

## Gulf Air expands offering in partnership with beOnd

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Dhaka: Gulf Air, the national carrier of the Kingdom of Bahrain, and beOnd, the world's first premium leisure airline, announced a strategic partnership to redefine the premium travel experience for passengers flying across both airlines' networks.

By uniting Gulf Air's established global network with beOnd's distinctive leisure-focused offering, the agreement opens new journey possibilities and elevates connectivity for travelers seeking a premium, end-to-end travel experience. The partnership enables customers to book and travel seamlessly across an expanded range of connected routes.

The agreement was formalized at a signing ceremony held in Bahrain, attended by Dr Shaikh Abdulla bin Ahmed Al Khalifa, Minister of Transportation and Telecommunication; Khalid Taqi, Chairman of Gulf Air Group; along with senior government and industry officials. The move reflects a shared commitment to delivering an elevated passenger

journey — from the moment of booking through to arrival — underpinned by coordinated customer experience practices and a unified standard of premium hospitality

The partnership reinforces both airlines' strategic priorities: growing premium leisure travel, driving inbound tourism, and cementing Bahrain's standing as a world-class destination and a leading hub for travelers across the region and beyond.

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