
Gulf Air plans five-year move to boutique airline

By **Rick Lundstrom** on January, 10 2019 | Airline & Terminal News



Gulf Air will take delivery of two more 787s this year. Photo Courtesy: [Steve Lynes](#) from Sandshurst, United Kingdom

As part of a five-year strategy, Gulf Air last week announced its new boutique business model concept, which will reinforce its focus on product and customer experience.

“As already done in the hospitality industry, Gulf Air will differentiate itself as a boutique airline that is different and unique in the way it operates comparing to the bigger airlines that are more volume driven,” said a January 6 release from the airline, “This approach will give the airline a competitive advantage that will translate in its new fleet, new Falcon Gold class offering, new exclusive products, new destinations for 2019 and its presence in the new terminal at Bahrain International Airport due to open towards the end of the year.”

The business plans for 2019 were revealed to internal and external stakeholders during its commercial conference held in Manama, Bahrain. The conference was held in the Wyndham Grand Hotel in Bahrain Bay and was attended by the airline’s Chairman, Executive Management, station

managers from the airline's network, Bahrain Tourism and Exhibitions Authority (BTEA), Bahrain Airport Company and Gulf Air Group.

"This is an even more exciting year for Gulf Air as we continue our efforts and plans to portray the airline as a solid national asset that serves the Kingdom of Bahrain and yet caters to an international audience," said Gulf Air's Chairman of Board of Directors Zayed R. Alzayani. "Today we announced our boutique concept, which will see the airline adapt a new business model to shine amongst the competitors in our own unique way. Working hand in hand with Gulf Air Group, BTEA and BAC with the launch of the new terminal, will allow the new Gulf Air to represent Bahrain to the world and open more bridges to and from the island."

In 2018, Gulf Air began a five-year strategy, with the delivery of five 787-9 Dreamliners and one 320neo as well as opening adding six destinations. The airline deployed its first Dreamliner's to London Heathrow, Casablanca, Bangkok and recently to Manila. A new livery and brand identity were also launched in 2018 at the Gulf Air Bahrain Grand Prix The airline also has a new logo, color pallets, uniforms, cabin definition and refreshed look and feel. Two more Dreamliners and five A320neos are scheduled to arrive this year

The airline concluded 2018 with the launch of a mobile app and the "The Bahrain Stopover" which allows passengers spend a number of nights in a package that includes hotels, airport transfers and tours while transiting in Bahrain before continuing to their final destination.