

## Maldives to launch private jet-inspired luxury airline

- A Monitor Desk Report

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**Dhaka: Beond, a soon-to-be-launched premium airline, is poised to provide a range of luxury services to passengers planning a luxurious getaway to the Maldives. Drawing inspiration from the exclusivity of private jets, Beond offers fully reclining seats, Michelin-star meals, and an array of luxurious amenities.**

This premium airline, catering exclusively to business class passengers, is anticipated to make its debut in the upcoming autumn season.

The inaugural routes are projected to include Delhi and Dubai, with further expansion planned in the year following its launch.

Beond has plans to introduce three to five additional destinations, featuring cities such as Hong Kong and various locations in China.

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The route map, available on their official website, also highlights upcoming connections to Paris, Munich, Mumbai, Taipei, Singapore, Riyadh, Jeddah, Zurich, Vienna, and Milan.

Tero Taskila, CEO of Beond, said, as per reports, the airline is on the brink of commencing operations and is on the verge of welcoming its first aircraft.

Taskila emphasised the strategic importance of Hong Kong in their route network, stating, "Hong Kong is a significant market. We are a niche carrier in a way that we are operating purely a private jet experience on a full premium class cabin and there are people who appreciate that kind of environment."

The initial phase of operations will involve an Airbus A319 aircraft equipped with 44 premium seats. Beond's future plans include the addition of the larger Airbus A321, offering 68 seats. The fare for these flights is estimated to start at US\$3,000.

Passengers can expect a host of sophisticated offerings, including chauffeured airport transfers, access to exclusive lounges, seats equipped with Apple iPad Pro tablets and wireless headsets, and personalised boarding experiences based on the chosen fare.

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Taskila conveyed the airline's intent to captivate travellers seeking "affordable luxury".

Furthermore, Beond emphasises sustainability by sourcing ingredients with the lowest carbon footprint for their culinary offerings.

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