

Emirates' Ramadan offer for customers

- A Monitor Desk Report

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Dubai: Reflecting the spirit of togetherness and generosity during the Holy Month of Ramadan, Emirates will be serving thousands of meal boxes for fasting customers both onboard and at boarding gates, screening an array of religious content and popular TV shows on ice, and offering traditional Ramadan dishes in the lounges.

At the Emirates Lounges in Dubai International Airport (DXB), an array of Arabic sweets, dates and coffee will be offered during Ramadan. Traditional dishes in First and Business Class lounges will include various delicious hot and cold dishes. Emirates Lounges in Cairo and Jeddah will also serve an array of delicious Ramadan dishes. Emirates lounges have dedicated prayer rooms and ablution facilities to ensure a peaceful environment for worship.



For the comfort of fasting customers at select Emirates Boarding Gates during iftar time, complimentary iftar boxes to help break the fast - containing water, laban, a banana, and dates are distributed.

To ensure the highest levels of accuracy for fasting Muslim passengers, Emirates uses a unique tool to calculate the correct timings for imsak (the time to commence fasting) and iftar while in-flight, based on the times of the sunrise and sunset of the location the flight is passing by using the aircraft's longitude, latitude, and altitude. When the sun sets, passengers will be officially informed of the iftar time by the captain.

From the month of Ramadan, customers breaking their fast across all cabin classes to select destinations will be offered nutritionally balanced Ramadan meal boxes. Emirates' Ramadan boxes are served in addition to

the regular hot meal service.

Ramadan boxes will be served on flights catering to Umrah groups travelling to Jeddah and Medina during the month of Ramadan. Passengers are also entitled to check in one bottle of Islamic holy water 'ZAMZAM' containing up to 5 litres per person at Dubai International Airport (DXB) and various airports in the Kingdom of Saudi Arabia.

For the duration of the Holy Month, Emirates ice will feature special religious content including Hadi Al Nabi, Kalimat Fi Hob Al Rasool, Kheir Qodwa, Maqased Su'ar Al Qur'an and Nafhat in Arabic. In Urdu, ice will feature Ramadan Ki Fazilat and Ramadan Bakhshish Ka Saman. The Holy Qur'an is also available on ice.

Emirates provides Ramadan awareness training for its cabin crew and on ground teams in Dubai and across its network. Special training resources have been provided to ensure operational teams are aware of the Holy Month, understand the cultural significance and nuances of this time and recognise specific practices that Muslims engage in, so they are prepared to provide the highest levels of service to customers throughout their travel experience.

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