

Riyadh Air announces inaugural London flights from October 26, launches Sfeer loyalty program

- A Monitor Desk Report

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Dhaka: Riyadh Air, Saudi Arabia's new national carrier, a PIF company, on October 8, revealed two significant milestones—the commencement of its first daily flights to London Heathrow Airport on October 26 and the launch of Sfeer, its loyalty offering.

Beginning October 26, Riyadh Air will commence daily launch flights from Riyadh to London Heathrow Airport aboard its designated Boeing 787-9 technical spare aircraft, "Jamila".

These carefully sequenced flights, initially on sale to select groups and Riyadh Air employees, are critical in ensuring operational readiness ahead of receiving the first aircraft deliveries from Boeing, while utilizing Riyadh Air's recently awarded slot at London Heathrow.

Flights will depart Riyadh at 0315 (RX401) with an early morning arrival

time into London Heathrow at 0730, the return flights depart London at 0930 (RX402), arriving back to Riyadh at 1915 (all times local).

This phase will see flights to Dubai added soon after. Further new routes are set to be announced in the coming weeks for winter 2025 and summer 2026. It is to be mentioned here that Tony Douglas is the CEO of Riyadh Air.

Furthermore, the airline has unveiled its loyalty program Sfeer. Uniquely, Sfeer members can share level points within their community, allowing points to be used by friends and family to enhance their membership level.

Sfeer membership is now open via www.riyadhair.com, and early registrants will be welcomed into an exclusive group, 'The Founders', who will receive priority access to bookings on future flights, along with other benefits set to be announced soon.

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