



FLYDUBAI CUSTOMERS TO ENJOY AN ELEVATED ONBOARD EXPERIENCE IN ECONOMY CLASS FROM NOVEMBER 2025

News / Airlines



flydubai continues to invest in enhancing its customer journey. From November 2025, all Economy Class fares will now include meals and inflight entertainment, elevating passengers' travel experience on every flight. Over the past several years, flydubai has made substantial investments across every stage of the customer journey. These include the introduction of a dedicated Business Class check-in area, offering a seamless and personalised start to the travel experience, followed by the opening of the new Business Class Lounge at Terminal 2, Dubai International, designed to provide unrivalled comfort, convenience and hospitality before departure.

Ghaith Al Ghaith, Chief Executive Officer at flydubai, commented: "Redefining the Economy Class offering across all flights represents a significant evolution in our business model, offering customers a more elevated and convenient travel journey. Our focus remains on investing in enhancing our customer experience and delivering added value across every touchpoint through

services, technologies and product development. By listening to customer feedback and responding to changing market dynamics, flydubai continues to strengthen its position as a key player in the UAE's aviation sector and a vital contributor to Dubai's vision of becoming a global hub for trade and tourism."

Hamad Obaidalla, Chief Commercial Officer at flydubai, stated: "Over the years, our agile business model has enabled us to adapt quickly to challenges and unlock new opportunities as we continue to evolve and grow. This announcement has come at the right time as we prepare to expand our network, continue to grow our fleet and welcome more passengers on board year after year. By including meals and inflight entertainment in every ticket, we're modifying the Economy Class fare structure and ensuring passengers get more value, while remaining competitive."



Passengers travelling on flydubai can enjoy an engaging, multi-language inflight entertainment experience designed to suit every age and taste. The system offers more than 1,000 of the latest Hollywood, Bollywood, Arabic and international films, alongside a diverse selection of TV shows from major studios including HBO Max, BBC Kids and Cartoon Network.

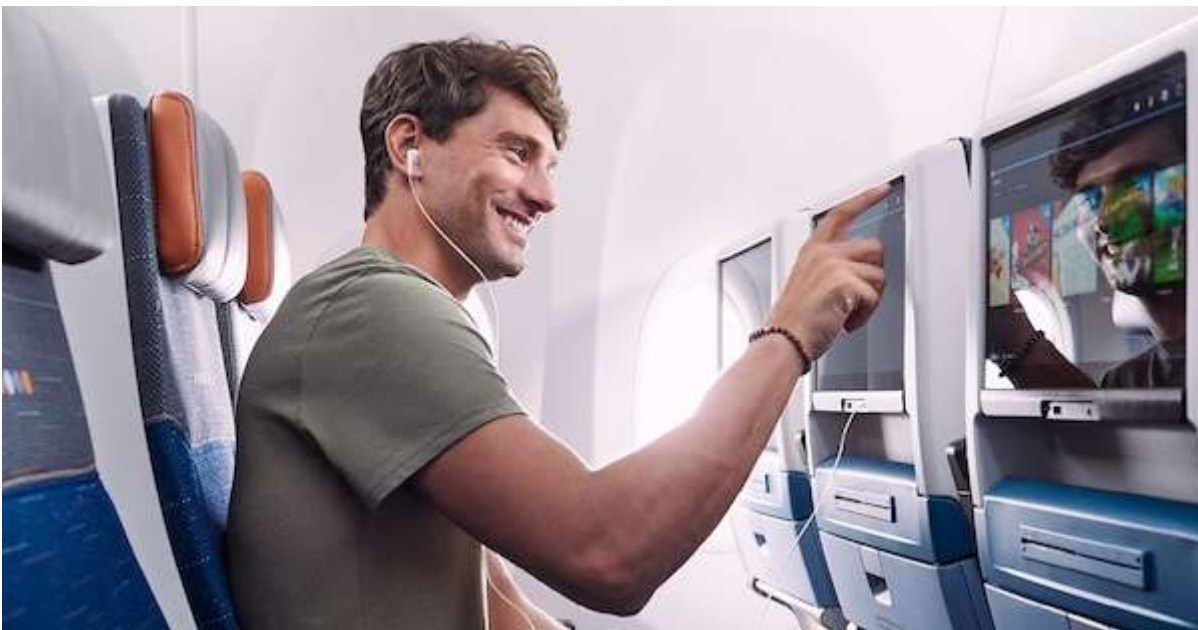
Travellers can also explore interactive games, E-magazines, more than 700 music albums and podcast episodes or discover more about their destination through travel guides and real-time flight information.

Passengers travelling with flydubai can enjoy a variety of delicious meals, light snacks and refreshing beverages served throughout the flight. The onboard menu features authentic flavours inspired by the destinations the airline serves, giving passengers a taste of the journey ahead. Food and beverage offerings may vary depending on the flight route and duration. flydubai currently offers regional menus featuring authentic local dishes from African, European, Indian, Middle Eastern, Russian and Southeast Asian cuisines.

flydubai continues to expand and modernise its fleet to support its growing network and future ambitions. The airline has already received nine new aircraft this year, growing its fleet to 95 Boeing 737s. Three more aircraft are expected to be delivered by the end of 2025, further supporting the airline's efficient operations across more than 135 destinations.

At the same time, the airline has continued to invest in its fleet and onboard product through a comprehensive retrofit programme across its fleet of Next-Generation Boeing 737-800 aircraft. This has introduced flydubai's signature lie-flat Business Class seats and new Economy Class seats offering enhanced comfort and style, aligning the onboard experience with the evolving expectations of its customers.

Looking ahead, the arrival of the Boeing 787 Dreamliner aircraft from 2027 will unlock new opportunities for flydubai, allowing it to expand its network reach, enhance its long-haul capabilities and offer an even greater level of comfort and service to its customers while adding capacity on existing routes.



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