

## **Etihad launches Essential Abu Dhabi Airbus A330-300**

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Etihad Airways has taken its recently launched 'Essential Abu Dhabi' marketing campaign to new heights, with the unveiling of special 'Visit Abu Dhabi in 2011' livery on an Airbus A330-300 aircraft, which is set to take the message to Etihad's destinations around the world.

The Etihad Airways (<http://www.etihadairways.com/sites/etihad/global/en/home/pages/home.aspx>) aircraft took off from Abu Dhabi for a celebratory flight across the United Arab Emirates, with a group of special needs children from Zayed Higher Organization for Humanitarian Care and Special Needs, taking in some of the country's top landmarks.

Key partners of the initiative, which aims to enhance the emirate's position as a leading tourism and MICE (meetings, incentive travel, conferences and exhibitions) destination, including the Abu Dhabi Tourism Authority, and Abu Dhabi media representatives, were also on board.

Etihad Airways' chief commercial officer, Peter Baumgartner, who hosted the flight, delivered a message to guests about the importance of the campaign to Etihad and Abu Dhabi, and highlighted the many sophisticated business and leisure attractions that Abu Dhabi now offers.

The unveiling of the three-class A330-300 aircraft, which features the airline's new Diamond First Class (<http://www.etihadairways.com/sites/etihad/global/en/experienceetihad/ourguestzones/Pages/Diamond.aspx>) cabin and which will fly to London, Geneva, Frankfurt, Paris and Mumbai as part of the Essential Abu Dhabi (<http://www.essentialabudhabi.com/>) campaign, is just the start of a number of high profile promotional activities planned in the coming months.

Peter Baumgartner said: "The unveiling of this new aircraft livery with our message to the world to come and Visit Abu Dhabi (<http://www.etihadairways.com/sites/etihad/global/en/home/Pages/TopTenThingstoDoinAbuDhabi.aspx>) further underlines our commitment to the growth and awareness of Abu Dhabi, not only as a tourist destination but as a place to do business in a dynamic and friendly environment.

"Since we launched the Essential Abu Dhabi marketing campaign with our partners, we have seen a tremendous amount of excitement and interest from people right across the globe, as well as with local audiences."

The initiative, which for the first time brings together all of Abu Dhabi's major tourism operators, is designed to promote the very best the UAE's capital has to offer through a wide range of deals in its hotels, dining outlets, shops, adventure parks, cultural attractions and sports facilities.

Using the 'Pass to the Magic', an Etihad Airways boarding pass, visitors - both tourists and business travellers alike - are enticed to spend time in the emirate to enjoy the impressive array of free or discount offers available through the various 'Essential Abu Dhabi' partners.

The website provides dedicated pages for hotels, restaurants, Yas Island, entertainment, shopping, arts

and culture, adventures and golf, while an 'Essential Abu Dhabi' on-board brochure is available for passengers to pick and choose from.

"We wanted to provide a convenient 'one stop shop' that will serve as both a directory for the city whilst providing exclusive offers on a range of products and services for our visitors."

To take advantage of the offers, visitors on flights to Abu Dhabi (<http://www.etihadairways.com/sites/Etihad/global/en/home/Pages/flights-to-abu-dhabi.aspx>) simply present their Etihad boarding card at participating outlets to redeem the offers within seven days of arriving into the city.

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About Etihad:

Etihad Airways is the National Airline of the United Arab Emirates. The airline was set up by a Royal Decree in July 2003, with Abu Dhabi, the capital of the UAE, as its hub. Etihad started commercial operations in November 2003.

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