

Emirates airline in huge turn on



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Press Release Summary: Emirates airline switches on 76 websites across the world - overnight

Press Release Body: **Emirates Airline** has flown beyond a new technological frontier by turning on 76 different websites across six continents simultaneously, in a coordinated re-launch of its website.

The new look [Emirates website](#), providing a gateway to 76 country sites in 10 different languages came to life in an ambitious overnight launch.

Emirates.com uses the latest internet and e-commerce technology and provides passengers with more features and options when making their travel arrangements online.

Well before passengers board an **Emirates' aircraft**, they can now key in their route, find out what aircraft they are flying on, what entertainment they can enjoy whilst onboard, explore virtual tours of the in-flight products and even watch trailers of Hollywood blockbusters they can expect to see during the flight.

One of the major advantages of the new site is the flight search and pricing system. Rather than just being presented with one price for a preferred time, passengers will be shown seat availability and prices for seven days either side of their requested travel date. This will give customers more opportunities to benefit from cheaper fares that may be available.

Online customers can purchase tickets, confirm a booking, check-in online and choose their preferred seat. The booking process has been simplified, underlining the ease, flexibility and passenger-led nature of the new system. With the airline's internet sales doubling year on year, [Emirates airline](#) is again moving to meet its customers' online appetite.

Ghaith Al Ghaith, Executive Vice President, Commercial Operations Worldwide, said: "*Emirates' internet sales are rapidly increasing and the new website extends our global reach, giving us greater opportunities for revenue generation. Over the next five years, I anticipate that the number of new and existing customers booking flights through our website will increase dramatically. In re-creating the site, we have handed much more control to our customers and allowed them to feel the **Emirates** experience from their homes, offices and hotels, long before they board one of our modern aircraft.*"

The big '**switch on**' took place on a single day rather than through a staggered approach which would be more usual for a multi-national website launch. **Emirates** decided to turn on the world at the same time in a colossal technical challenge.

Mike Simon, Emirates' Divisional Senior Vice President, Corporate Communications, said: "*This is internet technology at its very best. We already hold a commanding position in the skies - now we are making our mark online. In this fast-changing media landscape, investment in our brand within the online environment is increasingly important in order to communicate effectively with our customers. The new look, highly visual website is effectively a one stop shop for all our passengers' needs - right from booking flight tickets, to securing a hotel and even renting a car.*"

The new **Emirates** site caters to all types of flyers, including leisure, corporate and [business class](#). It is a secure environment and presents information in a clear, uncluttered manner - making the purpose of each page immediately obvious and reducing the time spent navigating through different sections.

The site is currently divided into four main areas: **Flying with Emirates** - which contains information about the **Emirates' travel experience**, "**Destinations & Offers**" which contains information on the latest deals, "**Plan & Book**" where users can make or manage a booking and "**Skywards**" with valuable information about the frequent flyer programme.

The massive financial commitment to passenger convenience comes after major investment in ice **Digital Widescreen**, the much talked about new generation in-flight entertainment system, impressive upgrades to the First, Business and Economy Class product and multi-million dollar commitments to build and expand Emirates' First and Business Class lounges worldwide.

At the same time, the complimentary chauffeur-drive service, which whisks **Emirates'** First and Business Class passengers in luxury to and from airports, now operates in more than 30 countries across the network.

With the historic launch of the Sao Paulo route and the recent start of services to Ahmedabad, Toronto and Houston, **Emirates** now flies to 99 destinations in 62 countries with a 112-strong fleet of modern aircraft. The airline is the largest single customer for the Airbus A380, which will join the carrier's aircraft line up next year.

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