

SAUDIA participates at Arabian Travel Market 2022

- A Monitor Desk Report

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Dubai: Saudi Arabian Airlines (SAUDIA) is showcasing a new three-level stand design with a range of innovative features and products at 2022's Arabian Travel Market, which has begun on May 9 at the Dubai World Trade Centre.

The stand provides visitors with an immersive experience of the airline with a tour of the products, services and technologies onboard. It has six interactive areas featuring the airline's global network, its modern fleet, its premium Alfursan lounge, onboard amenities, the new in-flight entertainment (IFE) system 'Beyond' and SAUDIA holidays.

Hosted by the SAUDIA Alfursan lounge hospitality team, the futuristic design utilises a state-of-the-art digital display which can be seen from both inside and outside. At the same time, the latest SAUDIA Economy and Business Class seats are being showcased. Visitors can also have the opportunity to experience the latest SAUDIA app and a range of SAUDIA global destinations.

Speaking on the occasion, Captain Ibrahim Koshy, CEO, SAUDIA, said, "Our stand offers travel industry visitors a chance to experience the airline's signature products. Excitingly, we have also revealed the all-new IFE System Beyond and SAUDIA Business, a new B2B travel solution for Corporate, Agency and MICE clients. We look forward to welcoming everyone to our stand at Arabian Travel Market this year."

In addition to outlining the airline's latest products, SAUDIA continues its efforts to promote the rich culture and tradition in the Kingdom of Saudi Arabia to achieve the aspirations of the Saudi tourism ecosystem, in line with Saudi Vision 2030.

"We're proud to unlock the immense potential and attractions of the Kingdom's vibrant culture, heritage and stunning biodiversity to the world. We have a shared objective to contribute to the Kingdom's broader tourism plans to attract a diverse range of visitors, strengthen awareness of the country's iconic sites, and make them more accessible through enhanced connectivity," added Captain Koshy.

SAUDIA has successfully participated in the previous editions of ATM. In 2019, SAUDIA's hospitality and innovative stand won the 'Best Stand Personnel' and 'People's Choice Award'.

The SAUDIA stand is located in Hall 4, stand number ME4310.

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