

Emirates showcased its innovative products at ATM

- A Monitor Desk Report

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Dubai: Four-day long Arabian Travel Market 2021 (ATM), the largest in-person travel industry event since the pandemic began ended on Wednesday in Dubai.

Airline Partner of the event Emirates showcased its some exciting new products like recently launched Premium Economy seats, the airline's Boeing 777-300ER game-changer First Class fully enclosed private suites exhibit, Boeing 777 Business Class seat, the newly refreshed A380 OnBoard lounge, along with other iconic products.

With strong health protocols in place, Emirates was able to safely welcome more than 3,000 delegates and event attendees to its stand during the four day event. Some iconic products of the airline- First Class Shower Spa and the latest version of the game-changer Economy Class seats were also on display for visitors.

The centerpiece of this year's product exhibit was the Emirates' recently launched Premium Economy seats. Visitors were able to relax, recline and simply experience Premium Economy, which features seats with a pitch of up to 40 inches, and a width of 19.5 inches that comfortably recline into a cradle position.

Emirates signed a Memorandum of Commitment (MoC) during ATM with the

Indonesian government to develop the return of tourism traffic to and from the market. The airline also inked an MoU with Huawei, which will allow both brands to build awareness across their respective sectors to a wider audience in the Middle East and beyond.

ATM ran from 16-19 May and is one of the world's largest travel trade exhibitions.

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