

## Double honours at World Travel Awards

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**Industry Sector** Aviation

**Country** United Arab Emirates

### Press Release Content

Etihad Airways, the national airline of the UAE, has scooped double honours at the 14<sup>th</sup> 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 that 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.

"A key marketing objective of 2007 has been to build greater awareness of our brand across our key markets. Central to this has been the launch of our first ever international television advertising campaign. As with our airline, we wanted our first TV commercial to stand out and grab people's attention which winning this award demonstrates we've managed successfully."

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*'.

The WTA flat-bed award is the second prestigious accolade that Etihad has picked up in December for the quality of its premium product. Earlier this month, the airline was voted 'airline with the best first class service in the world' by readers of Business Traveler USA.

### Notes and contacts

#### About Etihad Airways

Etihad Airways is the national airline of the United Arab Emirates based in the UAE's capital, Abu Dhabi.

Currently Etihad offers flights to 45 destinations in the Middle East, Europe, North America, Africa and Asia.