



WARNER BROS. WORLD™ ABU DHABI SIGNS AIRLINE PARTNERSHIP WITH ETIHAD AIRWAYS

News / Airlines



Etihad Airways has signed a commercial agreement with Warner Bros. World Abu Dhabi, the world's first Warner Bros. branded indoor theme park, announcing a three-year partnership encompassing several collaborations aimed at increasing tourism to Abu Dhabi.

Opening on 25 July, Warner Bros. World Abu Dhabi will complement the wide range of award-winning leisure and entertainment attractions already on offer on Yas Island, reinforcing the island as a destination globally.

Robin Kamark, Etihad Airways Chief Commercial Officer, said: "We are delighted to be the official airline partner of Warner Bros. World Abu Dhabi. We continually look for ways to showcase the very best of Abu Dhabi as we bring international tourists from around the world to our home. This relationship will solidify our commitment in ensuring our guests

have a memorable travel experience in the air and on the ground.”

As airline partner, Etihad Airways will work closely with Warner Bros. World Abu Dhabi on areas of brand partnership, marketing, inflight programming, and travel trade support.

Olivier Garaïalde, CEO Farah Experiences, said: “The opening of Warner Bros. World Abu Dhabi is a key milestone within the leisure scene in Abu Dhabi, and will further reinforce Yas Island as a world-class leisure and entertainment hub. We are confident that through this strategic partnership, we will co-create experiences which will showcase our distinctive destination to the world.”

Warner Bros. World Abu Dhabi will feature a total of 29 state-of-the-art rides, interactive family-friendly attractions and unique live entertainment across six fully immersive lands.

From the action and adrenaline-fuelled adventures of DC to the wacky and wonderful world of Warner Bros. Animation - the 1.65 million sq. ft. park will offer captivating and interactive experiences, bringing together some of the world’s most iconic characters and stories under one roof for the first time in the region.

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