

## Saudia targets to transport 3m Bangladeshis by 2030

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Dhaka: Recognising Bangladesh's immense outbound tourism potential, Saudi Arabia aims to welcome over three million Bangladeshi guests annually by 2030. Therefore, the national flag carrier of the Kingdom—Saudi Arabian Airlines (Saudia)—aims to enhance connectivity to/from the country and expand service offerings for Bangladeshi passengers, said the carrier in a release.

With over five decades of service in Bangladesh, the airline aims to cater to the evolving needs of Bangladeshi passengers as part of the Kingdom's Vision 2030. Since launching its inaugural flight to Dhaka in 1980, Saudia has established itself as a trusted choice for Bangladeshi passengers, providing direct connections to Saudi Arabia and beyond, added the release.

The airline currently operates multiple weekly flights from Dhaka and Chattogram, providing passengers with seamless connections to key

Saudi cities such as Jeddah, Riyadh and Medina.

In line with its digital transformation strategy, Saudia had launched the BETA version of Travel Companion (TC), an AI-powered platform designed to elevate the travel experience for passengers. This innovative service offers personalised solutions, enabling travellers to seamlessly book hotels, transportation and activities through trusted providers, ensuring a smoother and more convenient journey from start to finish.

Additionally, Saudia has revamped its AlFursan loyalty programme, making it easier for members to manage rewards, track mileage and upgrade their membership levels. These enhancements underline Saudia's commitment to delivering a user-friendly and seamless service for its clientele.

Saudia aims to support the Kingdom's goal of welcoming 330 million visitors by 2030. The airline's expansion plans include the addition of 105 new aircraft, significantly boosting its capacity to meet rising travel demands.

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