

Emirates renews agreement with TUI Cruises for two more seasons



The MoU with TUI Cruises was signed today at ITB by Wybcke Meier, CEO TUI Cruises (left) and Adnan Kazim, Emirates Deputy President and Chief Commercial Officer (right).

[Emirates](#) has renewed its partnership with [TUI Cruises](#) for two cruise seasons. The partnership renewal signing took place in Berlin on the sidelines of [ITB Berlin](#), solidifying the airline's commitment to working with like-minded partners in Dubai.

The MoU with TUI Cruises was signed by Adnan Kazim, Deputy President and Chief Commercial Officer, Emirates, and Wybcke Meier, CEO of TUI Cruises.

"Emirates is proud to play a vital role in supporting Dubai's status as one of the world's best cruise destinations. This is a result of many years of work to build a maritime infrastructure that is second to none, outstanding tourist attractions and landmarks, and unparalleled air connectivity coupled with streamlined on ground customs and handling facilities for inbound cruise tourists. All of these factors have made Dubai a key gateway for some of the most sought-after cruise itineraries. Our agreement with TUI Cruises aims to continue our efforts to boost cruise passenger arrivals from all over our network, so they can experience the best in sea travel aboard TUI's magnificent ships," Kazim said.

Emirates will work closely with TUI Cruises to offer dedicated flight options that align with cruise schedules to deliver a smooth journey to cruise passengers. The airline also plans to explore enhanced transportation solutions between Dubai International ([DXB](#)) and Port Rashid. Currently, the port's Hamdan bin Mohammed Cruise Terminal is capable of handling 14,000 passengers a day.

The partnership will focus on developing exclusive luxury packages and experiences that showcase the best of Dubai and the region's TUI Cruise programs, the press release said.

"For more than ten years, we have been calling at Dubai with the Mein Schiff fleet to give our guests the opportunity to discover the world of the Orient with us. Dubai is not only an important turnaround port, the destination and the region offer what Mein Schiff guests want: a mix of metropolises that are constantly evolving, wonderful beaches and special insights into the culture. With Emirates, we are working successfully with an airline that gives our guests this vacation feeling right from the start," said Wybcke Meier, CEO Tui Cruises.

TUI Cruises will deploy two ships to Port Rashid for the upcoming season. Each ship can accommodate more than 2,500 passengers, with a choice of programs, one with embarkation and disembarkation in Dubai, featuring GCC destinations like Abu Dhabi, Oman, Qatar and Saudi Arabia. The other option includes various disembarkation and embarkation options in Asia, such as Singapore and Hong Kong.