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# RIYADH AIR'S FIRST FLIGHT OVER RIYADH



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# NDA NEWS

## RIYADH AIR'S FIRST FLIGHT OVER RIYADH

Riyadh Air, founded in March 2023, is a recently established national airline that operates from its headquarters in Saudi Arabia's capital. This airline represents the forefront of digital aviation, incorporating the most advanced technology and practices. By integrating the finest talents from the global aviation industry, as well as Saudi Arabia itself, Riyadh Air aims to create an extraordinary travel experience. It is committed to implementing high quality sustainability and safety measures in line with international standards, thereby transforming its vision into a tangible reality.



The innovative new airline from Saudi Arabia aims to connect to over 100 destinations and attract 100 million visitors by the year 2030. This ambitious plan will transform Riyadh City into a prominent global travel hub, encouraging both business and leisure travellers to explore the Kingdom.

The lavender colour holds special significance, representing the warm and hospitable nature of the people in the Kingdom, and it also reflects the natural beauty of lavender carpets that adorn Saudi Arabia during the spring season. Furthermore, the tail design elegantly captures the graceful sway of canopy tents in the desert, adding to the aircraft's unique appeal.

The airline, identified by the Airline Designator Code "RX," is set to become an integral part of the global aviation sector. It serves as a catalyst for the Kingdom's National Transport and Logistics Strategy and the National Tourism Strategy, capitalising on the strategic location of Saudi Arabia, which connects Asia, Africa, and Europe. This advantageous sets the airline as a key-player, facilitating seamless travel and boosting the Kingdom's Transport and tourism sectors.

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In more airline news, During the first half of 2023, Saudi Arabia's ambition to establish itself as a global transit hub has resulted in an impressive progress for Saudi Airline. According to a source the airline has achieved a remarkable 52 percent increase in international passengers, successfully transporting 7.4 million guests.

In the first half of 2023, the airline Saudi significantly expanded its operations, reflecting impressive growth. The airline operated 37,600 flights during this period, showcasing a remarkable 30 percent increase compared to the previous year. This expansion allowed Saudi to expand its services to four continents.



The accumulated flight hours for the airline during this time amounted to 180,700, recording an impressive 40 percent increase in comparison to previous periods. These figures were revealed in the airline's latest report for the mentioned period, according to a source.

Aligning with Saudi Arabia's aviation strategy, the Kingdom aims to triple its annual passenger traffic to 330 million by 2030, establishing connections to over 250 destinations across 29 airports, according to a source.

Furthermore, the report also disclosed that Saudi transported 6.3 million passengers on domestic routes, operating a total of 47,700 flights and accumulating 80,800 flight hours. The airline's commitment to expanding both domestic and international services signifies its substantial growth and contribution to Saudi Arabia's aviation ambitions.

This is very significant as it showcases Saudi's substantial growth, both domestically and internationally, and how it aligns with Saudi Arabia's long-term aviation strategy. It also highlights the airline's role as a key player in the country's efforts to establish itself as a global transit hub and achieve its ambitious aviation goals.

# NDA NEWS

## WIMBLEDON SUMMARY 2023

This year Wimbledon the grounds welcomed up to 42,000 people each day, a significant increase compared to the 50% reduction in crowds witnessed last year due to the Covid pandemic. The return of larger spectator numbers showcased a vibrant and energetic atmosphere as fans gathered to enjoy the Wimbledon matches.



The Wimbledon Tennis Championship ended with an exhilarating match that saw 20 year old Carlos Alcaraz emerge victorious over the reigning champion and tennis star, Novak Djokovic, in a thrilling back and forth epic battle.



History was made in the women's draw at the Wimbledon Tennis Championship as Czech player Markéta Vondroušová secured a remarkable victory over Tunisia's Ons Jabeur. In a groundbreaking achievement, Vondroušová became the first unseeded player to win the women's draw in the open era of Wimbledon. Her impressive performance and triumph added an exciting new chapter to the tournament's rich history.



As the most iconic tournament in the world of tennis, Wimbledon has been a spectator to numerous remarkable moments spanning its 135-year existence. This year showed another iconic moment that will live on.

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## ROYAL ASCOT 2023

In 1711, Royal Ascot was established by Queen Anne as an annual horse racing event, and it has since become a traditional fixture on the British royal family's yearly schedule.



The Royal Ascot enforces a stringent dress code: men are required to don "a complete morning suit with a waistcoat and either a black or grey top hat at all times," while women must wear hats and dresses that cover their shoulders. Even members of the royal family are obliged to wear name tags during the event.



During the entire five-day event, King Charles and Queen Camilla were present.

Amidst their focus on the event, the royals managed to find moments to unwind and enjoy each other's company. On the first day of the race, the renowned jockey Dettori, who had recently announced his retirement plans, was spotted engaging in cheerful conversation and laughter with the king and queen, who seemed to be in high spirits.



In 2023, Royal Ascot offered a substantial prize money pool of £9.52 million. This esteemed Berkshire racecourse hosts top-tier horses from around the globe, competing in various events, including all nine Group One races, each worth at least £600,000.

# NDA NEWS

## FOUR SEASONS HOTEL - TRINITY SQUARE

UK staycations provide an opportunity to relax, explore, and appreciate the beauty and diversity of your own country while supporting local communities and minimising the challenges of international travel. We have great hotel suggestion for anyone looking to stay in London to explore the historic sights and to relax in the city.



The Four Seasons Hotel Ten Trinity at Trinity Square is a luxurious hotel situated in the heart of London, United Kingdom. Nestled within the historic Trinity Square Gardens, this exquisite hotel seamlessly blends elegance, modern comforts, and profound historical significance. Gleaming white walls, adorned with intricate reliefs, enfold the Rotunda a dining area that caters to all-day needs its ceiling resembling the graceful underside of a jellyfish.

The hotel prides itself on its opulent and thoughtfully designed guest rooms and suites, providing a blend of lavishness and comfort for a delightful stay. Each accommodation is tastefully adorned with contemporary furnishings, state-of-the-art technology, and sophisticated decorations, guaranteeing a relaxing and stylish experience for all guests.



The hotel has an impressive array of 100 rooms, attended by a vibrant team of 200 young and enthusiastic staff members.

# NDA NEWS

## MOVIES THIS SEASON BREAKING RECORDS

According to distributor Warner Bros, the Barbie film has achieved the status of being the biggest film of the year so far in the US and Canada. In its opening weekend, the movie made an estimated \$155 million (£120 million).



In addition, the new release Oppenheimer, which also premiered on the same Friday, generated \$93.7 million (£72 million) in the US, as reported by Universal Pictures.

These successful film releases are noteworthy, especially considering the current challenges faced by cinemas due to tough competition from streaming services.

However, in the UK, Vue, reported that both films led to their busiest weekend in four years, indicating a positive impact on cinema attendance.

Oppenheimer revolves around the creation of the first atomic bomb, featuring Cillian Murphy in a leading role and directed by Christopher Nolan.

On the other hand, Barbie presents a coming of age narrative centred around the beloved children's character as she embarks on a journey of self-discovery, while also encouraging her friend Ken to embrace his individuality.



Both films were released on the same Friday, leading to a playful rivalry between them on social media, humorously referred to as "Barbenheimer."

# TOP STORIES OF THE MONTH

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Miss Universe Bahrain unveils its seven finalists for 2023 edition

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Anghami and the Saudi Music Commission have collaborated to introduce a program aimed at providing support to aspiring musicians.

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Four Seasons Hotel Trinity Square review by The DVN

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