to leverage Emirates' extensive

sponsorship portfolio to offer its 35 million members worldwide including 100 thousand in Bangladesh, exceptional experiences.

-N