

beOnd and the Kingdom of Bahrain to establish premium airline



beOnd signs LOI with Civil Aviation Affairs (CAA) of the Kingdom of Bahrain to explore the establishment of a Bahrain-based Air Operator Certificate

[beOnd](#) has announced the signing of a Letter of Intent (LOI) with the Civil Aviation Affairs (CAA) of the Kingdom of Bahrain to explore the establishment of a Bahrain-based Air Operator Certificate (AOC).

The LOI creates a framework for long-term collaboration in airline operations, workforce development, maintenance, and innovation. It reflects shared goals to boost Bahrain's appeal as a premium destination and connecting hub between Europe, the Middle East, Asia and North America.

"Bahrain's aviation legacy spans nearly a century and has consistently positioned the Kingdom as a regional centre of excellence in the region," said Tero Taskila, CEO of beOnd. "Establishing a Bahrain-based airline is a natural next step in our multi-jurisdictional strategy. Together, we have the opportunity to build a premium aviation platform that strengthens connectivity, develops specialised talent, and supports innovation across the travel value chain."

"We are delighted today to sign a partnership agreement between the Ministry of Transportation and Telecommunications and beOnd, and we were pleased to have BeOnd present with us during the launch of our national aviation strategy of the kingdom of Bahrain," said His Excellency Dr. Shaikh Abdulla bin Ahmed Al Khalifa, Minister of Transportation and Telecommunications in the Kingdom of Bahrain.

"It was an opportunity for us to showcase the partnership and to share our part in its realization. We look forward to having beOnd aircraft with a Bahraini AOC. It is a pleasure to have beOnd as part of the aviation ecosystem and the Kingdom of Bahrain."

beOnd plans to operate and base up to ten premium-configured aircraft in Bahrain by 2030, serving high-value leisure and business markets. Over its first five years of operations in Bahrain, the airline projects a contribution of approximately USD\$1.2 to \$1.5 billion to Bahrain's GDP. The initiative is expected to create more than 1,200 direct high-skilled jobs and support over 6,000 indirect roles across tourism, hospitality, logistics and associated services.

Aligned with Bahrain Economic Vision 2030, the collaboration supports economic diversification, private-sector growth, and the development of specialized national talent within the aviation and technology sectors.

beOnd plans to build structured training programs for pilots, cabin crew, engineers and ground staff, positioning Bahrain as a hub for advanced aviation skills with simulators and maintenance facilities, the February 15 press release said. The airline will also leverage the Kingdom's infrastructure and regulatory environment to develop and deploy AI across operations, maintenance, revenue management, distribution and passenger experience, helping drive local expertise in next-generation aviation and digital transformation.

Unlike traditional volume-driven airline business models, beOnd's premium leisure concept focuses on award-winning lie-flat comfort, refined service and destination-driven travel. The Bahrain operation is designed to complement the Kingdom's aviation landscape by prioritising tourism yield, high-value visitor flows and technological advancement rather than passenger volume alone.

The development follows beOnd's recent announcements and aligns with its multi-AOC vision, which includes new funding, expansion across the Middle East, and entry into new regions such as the United States and India. Looking toward 2030, beOnd plans to grow its fleet and establish new operating bases as it continues to scale its premium leisure offering globally, anchored in simplicity, thoughtful design and elevated service.