

## Saudia launches new route to Birmingham

- A Monitor Desk Report

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Saudi Airlines in partnership with the Air Connectivity Program, has launched its first direct and regular flight from King Abdulaziz International Airport in Jeddah to Birmingham International Airport in the UK.

After London and Manchester, Birmingham is the third city in the UK to be served by the airline.

With the new route, the national carrier will operate three weekly flights between the two destinations.

This is a significant step in Saudia's strategy of expanding its international network and strengthening connections between the kingdom and the rest of the world.

The announcement ceremony took place at Al-Fursan International Lounge, where the inaugural Saudia flight departed from King Abdulaziz International Airport to Birmingham.

The event was attended by the British Consul General to the kingdom, Cecille El Beledi, as well as officials from the Air Connectivity Program and Saudia.

Manal Al-Shehri, vice president of passenger sales at Saudia, expressed that ACP

has significantly contributed to helping the carrier connect the rest of the world to the Kingdom.

“The United Kingdom is a very important destination for Saudia, and the launch of new direct flights to and from Birmingham highlights the strengthening of relations between our two countries,” said Al-Shehri.

Upon landing at Birmingham Airport, the Saudi flight was greeted with a water cannon salute. This ceremonial gesture is a tradition in the aviation industry, symbolising a special occasion.

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