



Adobe

Press Contact

Mike Ruppert

Head of Enterprise Communications UK, Ireland, Middle East and Africa

Adobe

ruppert@adobe.com



Riyadh Air Partners with Adobe to Deliver Personalized Global Travel Experiences, Powered by Generative AI

- **Adobe Experience Cloud will enable guests to plan all aspects of their trip through Riyadh Air's digital properties, integrating with travel, tourism and hospitality brands to provide a seamless booking experience**
- **Riyadh Air, as the digitally native airline, will be able to deliver the highest levels of personalization, powered by generative AI in Adobe Experience Cloud and Adobe Firefly**
- **Adobe will provide the digital foundation enabling Riyadh Air to support the Kingdom's National Aviation Strategy's goal of welcoming 330 million travelers annually by 2030 and provide global connectivity to the capital city**

Riyadh, 28th February 2024 – Riyadh Air and Adobe today announced a strategic technology partnership. As Saudi Arabia's new world-class airline, Riyadh Air will integrate with a broad range of travel partners, both in the Kingdom and globally, allowing guests to manage their entire travel experience through its digital properties. As the lead systems integrator, IBM Consulting will employ Adobe's Experience Cloud technologies to create a cohesive and tailored travel journey for Riyadh Air guests.

With plans to carry its first passengers in 2025, Riyadh Air aims to connect the Kingdom to more than 100 destinations around the world, supporting both the National Aviation Strategy's and National Tourism Strategy ambitions to bring 330 million annual visitors to the Kingdom by 2030.

"We're on a mission to shape the future of travel and meet guest's expectations of their travel experience," said Adam Boukadida, chief financial officer at Riyadh Air. "Through our strategic partnership with Adobe, we will be able to create incredible, personalized experiences for our guests at every stage and every moment of their journey, from planning their trips towards booking and boarding their flight and towards the arrival destination across the world."

"As a new digitally native airline, Riyadh Air has an opportunity to push the boundaries of what's possible when it comes to delivering personalized, real-time digital experiences for air travelers," said Anil Chakravarthy, president, Digital Experience Business at Adobe. "The airline's vision, combined with the power of Experience Cloud and generative AI, holds the promise of setting entirely new standards for digital experiences in the travel industry and beyond."

Adobe technology will be used by Riyadh Air to offer a seamless, end-to-end travel experience to the guests traveling globally to and from Saudi Arabia, as well as those traveling domestically within the Kingdom. Within Adobe Experience Cloud, Adobe Real-Time Customer Data Platform (CDP) will play a critical role in delivering highly personalized experiences to customers. Adobe Real-Time CDP will manage Riyadh Air's first-party customer data and combine it with data from its partners to create a unified view of each customer, that always respects privacy and consent. Based on this unified profile, Riyadh Air will be able to use other applications and services within Experience Cloud and Adobe Firefly to deliver personalized experiences, powered by generative AI and machine learning.



Riyadh Air will use Adobe Sensei GenAI capabilities within Adobe Experience Cloud to create the vast variations of on-brand copy required to deliver personalized campaigns at scale. Real-time insights and interactions, powered by Adobe Experience Platform, will ensure Riyadh Air will be able to offer travelers in the moment communications on their preferred channel. These insights will also be used to empower teams to understand the type of experiences and content that resonate with its culturally diverse and global guests, ensuring Riyadh Air delivers exceptional guest experiences every time.

Riyadh Air will be a world-class airline, adopting the global best sustainability and safety standards across its advanced fleet of aircraft equipped with the latest cutting-edge technology. The airline is expected to add USD20 billion to the Kingdom's non-oil GDP growth, and create more than 200,000 direct and indirect jobs around the globe.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About Riyadh Air

Riyadh Air is a world-class airline owned by the Public Investment Fund (PIF). Launched in March 2023, the airline will be a digitally-led, full-service airline that adopts the best global sustainability and safety practices across its advanced fleet of aircraft. Riyadh Air will equip its aircraft with the most advanced, state-of-the-art features with innovative, best-in-class cabin interiors and experiences, including next generation digital in-flight entertainment systems and connectivity solutions. Riyadh Air will connect guests to over 100 destinations around the world by 2030 through offering an exceptional guest experience with an authentic, warm Saudi hospitality at its heart.

For more information please visit our website: www.riyadhair.com - and for any media inquiries please contact us at: media@riyadhair.com