



# Arabian Travel Market

May 9<sup>th</sup> – 12<sup>th</sup>, 2022

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Media Kit

## Our key focus at ATM/key messages:

- As the national carrier, SAUDIA is proud to serve as the ‘Wings of Vision 2030’ and play a key role in bringing the world to Saudi Arabia. We are committed to supporting the development of the Kingdom’s travel and tourism sector and are ramping up our capacity in line with our target of welcoming 100 million visits and 30 million Umrah pilgrims to the Kingdom annually by 2030.
- SAUDIA plays an integral role in nurturing, growing and supporting the thriving tourism sector, SAUDIA can bring the world to see and experience the unique offerings that Saudi Arabia has to offer.
- Throughout the year, we continued to partner with key government and International entities and private sector organizations to showcase the incredible destinations and attractions visitors to the Kingdom can experience, as well as sponsoring top sporting and entertainment events.
- At SAUDIA, we are constantly exploring opportunities to expand our service network and extend our world-class guest experiences to cities around the globe. This year we we have added flights to 10 new destinations including Bangkok, Chicago, Barcelona, Malaga, Marrakesh, Moscow, Beijing, Seoul, Entebbe, and Amsterdam.
- Digital Transformation and product innovation is at the very core of our new business strategy. We are introducing here in the ATM two new products, The new IFE system Beyond and SAUDIA Business. We are also showcasing our digital experience that will enable guest to arrange all their travel requirements within a single convenient user interface.

## The state- of – art SAUDIA Pavilion

- Space of 325 Meter Square
- 3 Floors
- Mirror ceiling.
- 30 transparent screens on both sides of the pavilion.
- 1 curved screen at the seats display area sized at 9M width and 2.5M height.
- 1 main screen at the centre of the pavilion sized at 6M width and 2M height.
- 36 stairsteps made out of screen.
- 7 activation areas ( SAUDIA Globe, Awards, Products, Liveries, SAUDIA Holidays, Digital Experience, Fleet Display)
- Latest Business and Economy seats display area
- VIP Majlis
- Meeting room

## Activation Touch Points at SAUDIA Pavilion :

### Activation 1 SAUDIA Globe

- **Through this flight tracker, you'll be able to see all of SAUDIA aircrafts live in the skies.**
- At SAUDIA, we are constantly exploring opportunities to expand our service network and extend our world-class guest experiences to cities around the globe.
- **SAUDIA flies to 100+ Destinations**
- So far for this year, we have added flights to **10 new destinations** including **Bangkok**, Thailand; **Chicago**, USA; **Barcelona** and **Malaga**, Spain; **Marrakesh**, Morocco; **Beijing**, China; **Seoul**, South Korea; **Entebbe**, Uganda; and **Amsterdam**, the Netherlands.
- Our Extended network flies to 1k+ destinations via our SkyTeam partners.

### Activation 2 SAUDIA Awards

- **World Class Airline by APEX** - SAUDIA won the World Class rating award for its generous on-board hospitality and other various metrics such as, safety, superior service and comfort.
- **World's Most Improved Airline by SKYTRAX** - SAUDIA has won the Skytrax award, for the second time in four years, as the World's Most Improved Airline of 2021.
- **Certified Lounge for Health & Safety by APEX** - Our flagship Alfursan international lounge at our Jeddah hub was recognized as the first 'Certified Lounge in the World for Health and Safety' by APEX within just a month of its opening.
- **Diamond Status in Health & Safety by APEX** - SAUDIA has received the health and safety Diamond status award by APEX for its efforts in ensuring the highest standards of cleanliness and sanitization across our operations with 50+ measures taken.
- **Number 1 Brand in KSA by YouGov**

### Activation 3 SAUDIA Aircraft Liveries

- **Riyadh Season (B787-9)** – As part of our role to promote tourism in the kingdom, this special colourful Riyadh Season livery was developed.
- **G20 (A320, B787-9, B773)** – Saudi Arabia was the host of the G20 in 2020 and this special livery symbolizes our commitment to being a global air partner in connecting and strengthening economies and industries, seamlessly connecting travellers across borders and bolstering logistics and supply chain capabilities.
- **70s Retro (B773)** – A special 75 years retro livery of Saudia's 70s aircrafts was developed for the national day to highlight our pride at being part of the kingdoms journey and progress throughout the last 75 years.
- **Leadership (B787-9)** – This special golden livery was also unveiled as part of the national day celebrations showcasing three members of the royal family; King Abdulaziz Al Saud (The founder of the kingdom of Saudi Arabia), King Salman bin Abdulaziz Al Saud and Crown Prince Mohammed Bin Salman.
- **Formula-E** – As part of our Formula-E sponsorship, a special eagle livery was developed, a symbol of speed and efficiency.

## Activation Touch Points at SAUDIA Pavilion :

### Activation 4

#### SAUDIA Products Services

- We have recently signed with Panasonic and Inmarsat to have the latest entertainment system, the ability to connect your own device and head set to the screen and have the fastest internet connectivity on-board.

#### BEYOND

“Entertainment and inspiration from a new perspective”

- 5000 hours of Full HD Entertainment
- Shopping experience
- Meal/ Refreshment option selections
- Kids channel with parental control
- Regional & International news.
- Track your journey feature.

#### Alfursan International Jeddah lounge

- The **3,500-square-meter** lounge is capable of accommodating **10K guests** throughout the day, making it the **largest of its kind across the SkyTeam network**.
- Offers unmatched levels of luxury and the warmth of the premium Saudi Arabian hospitality.
- Some of the lounge’s facilities include various **comfortable & private rest areas, a live cooking station with Alforno, barista café service, chocolate bar, dates bar, ice-cream bar, atrium with piano in the center, Cinema room, Cigar lounge, entertainment area with pool table and VR.**
- The lounge was also recognized as the first ‘**Certified Lounge in the World for Health and Safety**’ by **APEX** within just a month of its opening.

#### Amenity kits

- Our **award winning amenity kits** include a **tooth brush/paste, lip balm, hand cream, face cream, hair comb, lens wipe, ear plugs,** a super comfortable **sleep mask** and **socks** to keep your feet warm.

### Activation 5

#### SAUDIA HOLIDAYS

- **Established in 2017,** Saudia Holidays is a **one stop shop for your holiday and umrah packages.**
- You can book a comprehensive package which includes your **flights, accommodation, activities + transportation.**
- Search for packages on **holidaysbysaudia.com / www.umrahbysaudia.com**
- Book by calling **9 200 300 00**
- Follow **@HolidaysSaudia** on twitter for latest deals and offers.

## Activation Touch Points at SAUDIA Pavilion :

### Activation 6

#### SAUDIA

#### Digital Experience

- **Digital Transformation is at the very core of our new business strategy**
- The SAUDIA app goes far beyond enabling people to check-in online or obtain up-to-the-minute flight info.
- It provides a full suite of features designed to help guests and Alfursan members get the most from their profiles and miles, book and manage their trips, and arrange additional services (E-visa, Umrah visa and more, all within a single convenient user interface.

### Activation 7

#### SAUDIA Fleet

- We operate one of the **youngest aircraft fleets in the world**, which helps contribute to sustainability through reduced environmental impact.
- Our fleet consist of **144 wide and narrow body fleet**
- **Aircraft types: B777, B787, A330, A320, A321**

#### SAUDIA BUSINESS

- SAUDIA Business is an account management department under Saudia Airlines that will streamline the booking process these entities but also extends to their families.
- Catering to our B2B customers we have developed a special rewards program that allows for the redemption of points with every booking and spending.

# Thank you

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