

Etihad Airways and TCA Abu Dhabi signs MOU to promote tourism

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



Front row, from left to right: Sultan Al Dhaheri, Acting Executive Director Tourism TCA Abu Dhabi, Peter Baumgartner, Chief Commercial Officer Etihad Airways, Mohaned Al Zaabi, Chief Executive Officer Miral Asset Management.

Back row, from left to right: H.E Hamad Al Shamsi, Vice Chairman Etihad Airways, H.E Mohamed Al Mubarak, Chairman TCA Abu Dhabi.

The signing ceremony, which took place 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.

Boosting Abu Dhabi's image

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

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 and 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.

State-of-the-art leisure on Yas Island

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 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."

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