

Etihad pioneers Wellness Ambassadors as part of expanded hygiene program



An Etihad Wellness Ambassador ready to help travelers with health and hygiene information

Etihad Airways has launched Etihad Wellness, an expanded health and hygiene program and customer guide, building on the stringent measures already put in place by the airline to deal with COVID-19.

The program will be championed by the introduction of specially trained Wellness Ambassadors who will provide essential travel health information and care so guests can fly with greater peace of mind. Etihad says this is a first in the industry.

Etihad Wellness initiatives will be communicated through an easy-to-use online guide highlighting the

high standards of cleanliness, health and hygiene being applied at every stage of the customer journey.

This includes aircraft cabin deep-cleaning, check-in, health screening, boarding, inflight experience and product, crew interaction, arrival, and ground transportation.

Comprehensive information on these travel health and hygiene measures is available at www.etihad.com/wellness.

For those needing more specific and personalized information, the Wellness Ambassadors can be contacted directly 24/7 by emailing wellness@etihad.ae. This multilingual team will offer reassurance to customers by sharing advice on travel wellbeing and details of the health and sanitization measures being implemented throughout their journey.

Security and confidence

Etihad will expand the service to include a web-chat option. All Wellness Ambassadors will undergo training at the airline's training facilities in Abu Dhabi, and online.

Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group, said: "Providing for our guests, and their wellbeing, is one of Etihad's core values, and we have a responsibility to protect them, to keep them fully informed, and to provide even greater levels of genuine warmth and personal care. We must guarantee they can travel assured in the knowledge that we have every aspect of their journey with us covered, while still providing a top-quality travel experience. The Wellness Ambassadors will play an important role in delivering this. For us it is not simply about dealing with a new normal - this level of genuine and innovative customer care has always been part of Etihad's DNA since our inception."

Over the coming weeks, Etihad will also introduce Wellness Ambassadors at Abu Dhabi International Airport in partnership with Abu Dhabi Airports (ADAC). This will make sure the same levels of care and support are provided at every point of the customer journey through the airport, from check-in to security, immigration, the retail areas, lounges and boarding, so that guests can fly with added comfort, security and confidence.

Once travel restrictions to and from the UAE are lifted, and the airline resumes an expanded network of international flights, Etihad will introduce Wellness Ambassadors onboard, complementing the roles performed by other cabin crew, and providing an enhanced level of customer care focused on health and wellness inflight.

Douglas commented: "The wide-ranging measures we are taking are a strong reflection of those already in place across the emirate of Abu Dhabi. When restrictions are fully lifted and travelers can once again enjoy the best our wonderful home has to offer, they can rest assured their trip will be to one of the cleanest and most well-maintained destinations in the world. This will of course also apply to those transiting onwards through the capital. We are grateful to our partners, including Abu Dhabi Airports, and the Department of Culture and Tourism, for their close co-operation in this far-reaching program."

Etihad continues to follow UAE and international government, regulatory and health authority directives, and is playing its part in helping to limit the spread of COVID-19.