

ETIHAD AIRWAYS, TCA ABU DHABI AND MIRAL SIGN MAJOR PARTNERSHIP DEAL TO PROMOTE TOURISM TO ABU DHABI

- **Partners to forge closer collaboration on key strategic activities including:**
 - **Co-branded marketing and communication**
 - **Market intelligence and data exchange**
 - **Loyalty and affinity programmes**
 - **Global events and roadshows**
 - **Tourism product development and distribution services**
 - **Cruise business development**

Etihad Airways has signed a Memorandum of Understanding (MOU) with the Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), and also with Miral Asset Management (Miral), which oversees the development and management of a range of hospitality, sports, entertainment, retail and leisure destinations on Yas Island. The two MOUs will cement stronger ties between the three parties, and promote the global appeal of Abu Dhabi as a year-round tourist, business and cultural destination.

The signing ceremony, which took place today at the iconic Ferrari World theme park on Yas Island, was attended by senior management and board members from Etihad Airways, TCA Abu Dhabi and Miral.

The exclusive partnership will see the three parties drive the growth of inbound destination and stopover tourism to Abu Dhabi by joining forces on various strategic activities including co-branded marketing and communication, market intelligence and data exchange, cruise industry support, loyalty and affinity programmes, and business and leisure events within the Emirate and around the world.

Peter Baumgartner, Etihad Airways' Chief Commercial Officer, said: "Today we sign our joint commitment to make Abu Dhabi the best destination brand in the world. This

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unique and important partnership between the national airline, TCA Abu Dhabi and Miral will boost Abu Dhabi's image exponentially.

“As the national airline, we continue to foster mutually beneficial relationships with the leading drivers of growth and progress in Abu Dhabi and the wider UAE. In the 12 short years since Etihad Airways was launched, both the airline and the Emirate have witnessed a spectacular transformation and are now leaders in service and hospitality. The growth of Etihad Airways is inextricably linked to the continued success of Abu Dhabi as a destination on the world stage.”

Etihad Airways will coordinate more closely with TCA Abu Dhabi across a range of disciplines and targeted B2B and B2C programmes, and will continue to grow the established and successful ‘Essential Abu Dhabi’, ‘Abu Dhabi Now’ and ‘Access Abu Dhabi’ trade and consumer programmes, the latter being an integrated destination management campaign focused on key tour operators and online travel agencies, providing incentives for management and familiarisation trips.

Sultan Al Dhaheri, Acting Executive Director Tourism, Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), said: “Abu Dhabi's diversity of experiences, landscapes and deep-rooted heritage combine to create a compelling visitor experience which has established the destination as a world-leading and progressive tourism, sporting and cultural hub. 2016 will see many more guests coming to our warm and welcoming home, and enjoying all the exciting vacation and business opportunities it has to offer.

“TCA Abu Dhabi and Etihad Airways are once again joining forces with common objectives to promote the Emirate, and to continue to enhance its world-class tourism infrastructure, and to establish a development plan for tourism in order to further strengthen the economic and social impact on the Emirate of Abu Dhabi. Etihad Airways, as the national airline of the UAE, is an invaluable and strategic partner for the development of the tourism sector in line with Abu Dhabi Vision 2030.”

Miral and Etihad Airways will enter into a close destination-driven relationship in which Hala Abu Dhabi, the airline's destination management subsidiary, will be providing a

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wide range of tourism, marketing and distribution services, including product development, global distribution and digital capabilities.

Mohamed Al Zaabi, Chief Executive Officer of Miral, said: “Abu Dhabi is a world-leader in state-of-the-art leisure, business and sporting facilities, and nowhere is this more evident than on Yas Island. Miral’s collaboration with Etihad Airways and TCA Abu Dhabi signifies our commitment to growing inbound tourism and long-haul stopovers to Yas Island. Together, we will increase in-market trade cooperation, international branding exercises, media and loyalty programmes, as well as education and PR strategies. This will increase passengers on Etihad Airways and visitor numbers to Yas Island, providing an immeasurable benefit to all travellers wanting a unique and authentic holiday experience.

“With Etihad Airways and the close proximity to Abu Dhabi’s International airport, Miral is excited to be spearheading a new wave of global interest in Destination Yas Island.”

Previous collaborative work between Etihad Airways and TCA Abu Dhabi has yielded highly successful global campaigns such as the ‘Travellers Welcome’ campaign and the Abu Dhabi Golf and MICE programmes. In 2015, TCA Abu Dhabi and Etihad Airways, together with Hala Abu Dhabi, co-hosted several major internationally recognised conferences in Abu Dhabi, such as the ANVR Dutch Travel Congress, the SRV Swiss Travel Association 2015 General Assembly, and 32 major travel exhibitions and roadshows worldwide.

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About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 113 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 119 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and five Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com

About Abu Dhabi Tourism & Culture Authority

Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) conserves and promotes the heritage and culture of Abu Dhabi emirate and leverages them in the development of a world-class, sustainable destination of distinction which enriches the lives of visitors and residents alike. The Authority drives the Emirate's tourism sector and markets the destination internationally through a wide range of activities aimed at attracting visitors and investment. Its policies, plans and programmes relate to the preservation of heritage and culture, including protecting archaeological and historical sites and to developing museums, including the Louvre Abu Dhabi, Zayed National Museum and Guggenheim Abu Dhabi. TCA Abu Dhabi supports intellectual and artistic activities and cultural events to nurture a rich cultural environment and honour the emirate's heritage. A key role is to create synergy in the destination's development through close co-ordination with its wide-ranging stakeholder base.

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About Miral

Miral is Abu Dhabi's creator of destinations, uniting people and places through unique, immersive and exciting experiences. Responsible for the development and management of Yas Island, Miral's assets encompass entertainment, hospitality, leisure, sport, dining, retail and real estate destinations. Today, Yas Island is home to Ferrari World Abu Dhabi, Yas Waterworld, Yas Links Golf Course, Yas Mall, Yas Marina Circuit, Yas Marina and seven hotels including the flagship Yas Viceroy. Miral was established by Abu Dhabi's Executive Affairs Authority. For more information on Miral, visit www.miral.ae.