

## Emirates World Store opened in Kenya, first in Africa

- A Monitor Desk Report

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Dubai: Emirates airline has opened its Emirates World store in Nairobi, Kenya, which introduces the airline's refreshed retail store concept to Africa for the first time.

The Emirates World store offers customers expert travel advice, either from dedicated consultants or through self-service smart technologies, and immersive displays to bring the airline's signature product closer to travellers from Kenya.

The store is designed to enrich customers' experience from the moment they walk through the door, with a warm and inviting space that welcomes every guest. The retail space is over 330 m<sup>2</sup> and designed as an open-plan, lounge-like environment, in the airline's signature light and airy colour palette.

Guests can explore the iconic Emirates A380 Onboard Lounge

experience with an immersive, full-size showcase or explore the smart technology experiences such as the 'selfie mirror' which snaps pictures of travellers against scenic destination backdrops.

Six customer service counters staffed by expert consultants are on hand to plan travel itineraries, supporting reservations and ticketing as well as general enquiries, ensuring a seamless journey at every touchpoint. The consultants can also offer insight into Emirates Holidays, the airline's tour operating arm, which provides customers with bespoke packages to unlock the finest travel experiences. Kiosks empower travellers with a self-service touchpoint, while minimising wait time and offering a faster service.

Since the first flight in October 1995, Emirates has flown over five million passengers to and from Kenya on double daily flights from Dubai. In 2023, Emirates established an interline partnership with Kenya Airways, providing seamless connectivity to an additional 28 points in Africa through Nairobi.

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