

World's biggest Emirates World opened in Casablanca

- A Monitor Desk Report

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Dubai: Emirates unveils Emirates World in Morocco, introducing its travel retail store concept to North Africa for the first time. At 534 square meter, Emirates World Casablanca is the largest store on Emirates global network to date, elevating the customer experience. Emirates World in Casablanca is the second in Africa and seventh globally.

Located on the central and upscale Franklin Roosevelt Boulevard, Emirates World invites customers to visit for expert travel advice and destination inspiration, either from the airline's seasoned consultants or via smart technologies.

Emirates World is designed to enrich the customer experience through immersive experiences and personalised touchpoints. Nine customer service counters staffed by expert consultants offer a comprehensive range of services from planning travel itineraries, supporting

reservations and ticketing as well as general enquiries.

The centrepiece at the Casablanca store is the full-size showcase of the iconic Emirates A380 Onboard Lounge experience and the Premium Economy seat display, bringing Emirates signature product closer to travellers from Morocco. Smart technologies such as the 'selfie mirror' snap pictures of travellers against scenic destination backdrops, inspiring customers to explore more; while self-service kiosks empower customers with a self-service touchpoint, minimising wait time and offering a faster service.

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