

THE JOURNEY

A newsletter by **AI Naboodah Travel**

One Partner, Every Journey



BUSINESS TRAVEL

|

HOLIDAYS

|

MICE

|

GSAs



WELCOME

A Message from Our CEO

Welcome to the **first edition of the AI Naboodah Travel newsletter.**

We are delighted to introduce this new platform as a way of keeping our clients, partners and colleagues informed and abreast of the latest developments across AI Naboodah Travel and the wider travel industry. Each edition will bring you relevant UAE and regional travel news, airline and GSA updates, MICE and leisure developments, destination inspiration, special offers, and other information that we hope will be both interesting and useful.

There could not be a better time to launch. This year's **Arabian Travel Market in Dubai** once again demonstrated the tremendous energy, confidence and ambition within our industry and the UAE as a whole. The exceptional participation and positive atmosphere were a strong reminder of just how robust and forward-looking the travel sector remains.

There are many exciting developments ahead for AI Naboodah Travel as we continue to invest in our people, products, partnerships and technology, and we look forward to sharing that journey with you.

Thank you for reading our first edition — **we hope you enjoy it and we look forward to keeping you connected in the months ahead.**



Fahim Jalali

CEO, AI Naboodah Travel

[Visit Profile](#)

MICE, DMC & HOLIDAYS

Dubai's Events Season Is Back

A packed September–October calendar puts Dubai back at the centre of the region's business travel map.



WETEX

World Green Economy Summit

CABSAT

Beautyworld

Airport Show

Dubai AI Festival

Dubai's autumn events season is in full swing, with a packed calendar of major exhibitions and summits drawing delegates from across the region and beyond.

Planning to attend one of these events? [Al Naboodah Travel](#) can manage flights, hotels, transfers, groups and delegate travel, from start to finish.

[Inquire Now](#)

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DESTINATION OF THE MONTH

Fujairah

Fujairah's heritage, coastline and mountain scenery make it one of the UAE's most underrated staycation destinations, just a scenic two-hour drive from Dubai.



Coastline

Rugged Hajar Mountains Backdrop

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Heritage

Al Bidyah Mosque – The UAE's Oldest Mosque

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New Routes Make the UAE Even Better Connected

A strong quarter for capacity growth across our airline partners.

Emirates	Secures rights for a new daily Dubai–Berlin service	NEW
Etihad	Launching Abu Dhabi–Bucharest	DEC 2026
Air Arabia	Adding Sharjah–Katowice to its network	NEW
Wizz Air	Restoring eight UAE routes	25 OCT
Ajet	Expanding flight points network	NEW
Centrum Air	Growing UAE route network	NEW



CORPORATE CARE

Corporate Travel Gets More Support

Etihad has launched Corporate Care, giving eligible business customers priority support during disruption and closer coordination with their TMC. This is a timely reminder of why a trusted travel partner matters when things don't go to plan.

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DWC · FROM 1 OCTOBER

flydubai Launches First Dedicated Freighter Operation

flydubai has announced three Boeing 737-800 freighters based at Dubai World Central, covering pharmaceuticals, perishables, live animals, dangerous goods and aerospace cargo, a significant boost to the UAE's air freight capacity.

PARTNER SPOTLIGHT

Supporting Turkish Cargo's UAE Operation from Dubai South

Our team at Dubai South continues to support Turkish Cargo's growing UAE network, handling everything from general and temperature-controlled freight to live animals and special cargo, backed by round-the-clock ground support and direct access to Istanbul's global hub.

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ATM 2026: What We Learnt

Five trends shaping UAE travel, drawn from this year's Arabian Travel Market in Dubai.

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01 AI & Digitalisation

AI-driven personalisation and digital tools are reshaping how travel is planned, booked and managed.

02 Biometrics

Biometric checkpoints continue to expand across UAE airports, streamlining the passenger journey.

03 Sustainable Travel

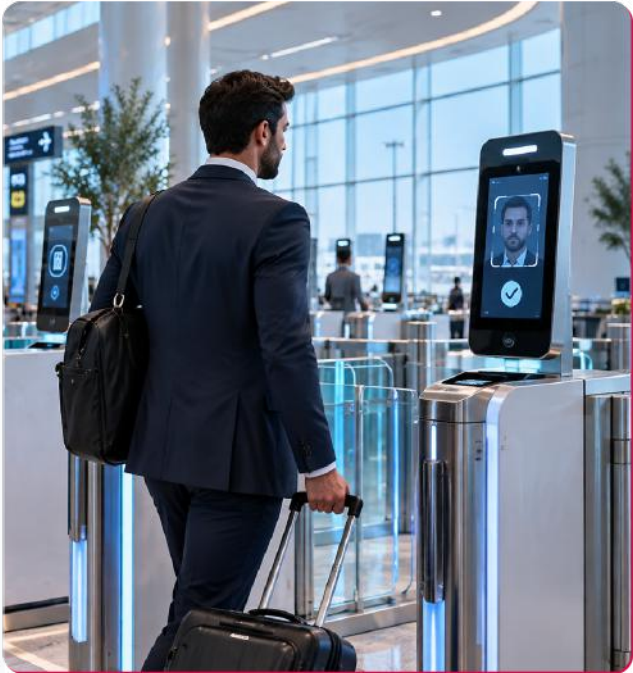
Sustainability credentials are increasingly a factor in corporate and leisure travel decisions.

04 Smart Mobility

Integrated, tech-enabled transport is becoming central to the end-to-end travel experience.

05 Changing Expectations

Travellers are demanding more flexibility, transparency and personalisation at every stage of their journey.



KEY UPDATES

The UAE Traveller Is Going Digital

At this year's ATM, the GDRFA highlighted continued growth in biometric travel, flexible visa options and digital immigration services, developments that are streamlining the journey for both corporate and leisure travellers across the UAE.



Dubai Tourism Rebounds

August was Dubai's strongest month since February, led by Western Europe, South Asia, GCC and CIS/Eastern Europe arrivals.

869K

OVERNIGHT
VISITORS, AUGUST

#1

STRONGEST MONTH
SINCE AUG

4

LEADING SOURCE
REGIONS

PROMOTIONS & OFFERS

Winter from the UAE

A first look at this season's bookable packages, flights, hotels and transfers included, priced per person.

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SHORT BREAK

Georgia · Armenia · Azerbaijan

A Caucasus city-break itinerary combining Tbilisi, Yerevan and Baku, with flights, hotels and transfers included.

ISLAND ESCAPE

Maldives & Indian Ocean

Overwater villas and all-inclusive resorts across the Maldives and Indian Ocean, with flights and transfers bundled.

CITY BREAK

Europe, Autumn & Winter

Weekend and long-weekend city breaks across Europe's most-loved winter destinations.

STAYCATION

UAE Staycation

Domestic getaways across the UAE. See this edition's Destination of the Month feature on Fujairah.

REPRESENTED AIRLINE · OFFER OF THE MONTH

Air Arabia, Sharjah to Katowice, Business Class

To mark the launch of its new Sharjah–Katowice route, Air Arabia is offering a limited-time Business Class fare with extra baggage allowance and lounge access.



CORPORATE CLIENT OFFER

Complimentary Airport Transfers on WETEX or the World Green Economy Summit

Book delegate travel for WETEX or the World Green Economy Summit Dubai through Al Naboodah this month and receive complimentary airport transfers for groups of five or more.





AI Naboodah Travel and its sister companies strive to achieve excellence in every aspect of our business. Our commitment to delivering high quality, innovative customer service, a value deeply ingrained in our business since its formation over sixty years ago, has been recognised and rewarded many times over the years by both our trading partners, as well as governmental and regulatory bodies.

