



10 YEARS OF
MAKING REAL CONNECTIONS

B 7 3 3

E 1 3 5
B 7 3 4

10 YEARS | flydubai



CONTENT

- 04 WHERE IT ALL BEGAN
- 06 WHO WE ARE
- 07 WHAT WE'RE ABOUT
- 08 OUR FAMILY
- 10 EXPERIENCE FLYDUBAI
- 12 ECONOMY CLASS
- 16 BUSINESS CLASS
- 20 FLYDUBAI CARGO
- 22 HOLIDAYS BY FLYDUBAI
- 24 EXPLORE THE WORLD TOGETHER
- 26 OUR GROWING NETWORK



WHERE IT ALL BEGAN

When we began operations in 2009, our aim was to take more people to more places, more often. We now fly to more than 90 destinations, and we're constantly adding new destinations to our network as we continue to grow. In 2018 alone, we carried 11 million passengers, making us the second largest carrier, by passenger numbers, operating out of Dubai International airport.

With the innovative vision and support of the Government of Dubai, we've opened up opportunities for travel, tourism and trade, and we've enhanced connectivity by increasing accessibility to and from Dubai.

"The vision and commitment of the Government has transformed Dubai into a global centre for aviation, trade and tourism. Launched to support Dubai's thriving commercial and tourism sectors, flydubai's ambition and success embody the spirit of the city it represents. In its short history, flydubai has firmly established its place in the region. It has opened up new markets, contributed to increased tourism in Dubai and made a major contribution to the growth and connectivity of Dubai's aviation hub."

- His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of flydubai.

WHO WE ARE

Dubai is a key travel hub, a gateway to so many parts of the world and we pride ourselves in helping to make those connections, both far and near. We're here to get people to where they want to go – whether it's a speedy business trip, a far-flung adventure, or a trip home to spend time with family and friends.

Trade, tourism, travel – the opportunities are all there, we're just making it easier to access them.



WHAT WE'RE ABOUT

We pride ourselves in our adeptness in meeting the varied needs of our business and leisure passengers, with the affordable and reliable travel services that we offer. It's a business model built around our ability to be agile and flexible, which has helped change the way people travel around the region, creating free flowing trade and tourism links.

From day one, flydubai has been committed to delivering a unique passenger experience and we've already differentiated ourselves through our existing product offering, which will continue to evolve as we focus on exceeding our passengers' expectations.

OUR FAMILY

It's our team, our family that makes our business what it is today. We continue to invest in our greatest asset, our people, so that we see continued success.

We currently employ more than 4,000 people from 128 countries, and the diversity of our team is a true reflection of the cosmopolitan city of Dubai. flydubai continues to attract some of the finest talent in the industry – whether on the ground, in the air, or behind the scenes, our people continue to shape our success story.





EXPERIENCE FLYDUBAI

We're continually working to improve and innovate as a business.

We want our customers to feel relaxed and rested throughout their journey. With bright airy cabins and a lighting system to help minimise the effects of jetlag, the onboard environment combined with the benefits of the Boeing Sky Interior make all the difference. Our team of cabin crew is there to make the flight as comfortable as possible.

If you're on your way to important meetings or have deadlines to meet, we'll keep you connected with our inflight WiFi packages, so you can link up your phone, laptop or tablet.

Looking to pass those hours? There's plenty of entertainment on board – from the latest blockbuster movies to trending TV shows and the best in music. For the youngsters, we've got hours of fun entertainment options to keep the kids engaged.

ECONOMY CLASS

In Economy Class, you can expect an affordable and relaxing journey. There's a variety of food options available on board – snacks can be purchased on all flights while on selected journeys of more than 90 minutes, we offer hearty hot meals which can be pre-ordered at the time of booking. And because every seat is fitted with an individual state of the art HD touchscreen, you're in full control of your entertainment experience.

**NEXT-GENERATION
BOEING 737-800**

Our seats are innovatively-designed to optimise legroom and maximise comfort. The increased overhead locker space and mood lighting system create an atmosphere that allows you to sit back, relax and enjoy your flight.



**BOEING 737 MAX 8
AND MAX 9**

With a generous seat pitch, gentle recline and a bottom cushion that adjusts for support and comfort, the design of the MAX economy seat is just one of the reasons the travel experience with us is hard to beat.





BUSINESS CLASS

flydubai Business Class offers a more relaxed and personal flying experience. On the ground, you'll benefit from faster check-in and priority ground services, including a dedicated check-in desk, boarding gate and bus service. You can also relax before your journey in our Business Class lounge in Terminal 2 and the Emirates Business Class lounge in Terminal 3 at Dubai International, as well as enjoy access to airport lounges across most of our network.

On board, you'll enjoy a personal, professional and friendly service from a member of crew dedicated to the Business Class cabin. Choose a delicious meal from an internationally-inspired menu on flights longer than 90 minutes. For shorter journeys, lighter cold meals are served.

NEXT-GENERATION BOEING 737-800

Our seats boast exceptional comfort and luxurious spaciousness. Designed with soft Italian leather and featuring built-in lumbar support, generous recline and extendable leg-rests, they provide the perfect opportunity to relax. Fitted with a 12.1-inch personal touchscreen, you can enjoy hours of free movies, TV and music, and really relax into your journey with us.



BOEING 737 MAX 8 AND MAX 9

The MAX Business seat takes comfort to a new level; you can work on board, enjoy something to eat, or simply get some shut-eye and arrive rested by reclining into a fully flat bed, measuring 78 inches from top to toe. To keep you entertained, every seat has a 15.6-inch HD touchscreen so that you can stay up-to-date with the latest movies, TV and music.

FLYDUBAI CARGO

General, Priority, Perishable, Valuable, Courier, Live Animals or Mail – whatever you're looking to transport, flydubai Cargo provides simple, accessible and affordable solutions. It's a flexible, cost-effective and highly efficient service which uses SkyChain – a fully-integrated air cargo management solution, to ensure customers have accurate, up-to-date information about shipments from drop-off to delivery.

As we continue to expand into new and untapped markets, increase the frequency of flights to our most popular destinations and partner with other airlines, our cargo division is equipped to deliver various types of goods across the flydubai network and beyond. Cargo services currently operate to all flydubai destinations and through interline agreements, we also offer cargo services to an additional 300 destinations around the world.





HOLIDAYS BY FLYDUBAI

Holidays.flydubai.com is designed to make planning and booking your holiday easier and it puts you in control of your entire holiday experience. Choose from flights, hotels and add-ons like tours, activities and airport transfers, all within a single booking process.

Whether you're city hopping for the weekend, straying off the beaten track in search of your next big adventure, or simply looking for a relaxing beach break, you can curate your holiday as you please. Choose the experiences that appeal to you and we'll find the options to match.





EXPLORE THE WORLD TOGETHER

In July 2017, Emirates and flydubai announced an extensive partnership which saw the two Dubai-based airlines join forces to offer customers unmatched travel options.

The partnership started with codeshare flights to just 29 cities and has since expanded to 84. It offers flydubai customers seamless connectivity to Emirates' worldwide destinations spanning six continents, while Emirates customers enjoy access to flydubai's regional network. The innovative partnership goes beyond code-sharing and offers greater frequency and easier access to more global destinations with the advantage of connecting baggage to the final destination.

To provide customers with an easy way to earn and redeem air miles, flydubai adopted Emirates Skywards as its loyalty programme in August 2018. The alignment of the programme allows Emirates Skywards members to earn Skywards Miles and Tier Miles and enjoy shared travel benefits when flying across the combined networks.

Together we will continue to unlock the benefits of the partnership for passengers who will have the opportunity to enjoy the unique advantages that each airline offers, as well as offering greater choice and flexibility when connecting via Dubai.

OUR GROWING NETWORK

With a growing demand and an ever-expanding network, flydubai continues to add new destinations to the roster. Having already opened up routes across Africa, Europe, Central Asia, the GCC, Middle East and Indian Subcontinent, the aim is to not only continue building this network, but to make the journey as efficient as possible, with more regular flights, more direct routes and more comfortable inflight options.





DUBAI OUR HOME

Renowned for its glitz and glamour, Dubai has a popular influx of holidaymakers in search of sun, sea and sand; then there are the adventure seekers, the business brains and the go-getters. But beneath the sparkle lies the heart and the values of this city brimming with innovative ideas, entrepreneurial thinking and a world of opportunities. This is what sets it apart, what makes it unique and what makes flydubai proud to call Dubai home.

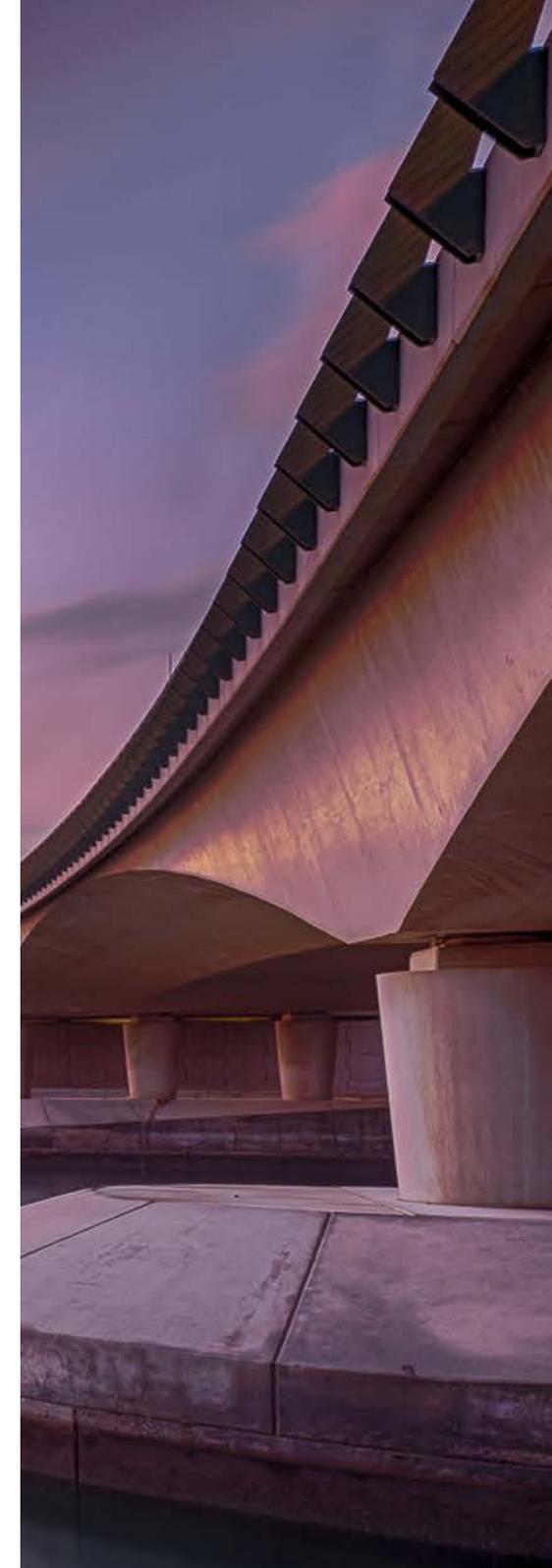




ARAB STATES OF THE GULF

A WEALTH OF OPPORTUNITIES

In a region progressing at a rapid rate, people expect to be mobile and able to travel efficiently. It's all about keeping options open and communication flowing. Our frequent flights make commuting so much easier – networking between Bahrain, Kuwait, Oman, Saudi Arabia and the United Arab Emirates. It's business as usual for the frequent fliers, only better.





KUWAIT

DEEPLY AUTHENTIC

A short trip for the business traveller, flydubai will have you there and back in no time. But there's more to this city than business. Kuwait's deeply rooted traditions are what give this Gulf nation its unique identity and authenticity. Visitors can enjoy exploring Kuwait's lively restaurant scene, impressive galleries and museums, ending the day with a relaxing walk along the corniche.



RIYADH

WORLD CLASS AMBITION

With a renowned status as the largest Arab state in the Gulf and one of the world's richest nations, Saudi Arabia has undergone so many changes in recent years, opening up opportunities not only for business and trade, but for the future of its people. And with this change comes opportunity, innovation and a space for great ideas to flourish.

MIDDLE EAST

A WORLD OF OPPORTUNITY

Innovative yet age-old, traditional yet forward-thinking, the Middle East is a region that is exciting and thought-provoking. Ancient civilisations mark its origins, and the evolving and expanding economies show that this region is ready to step it up and make its mark on the future.





BEIRUT

COSMOPOLITAN CHIC

Beirut is a city with personality, charm and an abundance of energy. With a large Lebanese population living in Dubai, it's one of our popular routes – whether it's business, leisure, or the nostalgic delights of home-cooked meals that take you there. It's a city with a youthful spirit, a bohemian nightlife and a fashion scene to revel in, fused with a rich history that permeates into present day Beirut.



AMMAN

THE PERFECT STARTING POINT

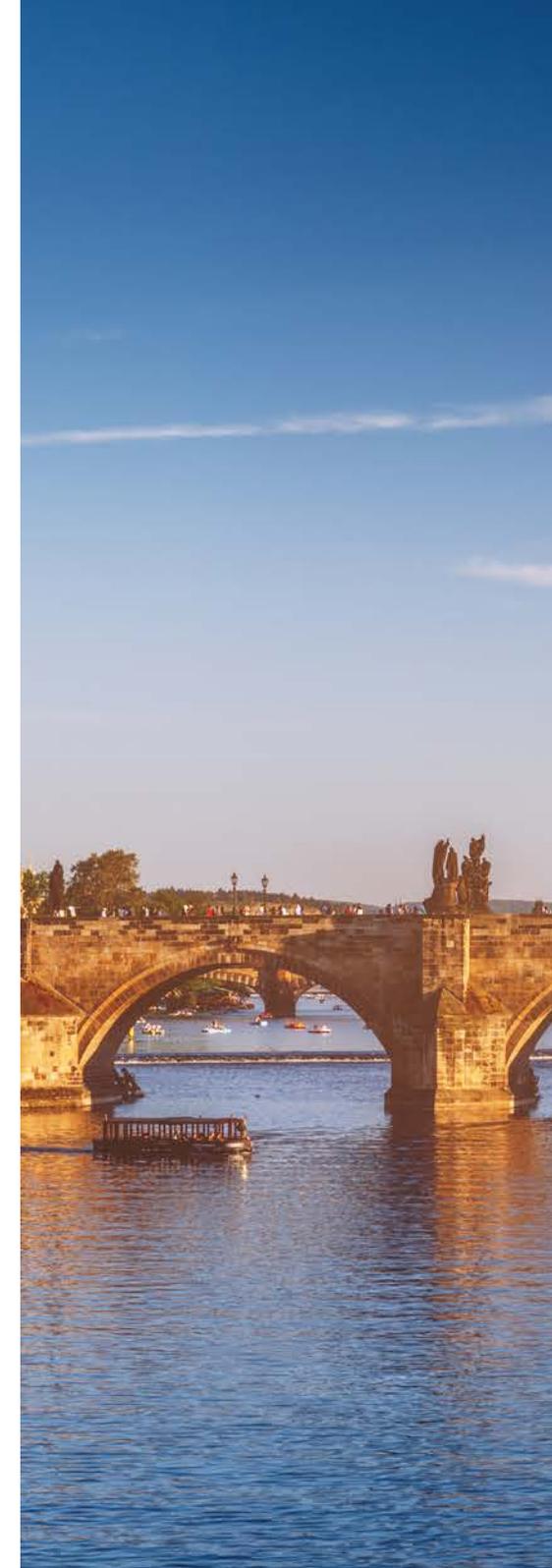
A dynamic capital, Amman is a city with opportunities aplenty. But it's not all about business; this is a city that introduces you to the Jordanian way of life – from traditional coffeehouses to lively souqs, Amman is the perfect starting point for your adventures into Petra, the Dead Sea and Wadi Rum. Linger a little and see just how much this city has to offer.



EUROPE

UNMISSABLE ATTRACTIONS

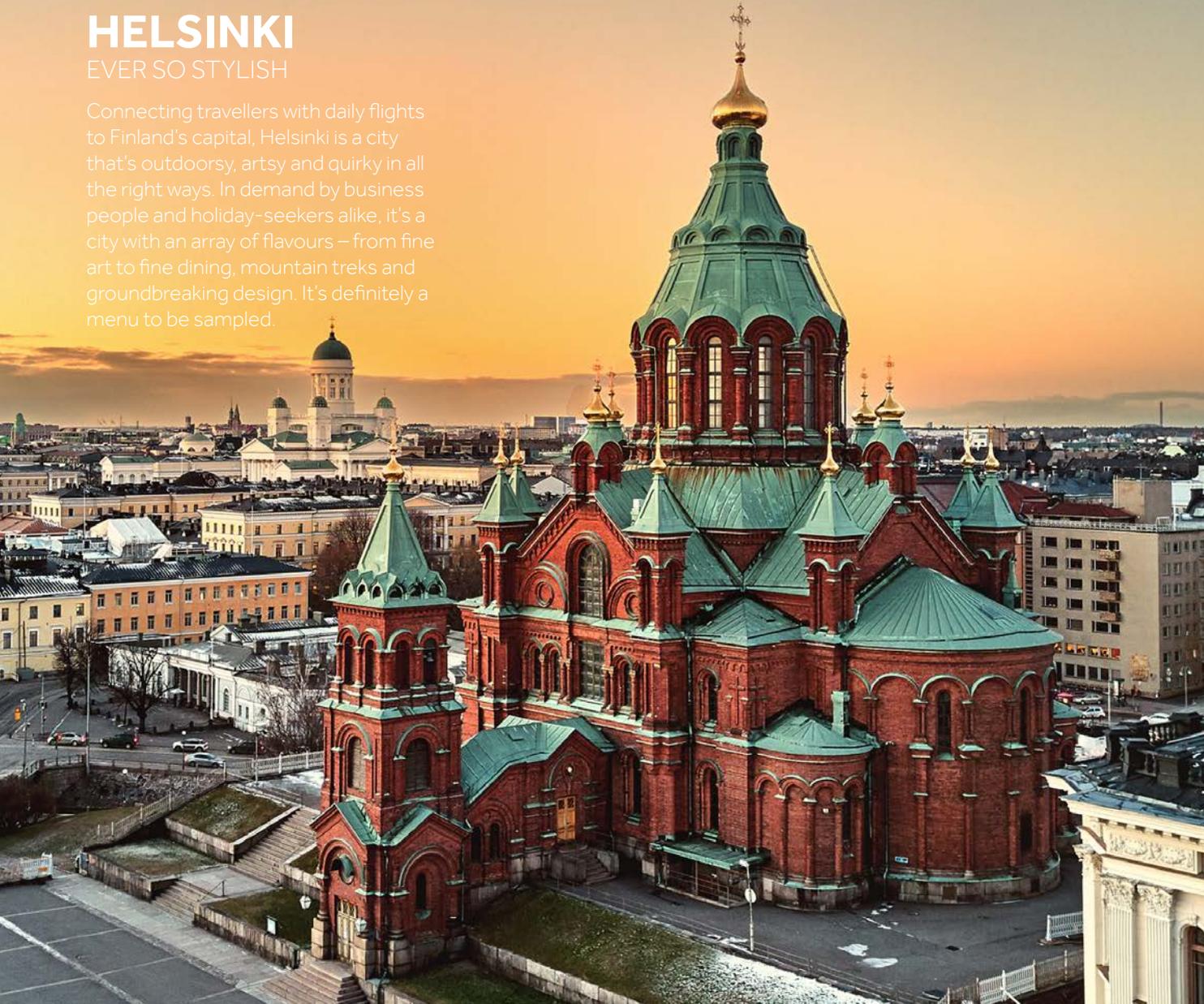
Business or leisure, city-hopping or summer-holidaying, Europe is one of those key destinations that will never go out of fashion. With important trade networks and an ever-expanding market, flydubai's operations are helping to open up business opportunities. When it comes to tourism, the flow is very much both ways – with sunny adventures and winter wonderlands calling both sides of the globe.



HELSINKI

EVER SO STYLISH

Connecting travellers with daily flights to Finland's capital, Helsinki is a city that's outdoorsy, artsy and quirky in all the right ways. In demand by business people and holiday-seekers alike, it's a city with an array of flavours – from fine art to fine dining, mountain treks and groundbreaking design. It's definitely a menu to be sampled.



CATANIA

GRAND EXPECTATIONS

Like many Italian cities, Catania has that grand, atmospheric feel to it. Step into the Sicilian way of life and explore the extraordinary culinary scene and the architecture in all its glory, not forgetting to take a trip to looming Mount Etna – the most active stratovolcano in the world.

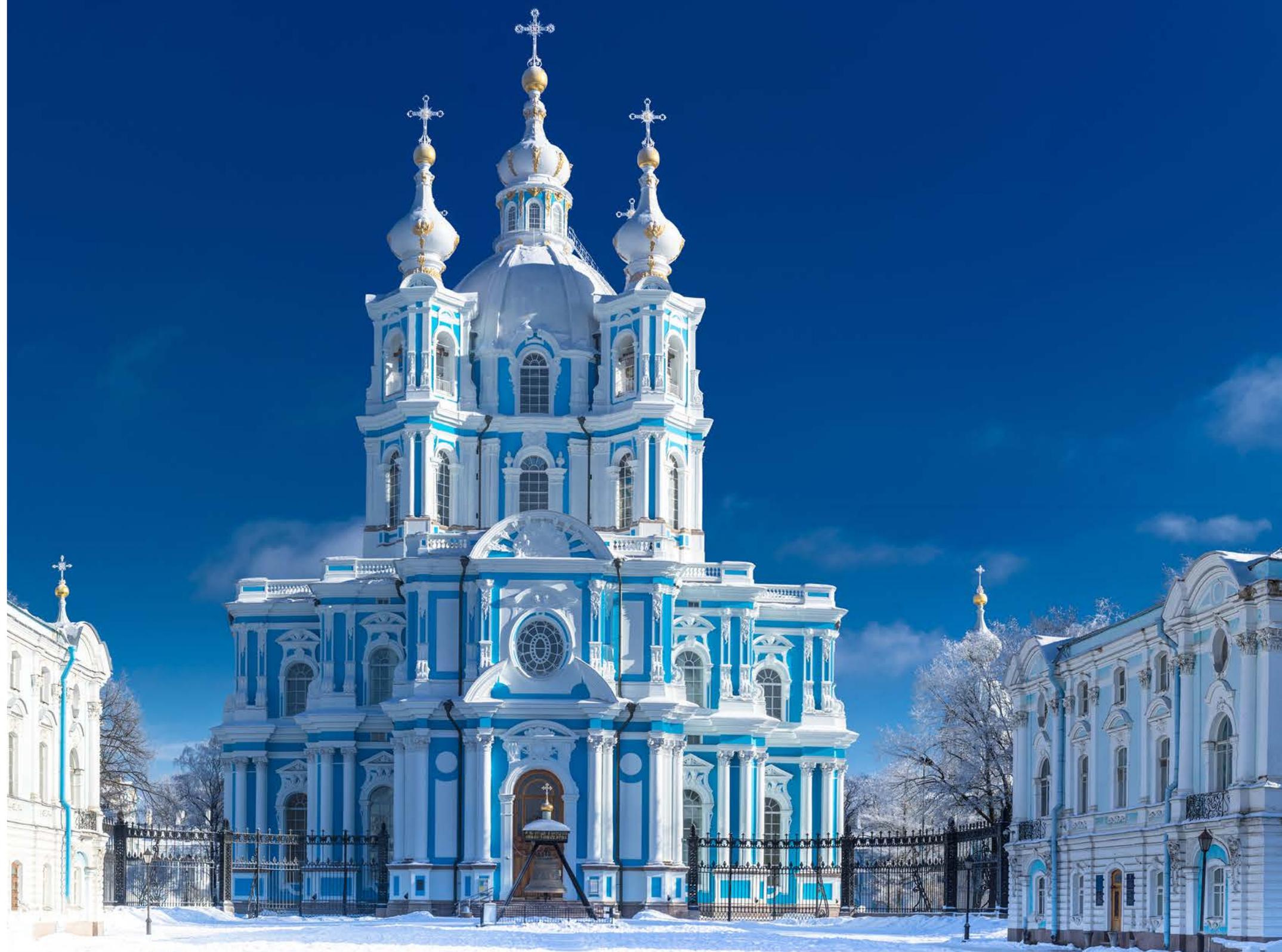


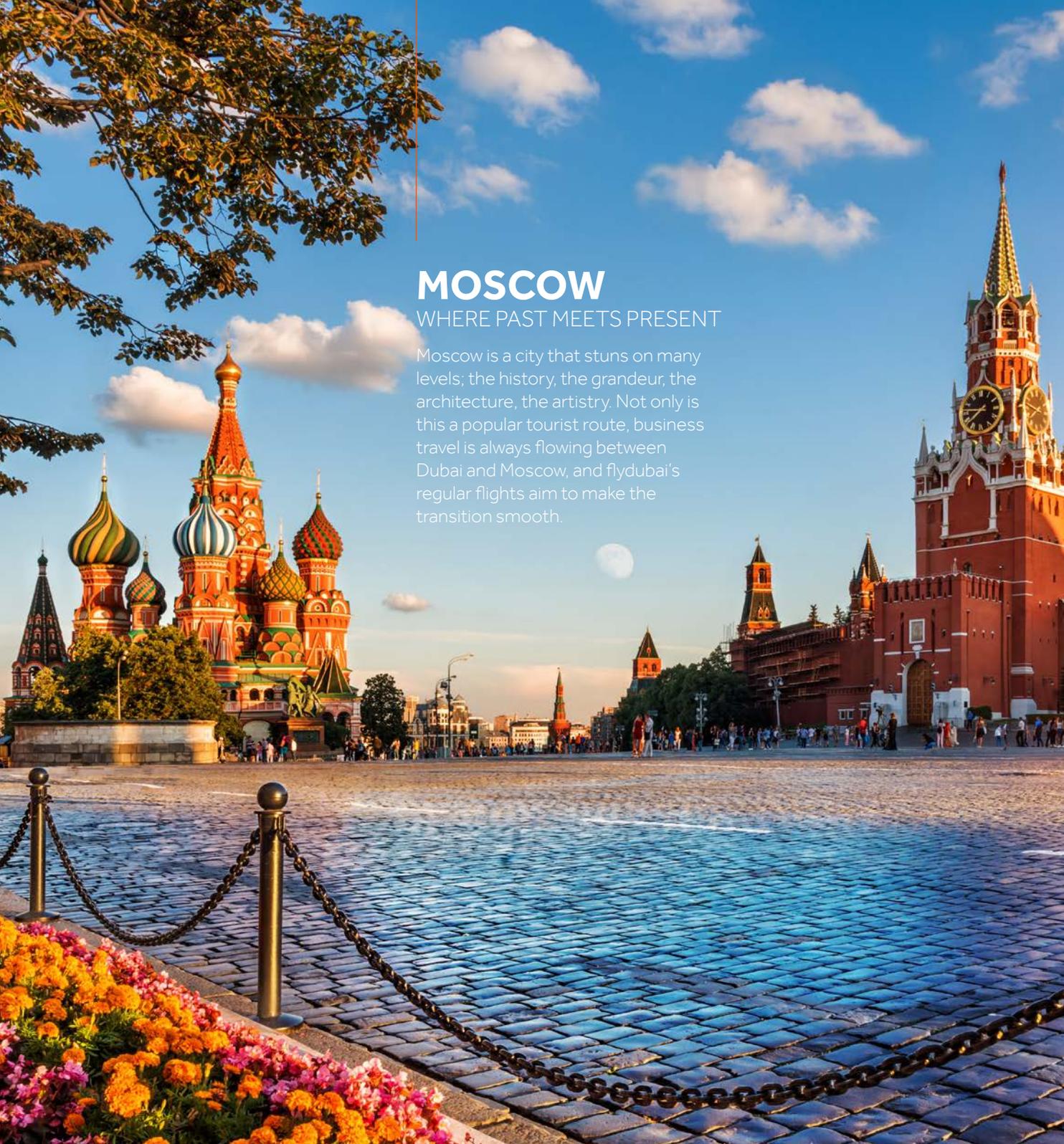


RUSSIA

A LAND OF HIDDEN GEMS

A land of vastness, the world's largest country really does offer it all – from historic cities to picture-perfect countryside, adventure travel and a buzzing nightlife, it's a world of intriguing paradoxes. For the literature buffs, retrace the steps of great writers, or take a trip to the ballet for an elegant evening of entertainment. Enjoy a train ride and witness the scale of beautiful landscape that this country has to offer.





MOSCOW

WHERE PAST MEETS PRESENT

Moscow is a city that stuns on many levels; the history, the grandeur, the architecture, the artistry. Not only is this a popular tourist route, business travel is always flowing between Dubai and Moscow, and flydubai's regular flights aim to make the transition smooth.



YEKATERINBURG

BENEATH THE SURFACE

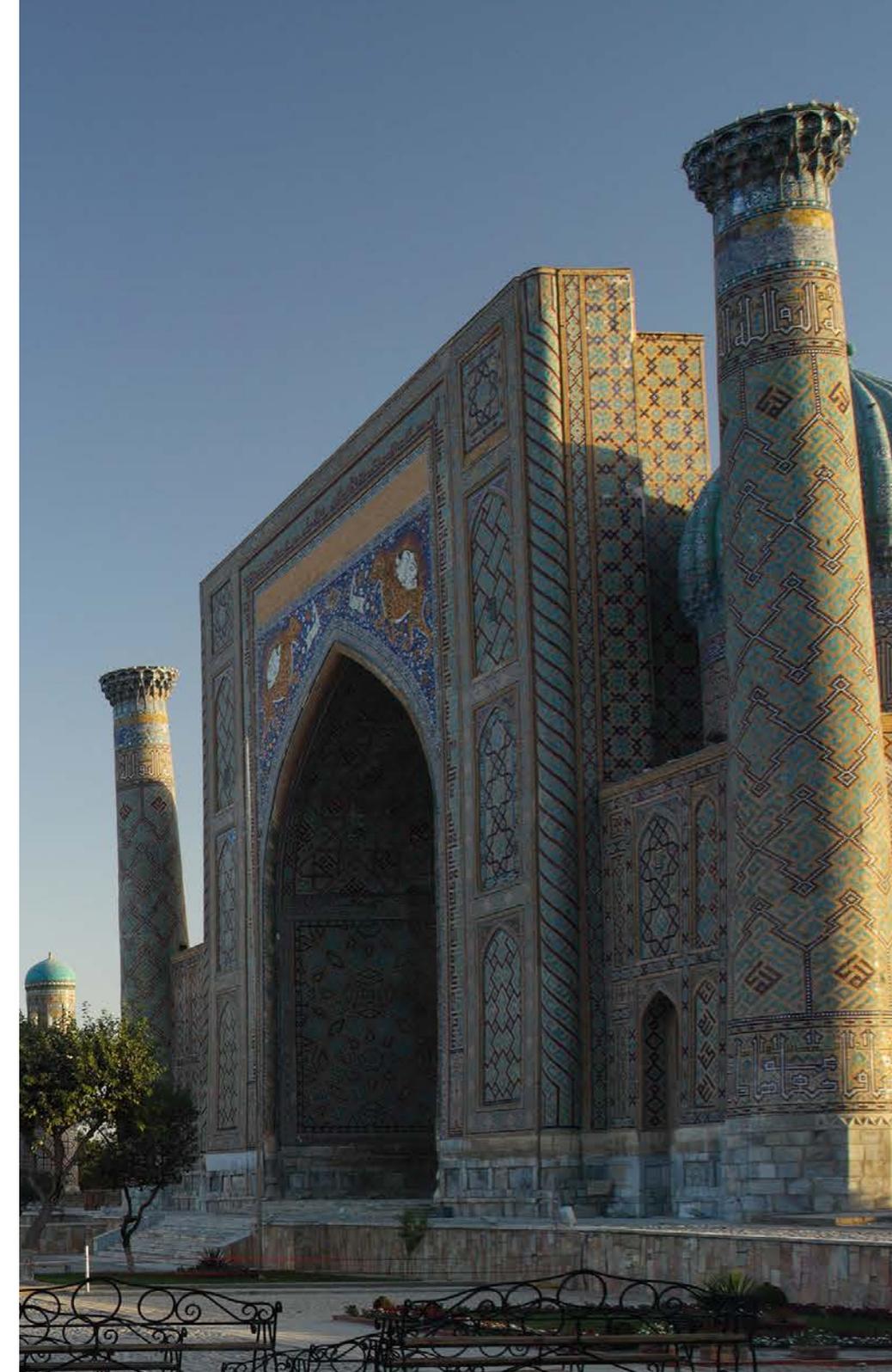
Russia's fourth largest city, Yekaterinburg is one to experience. Its economic growth is manifested in a thriving restaurant scene. Yekaterinburg attracts a great deal of foreign travel, providing a good base camp for exploring the stunning landscapes of the Ural Mountains.



CENTRAL ASIA

SILK ROAD STORIES

With a whole host of flights to destinations across the region, flydubai is making it easy to experience more – uncover the hidden gems of the heartland of Asia and explore the road less travelled. A region known for its historical trade routes and Silk Road stories, explore the modern-day version and see everything that this region has to offer.





TASHKENT

EXPLORE FURTHER

Tashkent is where the magic happens, where past and present meet, in a modern capital city backed by a fascinating history. Experience local culture at its best – see the ballet, sample traditional Uzbek dishes, or escape the urban jungle for picture-perfect, snow-capped mountain views and turquoise rivers.



NUR-SULTAN

A GROWING METROPOLIS

Located on the banks of the Ishim River, Kazakhstan's capital city is an energetic metropolis and the region's hub for all things creative, quirky and innovative – attracting international architects, creating a tangible business buzz about the place.



SUB- CONTINENT

VIBRANT DESTINATIONS

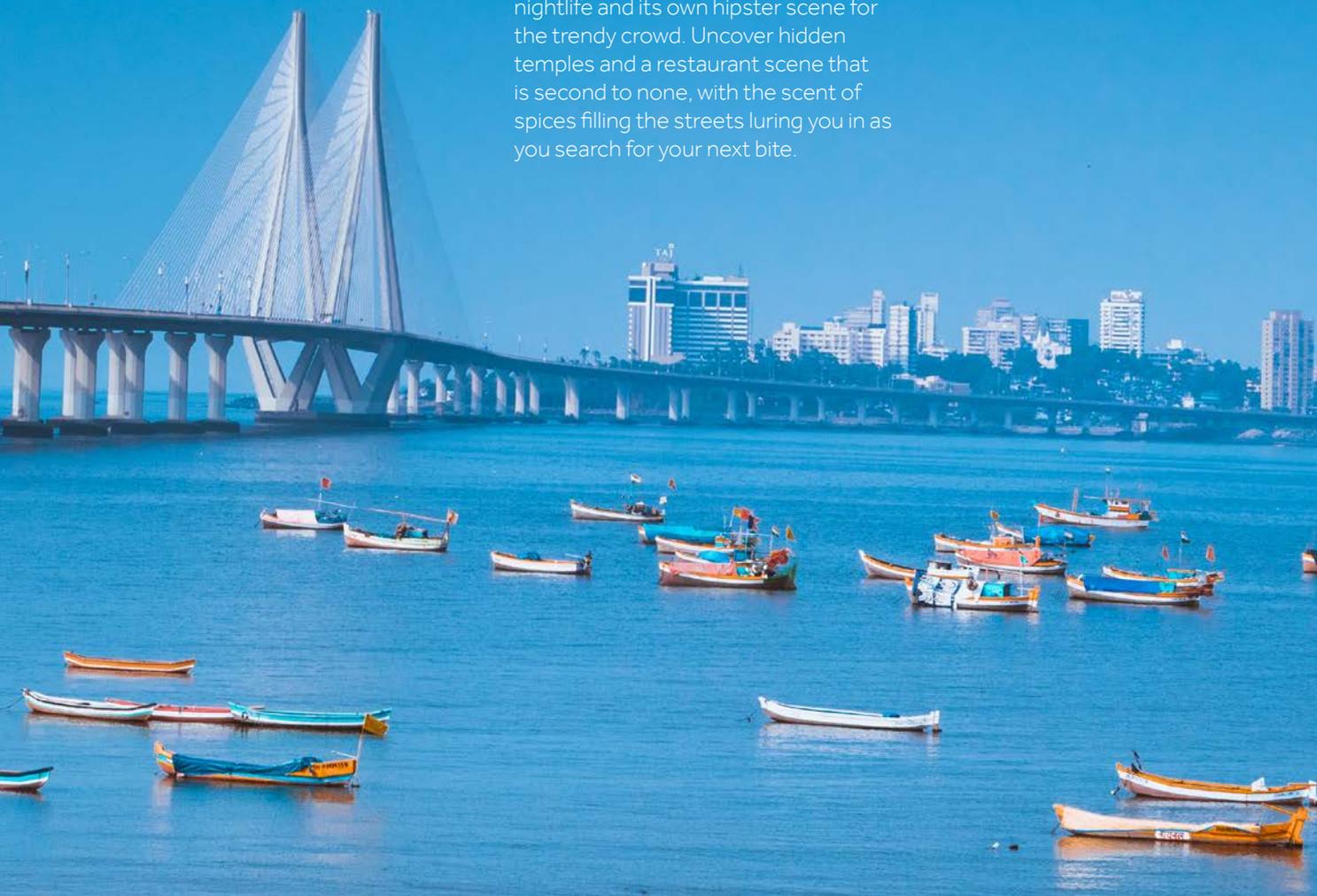
Home to a quarter of the world's population, the Subcontinent's myriad locations are now even more accessible with flydubai's many routes. Whether business or leisure is on the cards, uncover pockets of paradise in Sri Lanka, culinary masterpieces in India, and adventure through the snow-capped mountains of Nepal.



MUMBAI

BEAUTIFUL REUNIONS

Mumbai is a city of relentless energy with plenty of things to see and do. Explore a city buzzing with bazaars, nightlife and its own hipster scene for the trendy crowd. Uncover hidden temples and a restaurant scene that is second to none, with the scent of spices filling the streets luring you in as you search for your next bite.



COLOMBO

MYRIAD CHARMS

With an exotic charm and the promise of adventure, Sri Lanka's palm-fringed beaches, rolling surf and UNESCO World Heritage sites are just a few things that make this the perfect holiday destination. People travel from far and wide to get a taste of Sri Lanka's natural attractions – from lush tea plantations to surfer's paradises, the journey is totally worth it.

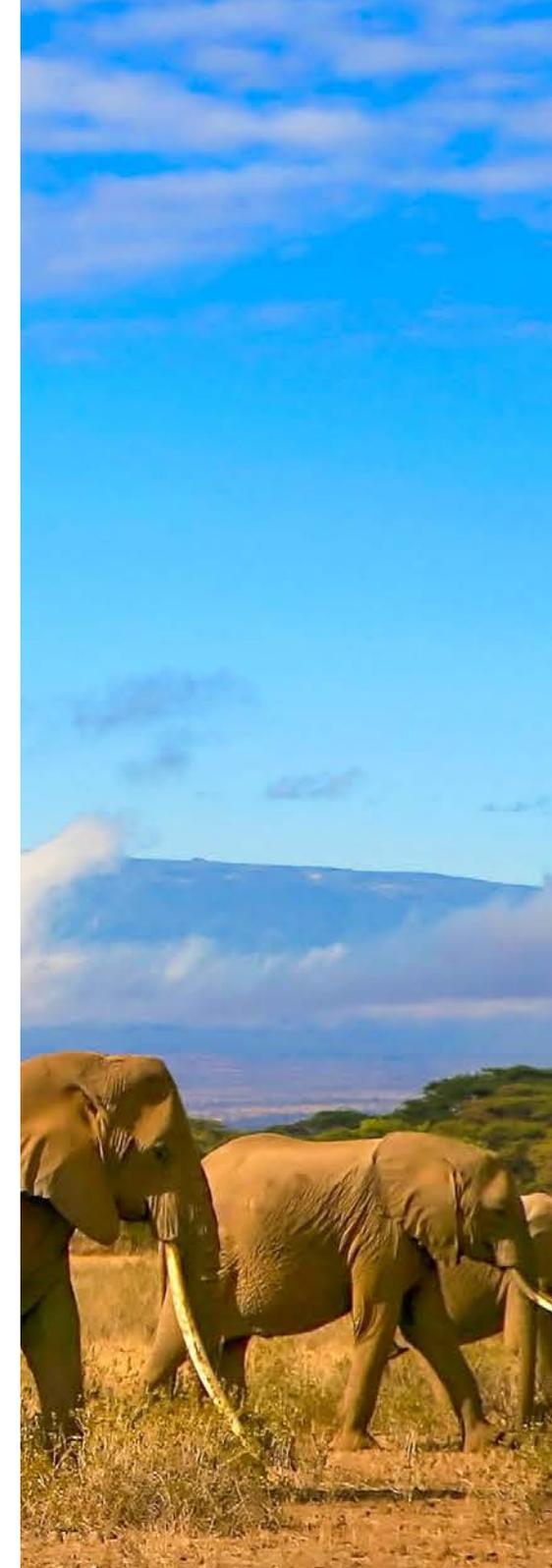




AFRICA

RICH TRADITIONS

A region with so much history, Africa of today is looking to the future, enticing visitors from all over the world to explore the diverse flavours of the world's second largest continent. From bustling urban hubs to tropical rainforests and savannahs, there is so much to explore. Our flights to North and East Africa are also helping to build business relations, connecting communities and building opportunities along the way.



ENTEBBE

EXPLORE THE OUTDOORS

Make your introduction to Uganda in Entebbe. A true Ugandan getaway, spend time exploring wildlife reserves and exotic gardens or take boat trips on Lake Victoria and get up close and personal with the animals at the Ugandan Wildlife Centre.



ZANZIBAR

ISLAND ADVENTURES

Home to a tropical tableau of untouched beaches and crystal clear waters, Zanzibar is a melting pot of cultural influences all merged into one. Walk through the narrow alleys of the historic 19th century Stone Town, play on the wild side and try kitesurfing, or uncover the hidden depths and go diving, rounding things off with a fun after-party to end the day.



flydubai.com