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Etihad scores rare success

Business Desk

Etihad Airways of the United Arab Emirates has earned rare success in world flight arena. The company has already scooped double honours at the 14th annual World Travel Awards (WTAs), picking up accolades for 'world's leading flatbed seat' and 'world's leading travel television commercial'.

It is the second year in succession the Abu Dhabi-based airline has won the award for its fully flat-bed, available in both first and business class cabins. The award for the airline's TV advert is especially noteworthy since it represents the first international television commercial produced by Etihad.

Votes for the WTA ceremony, which took place at Beaches Turks and Caicos Resort and Spa, were taken from nearly 170,000 travel industry professionals from around the world, including more than 110,000 travel agents.

James Hogan, Etihad Airways' Chief Executive, said: "The business travel market remains amongst the most competitive in the world and for our flatbed to be recognised two years in succession as the industry's best highlights just what a quality product Etihad boasts.

Etihad Airways launched its first international TV commercial in May 2007. The commercial was screened in many of the airline's top international markets including Australia, the Middle East and Europe. It was filmed entirely in the UAE in a variety of locations including Abu Dhabi Airport and on board one of the airline's Airbus A340-500 aircraft.

The commercial was written by global advertising agency TBWA, and directed by Jim Wheedon from London-based Bare Films who has worked on several world-renowned projects including the movie smash hit 'Gladiator'.



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