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Etihad signs tourism deal with Thailand

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Dhaka: Etihad Airways has signed a memorandum of cooperation (MoC) with the Tourism Authority of Thailand (TAT) to strengthen tourism ties between the United Arab Emirates and Thailand.

The agreement was formalised on Tuesday (April 29) at Arabian Travel Market 2025 in Dubai.

The partnership aims to attract more international visitors to Thailand by leveraging Etihad’s extensive global network. Under the MoC, the two organisations will collaborate on joint marketing initiatives and promotional campaigns to position Thailand as a leading travel destination—aligned with Etihad’s mission to offer exceptional travel experiences.

The deal is expected to enhance Thailand’s visibility across key global markets served by the UAE's national airline, supporting the country’s

broader tourism growth strategy.

Antonoaldo Neves, chief executive officer of Etihad Airways, said: “Thailand is a very important market for Etihad, this is demonstrated by our continued expansion into the market with two new destinations this year, and further by this Memorandum of Cooperation with the Tourism Authority of Thailand to drive leisure travel.

This agreement will help further strengthen our relationship with the Kingdom of Thailand and Etihad’s position in the market, reinforcing our commitment to deliver extraordinary travel experiences.”

Thapanee Kiatphaibool, Governor of the Tourism Authority of Thailand, said: “Our partnership with Etihad marks a significant milestone in advancing Thailand’s position as a preferred global destination.

With Etihad’s extensive network and world-class service, we are confident that this collaboration will inspire more travellers to explore the rich culture, natural beauty, and wellness offerings of Thailand. Together, we aim to deliver unforgettable experiences and reinforce Thailand’s appeal as a year-round destination for international visitors.”

Etihad announced last year the addition of two new destinations in Thailand, among the 16 new routes the airline will be launching this year. Operations to Krabi and Chiang Mai will begin in October and November respectively, and will strengthen the airline’s presence in the market, alongside existing routes to Bangkok and Phuket.

Etihad’s extensive global network and four gateways in Thailand make it easy for leisure travellers to fly directly into their favourite holiday destinations in Thailand, supporting tourism in the market on a global scale.

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