



# AIR CANADA AND EMIRATES FORM STRATEGIC PARTNERSHIP

News / Airlines



**Air Canada and Emirates announced the signing of a strategic partnership agreement that will create more options for customers when travelling on the carriers' networks while also enhancing the customer experience throughout the journey. Air Canada and Emirates intend to establish a codeshare relationship later in 2022 that will offer enhanced consumer travel choices for Air Canada customers to travel to the United Arab Emirates and to destinations beyond Dubai. Emirates customers will also enjoy an enhanced travel experience when travelling to Toronto or to key destinations across the Air Canada network. Customers will have the ability to book connecting travel between both airlines' networks with the ease of a single ticket, seamless connectivity at the carriers' respective**

## **global hubs and baggage transfers to their final destinations.**

Sir Tim Clark, President Emirates Airline said: "This is a significant partnership that will enable our customers access to even more destinations in Canada and the Americas, via our Toronto and US gateways. It also opens up many new route combinations for travelers across Emirates' and Air Canada's extensive networks in the Americas, the Middle East, Africa and Asia. We are pleased to partner with Air Canada, one of North America's most established airlines and Canada's flag carrier and we look forward to jointly progressing on various areas to provide even better customer flight choices and experiences."

"As we continue pursuing our strategy of expanding our global reach in response to growing opportunities in VFR markets (Visiting Friends and Relatives) that serve Canada's large multicultural communities, we are very pleased to form a strategic partnership with Emirates, a highly respected flag carrier of the United Arab Emirates with a hub in the vibrant city of Dubai. This strategic agreement will create network synergies, and Air Canada customers will have additional, convenient options when travelling between Canada and the United Arab Emirates as well as destinations beyond Dubai" said Michael Rousseau, President and Chief Executive Officer at Air Canada. "We look forward to introducing Air Canada codeshare service on key Emirates flights, as well as adding the EK code on select Air Canada flights, and welcoming Emirates customers on our services later this year."

To further enhance the customer experience, the carriers will also establish reciprocal frequent flyer benefits and reciprocal lounge access for qualifying customers. Further details of the partnership and specific codeshare routes will be announced when finalized and will be subject to regulatory approvals and final documentation.



12 JULY 2022

### **ARTICLE LINK:**

<https://to.50skyshades.com/news/airlines/air-canada-and-emirates-form-strategic-partnership>