EMIRATES EXPANDS PREMIUM ECONOMY TO DURBAN WITH DEPLOYMENT OF A350

News / Airlines



Emirates will introduce its Airbus A350 on the daily EK775/776 service between Dubai and Durban from 1 March 2027, extending its Premium Economy offering to all three of its South African destinations. The deployment not only brings the airline's award-winning Premium Economy cabin to Durban but also delivers Emirates' latest-generation onboard experience to travellers in KwaZulu-Natal.

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Following the successful launch of Premium Economy services in Johannesburg and Cape Town in September 2025, Emirates has recorded strong and sustained demand across both leisure and business travel segments. Durban's international traffic is largely driven by passengers visiting friends and family abroad, with onward connections through Dubai to popular destinations including Thailand, Indonesia, India, France and the United Kingdom. The introduction of the A350 will now enable these travellers to enjoy the comfort, space and enhanced service of Premium Economy throughout their long-haul journeys.

Afzal Parambil, Regional Manager for Southern Africa, Emirates, commented: "We look forward to welcoming travellers from Durban onboard the A350 in the new year, where they can experience elevated onboard amenities and Emirates' signature service that make this aircraft a passenger favourite. The deployment also reflects our broader commitment to South Africa, with all our gateways now offering the latest inflight experience. South Africa remains an anchor of our African network, with some of the busiest gateways globally, and we are committed to continually enhancing the travel experience for our customers by providing them with more choice, connectivity and comfort."

A closer look at the Emirates A350

As the newest addition to Emirates' all-widebody fleet, the Airbus A350 showcases the airline's latest advancements in cabin design, onboard technology and passenger comfort. Designed to deliver a more spacious and refined travel experience, the aircraft introduces upgraded interiors, next-generation entertainment and thoughtfully enhanced amenities across every cabin class.

The standout feature is Emirates' award-winning **Premium Economy** cabin, widely recognised for offering a level of comfort that rivals the Business Class experience of many carriers. The cabin features plush cream leather seats with generous recline and legroom, individual charging points, elegant wood-grain cocktail tables and 13.3-inch personal entertainment screens. Configured in a spacious 2-4-2 layout, Premium Economy is well suited for families, couples and solo travellers seeking greater comfort on long-haul journeys.

Premium Economy guests also benefit from a dedicated check-in facility and priority boarding at King Shaka International Airport, along with a generous baggage allowance of 35kg checked luggage and 10kg of carry-on baggage.

In **Business Class**, passengers enjoy a spacious 1-2-1 configuration that provides direct aisle access from every seat. The fully lie-flat seats are upholstered in soft cream leather and equipped with personal minibars and wireless charging, creating a private and comfortable environment for both work and relaxation. A dedicated self-service refreshment area at the rear of the cabin allows travellers to enjoy snacks and beverages throughout the flight.

Economy Class combines comfort with contemporary design, featuring a soothing palette of sky blue, bronze and cream tones accented by warm wood finishes. The A350's high ceilings and carefully designed ambient lighting contribute to a greater sense of space and wellbeing throughout the journey.

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Across all cabins, passengers can access the latest version of Emirates' acclaimed **ice** inflight entertainment system. Enhanced navigation, intuitive controls and improved search functionality make it easier than ever to explore more than 6,500 channels of content, including movies, TV series, podcasts, music and digital publications. The A350 also enables customers to pair their own Bluetooth headphones directly with the entertainment system.

Complementing the onboard experience is Emirates' renowned culinary offering, with regionally inspired menus crafted by the airline's chefs and paired with a carefully selected range of premium beverages. Highlights include South Africa's Journey's End Weather Station Sauvignon Blanc 2025 served in Economy Class and the acclaimed Vilafonté Series C 2016 available in First Class.

For more information or reservations, customers can visit Emirates' website, use the Emirates App, contact an Emirates retail office or reservations centre, or book through their preferred travel agent. Emirates also continues to offer flexible booking options and comprehensive travel insurance for added peace of mind.



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