



## CERTITUDES

- Aviation Industry Awards Emirates named Aviation Company of the Year Business Traveller (ME) awards

## BEACON OF TOMORROW

- Emirates Sees Brand Value Grow for 4th Consecutive Year to US \$6.6 billion. The airline also retains its top position as the most valuable airline brand in the world.
- The Emirates app for the Apple Watch is launched.
- Emirates celebrate a milestone in its employee history, with its cabin crew team now crossing 20,000 staff.

**T**he Emirates story begins in 1985 with two leased aircraft from a rudimentary airport. Its phenomenal growth is reflected in the 170-plus aircraft in its rapidly expanding fleet – a mix of the latest wide-body Airbus and Boeing aircraft - as well as Dubai's state-of-the-art Emirates Terminal 3, which is used solely for the airline's flights.

Emirates is wholly-owned by the Government of Dubai, but the airline is run on a commercial basis and receives no financial support or protection. Competing against established giants of aviation allowed to operate in Dubai under the government's unconditional open skies policy, Emirates has thrived and been profitable in all but its second year of trading.

### HIGH FLYER

Emirates is renowned for leading market trends - personal entertainment systems in all seats, as well as private first-class suites, are among its many notable firsts. It was also the first airline to offer passengers a facility to use their mobile phones, bolstering its in-flight services which were already heralded for the popular ice entertainment and communications system.

"Emirates is a global company serving a global audience, and as we grow our business we have to also grow our brand. Our brand strategy does not only involve marketing and sponsorships, but everything we do including product innovation and service delivery.

For us, our customers are the ultimate judges and jury. Being named the most valuable airline brand in the world is great recognition for each and every one of our staff, as they are the ones who live, breathe and deliver the Emirates brand every day in the work they do. The strength of the Emirates brand also underscores the positive impact that we are making on our industry,

and we will continue to work hard and invest in our brand. Our aim is to become one of the world's leading lifestyle brands, and to make the Emirates name synonymous with aspirational travel and experiences," said Sir Tim Clark, President Emirates Airline.

Brand Finance CEO David Haigh comments, "Emirates remains the flag carrier brand for the Middle East. Its \$6.6 billion brand value makes it both the region's most valuable brand and the world's most valuable airline. Its extensive sports sponsorship and global route network make it recognised the world over. However it is Emirates' exceptional service and reliability that truly underpin the brand."

### UTMOST ADMIRATION

The rise of Emirates has rivals stateside plenty worried about their global hegemony. Until recently, Emirates flights from New York, Boston and other U.S. cities have stopped at Dubai International Airport, which made it easier for North American and European airlines with direct flights to compete. But this month, it introduced the New York to Milan route, signaling a battle royale with legacy carriers like United, Delta and American (not to mention Alitalia), which reap 40 percent of their profits from premium travelers. And Emirates, which is wholly owned by the oil-rich government of Dubai, is just one of a handful of well-financed Persian Gulf airlines, including Etihad Airways and Qatar Airways, with an eye on the U.S.





# Emirates

Flying Opulence

Emirates flies to more than 120 destinations in over 70 countries and has been fundamental in establishing Dubai as the Middle East's commercial centre and aviation hub. It operates more than 1,200 flights per week across six continents from its base at Dubai international airport

