



Etihad Airways

Let's Keep the Sky Open

Etihad Airways was established by Royal (Amiri) Decree in July 2003. It commenced operations in November 2003 and has developed into one of the fastest growing airlines in the history of commercial aviation

The airline seeks to reflect the best of Arabian hospitality - cultured, considerate, warm and generous - as well as enhance the prestige of Abu Dhabi and is also treated as a centre of hospitality between East and West. The goal is to be a truly 21st century, global airline, challenging and changing the established conventions of airline hospitality.

AWARDS & ACCOLADES

Every year, they have received a range of awards that reflect the company position as one of the world's leading premium airline brands, including 'World's Leading Airline' at the World Travel Awards for five consecutive years. Browse through our Factsheets & Annual Reports for the complete list.

WORKING IN PARTNERSHIP

They are committed to a strategy of collaborative growth in order to gain the scale they require to be competitive in the global air transport market. Beyond the organic growth, this is being achieved through the development of a strong base of code share partnerships, and minority investments in strategically important airlines, which combined, provide access to hundreds of destinations they do not serve with their own aircraft.

ETHICS AND COMPLIANCE

Etihad Airways understands that their reputation is judged by how they act. This is why the core values emphasise the importance of doing business with integrity and taking responsibility to do what is right and ethical at all times. These values underpin the Etihad Airways Code of Business Conduct and are central to how they interact with the customers and suppliers.

To ensure the continued compliance with the Code of Business Conduct, Etihad's Ethics Line is designed to allow employees, customers, members of the public and other stakeholders to raise concerns and report potential breaches of our values.

Over the last 11 years, Etihad Airways has brought new competitive choice to millions of travelers, on more than 100 of routes and on scores more through the code share partners.

Now, the dominant mega-carriers of the United States and Europe are trying to block that competition. They claim that Etihad receive Government subsidies - a claim they categorically reject.

The world's biggest airlines want to restrict the new choice and the better service that they provide. They don't think that's right. Etihad believes travelers should have the right to choose. They believe that Open Skies means more choices. They believe that their guests should have the right to choose outstanding service, on state-of-the-art aircraft, at competitive prices.

CODESHARING

Because Etihad started decades after all of our major competitors, they knew they could never catch up on their own. So they have always tried to work with others.

Etihad did approach each of the major global alliances to discuss membership options - to find they had none. The global alliances chose not to let them join.



CERTITUDES

- In the history of global aviation, no other national airline has set such rigorous commercial goals as Etihad Airways.
- Their mandate is to operate commercially, delivering sustainable long term profitability.

BEACON OF TOMORROW

- Profitable operation and commercial business decision-making lies at the heart of their business.
- Other national airlines are also focused on profitability today - but many of these had decades of state-funded, unprofitable growth during which they built their market positions.