

Emirates opens new City Check-In and Travel Store in DIFC



At the launch of *Sara* — an innovative portable robot designed to streamline the check-in process

[Emirates](#) is launching a new City Check-in and Travel Store in Dubai’s bustling financial district.

The state-of-the-art facility, located in the ICD Brookfield Place in Dubai International Financial Centre (DIFC), will open today to travellers. The store will offer a variety of airport activities to help save travellers time, including allowing them to book travel, check-in for flights, drop luggage and shop for travel essentials.

“Emirates City Check-In is our latest addition to the Emirates travel experience, showing our commitment to providing (passengers) with an array of check-in options. Our new location is the first ultra-convenient check-in and baggage drop facility conveniently located in the DIFC area. People can avoid busy periods at the airport and minimize queuing,” said Adel al Redha, Emirates’ Chief Operating Officer, in an April 27 press release. “We are pleased to collaborate with ICD Brookfield on this project and look forward to providing our (passengers) with more technology-focused solutions in the future.”

The City Check-in and Travel Store aim to save time for busy professionals in Dubai’s finance hub, serving as a prime and premium location that allows passengers to drop off their luggage as early as 24 hours and up to four hours before a flight. The space is open from 8:00 a.m. to 10:00 p.m. daily and offers seamless service through self-check-in kiosks, dedicated desks with Emirates agents, or with the help of the world’s first-ever check-in robot assistant — *Sara*.

Sara is an innovative portable robot designed to streamline the check-in process. With the ability to match faces with scanned passports, check passengers in, and guide them to the luggage drop area, Sara offers Emirates passengers a hassle-free experience. The facility boasts a 2.5 metre LCD screen displaying the latest destination content from Emirates, as well as multiple interactive touchscreen maps. The stylish and contemporary space allows visitors to book tickets, browse travel merchandise, and drop off luggage. Passengers are also offered paid valet parking and self-parking to ensure a smooth check-in process. As well, the store offers expert advice and special offers on trending destinations. The store features dedicated travel consultants available to assist with ticket purchases, managing current bookings, selecting preferred seats, arranging extra baggage, and more.

Rob Devereux, CEO of ICD Brookfield said, "We are thrilled to welcome Emirates City Check-In and Travel store to ICD Brookfield Place, further enhancing our ecosystem as an attractive destination for workers, visitors, and residents. This exciting new addition will bring the convenience of city check-in to the central business district, allowing Emirates passengers more time to go about their daily routine, spend productive time at work and enjoy the wonderful lifestyle Dubai has to offer."

Emirates Home Check In

Emirates also provides a convenient home check-in service in Dubai and Sharjah through its partnership with DUBZ, ensuring seamless and speedy travel. DUBZ agents can handle the check-in process at the customer's residence, hotel, or workplace, and transport the luggage to the flight while travellers can effortlessly navigate the airport later. For this service, travellers can book and pay for it at least 24 hours before their flight departure and arrive at the airport check-in up to six hours before the flight. First Class passengers can enjoy this service at no additional cost.