# ETIHAD AIRWAYS' HALA ABU DHABI STOPOVER PROGRAMME GUESTS DOUBLE IN 2015-10-12

**News / Events / Festivals**

**Hala Abu Dhabi**, the professional conference organiser and destination management company of **Etihad Airways**, has recorded double-digit growth on its Abu Dhabi's Stopover Programme.

The programme welcomes guests from across the globe with Australia, Germany and the UK providing the largest visitor numbers.

To meet the increasing demand, Hala Abu Dhabi Stopover Programme and staff continue to offer competitive rates and multiple packages, working closely with travel agents to provide business, tourism and cultural services.

Etihad Airways is the only airline in the region which offers two stays for the price of one and excursions as part of their stopover programme.

Mohammed Al Bulooki, Etihad Airways' vice president UAE Commercial, said: "One of Hala Abu Dhabi's strategic mandates is to promote Abu Dhabi as a destination and contribute to its growth in the tourism sector."

"As a leading world airline, Etihad Airways focus is to connect people and places, and we are delighted to offer guests from all over the world the opportunity to explore the dynamic city of Abu

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Dhabi and enjoy the Arabian hospitality.”

More than 30 per cent of the stopover travellers have used the tours and excursions offered in the emirate.

The programme includes a range of experiences from visits to the Arabian desert, a trip to one of the world’s largest mosques, a tour to Yas Island and sampling world class hotels and restaurants.

The most popular tours booked are the Hala sunset drive and BBQ, the Hala story of Abu Dhabi city tour which includes Sheikh Zayed Grand Mosque, Ferrari World and Yas Waterworld.

Hala Abu Dhabi’s Stopover Programme offers 53 hotels ranging from three to five star properties in the emirate, with the most popular choice being Jumeirah Etihad Towers.

Stefan Fuchs, general manager, Jumeirah at Etihad Towers said: “We are pleased with our partnership with Hala Abu Dhabi’s Stopover Programme and have witnessed significant growth in stopover guests year on year.

“This proves the success of the programme in promoting Abu Dhabi as a holiday destination and continues to generate awareness about the emirate globally.”

**13 OCTOBER 2015**

**SOURCE: ARABIANAEROSPACE**
**ARTICLE LINK:**
https://50skyshades.com/index.php/news/events-festivals/etihad-airways-hala-abu-dhabi-stopover-programme-guests-double-in-2015-10-12

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