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[Emirates](#) has opened its Travel Store in Hong Kong, representing a significant milestone in its expansion in the city. It also marks the first Emirates Travel Store in the Far East region, as part of a retail blueprint that will roll out in phases across the wider Far East region and the airline's global network.

Emirates' travel store was officially inaugurated by Orhan Abbas, Emirates' Senior Vice President, Commercial Operations, Far East in the presence of Shaikh Saoud Al Mualla, UAE Consul General and Sultan Alriyami, Emirates Area Manager for Hong Kong. The opening ceremony was also attended by distinguished guests, trade and media partners.

The opening of Emirates' travel store in Hong Kong reinforces the airline's commitment to providing a reimagined retail travel experience by bringing its world-renowned products, services and signature hospitality even closer to customers in the city, the press release said. Located in Nexxus Building, the latest concept store offers a comprehensive range of premium services encompassing flight reservations, ticketing and personalized customer assistance.

"We are delighted to inaugurate the first Emirates travel store in the Far East region, in Hong Kong, to deliver an enhanced and exceptional service to our valued customers. The city has always been strategically important for us and by launching our first travel store in Central Hong Kong, we aim to

offer our valued customers an elevated travel retail experience, and better deliver Emirates' hospitality at every step of the customer journey. In line with our 'Fly Better' promise, Emirates travel store combines advanced technology with personalized service provided by our well-versed travel consultants to ensure a seamless and enriching experience for our customers," said Abbas.

The 1500-square-foot retail space has a relaxing, lounge-like environment with modern furniture and four dedicated customer service counters, catering to flight reservations, ticketing and general inquiries. Knowledgeable travel consultants offer personalized assistance to travellers planning itineraries tailored to their needs.

Sizeable interactive screens set up throughout the store encourage visitors to capture amusing selfies with friends against iconic Emirates backgrounds. In addition, smart technology-powered self-service screens minimize wait times and facilitate faster service, while LED screens showcase the latest Emirates products and promotional offers.

Another highlight of the new retail store is a limited-time Premium Economy Class seat display, giving visitors a firsthand preview of the experience of flying onboard in this cabin class.

To make the Emirates retail travel experience more rewarding, shoppers who sign up for the loyalty program Emirates Skywards using the in-store self-service kiosk before July 31 are entitled to a bonus of 2,000 Skywards Miles.