



Emirates' Premium Economy to debut in Perth and Adelaide

- *Emirates' Premium Economy service to launch in Perth, making it the fourth Australian city served by Emirates' latest generation four-class A380*
- *Emirates to debut its first long-range A350 and Premium Economy cabin in Adelaide*
- *By December, all five Australian cities in Emirates' network will offer Emirates' next-generation aircraft, amounting to over 5,000 Premium Economy seats between Australia and Dubai*

AUSTRALIA 28 April 2025 - Emirates is launching two new Premium Economy services in Australia, with Perth set to become the fourth Australian city to receive the next generation four-class A380, while Adelaide will receive Emirates' first long-range A350.

With these upcoming upgrades, all five Australian cities served by Emirates will offer its latest generation aircraft and products; the four-class A380 across four cities, the four-class Boeing 777 from Melbourne, and the A350 from Adelaide.

By December 2025, 56 out of 77 of Emirates' weekly services between Australia and Dubai will be operated by next generation aircraft, offering passengers across all Australia access to the airline's latest cutting-edge products, including over 5,000 weekly Premium Economy seats.

Barry Brown, Divisional Vice President Australasia at Emirates, said "Sydney was one of the first cities to receive our four-class A380 and the brand-new Premium Economy cabin in August 2022. Over the years, we further expanded our offerings in the market by introducing Emirates' latest cutting-edge products in every Australian city we serve.

"By offering the Premium Economy and our next generation aircraft in Perth and Adelaide, this commitment has come full circle, placing Australia at the forefront of Emirates' US\$5 billion aircraft retrofit programme. By the end of the year, we will proudly service all five Australian cities in our network with this incredible product across eight daily services.

"The A350's arrival to Adelaide has been highly anticipated and earmarked for some time. Deploying our first long-range A350 to Adelaide underscores our commitment to South Australia and providing travellers with an unparalleled travel experience."

Onboard, Premium Economy customers can experience quiet luxury with cream-coloured leather and a wood panel finishing similar to Business Class. Each 19.5-inch seat is designed to provide optimal comfort and support, with 6-way adjustable headrests, a footrest and a generous recline. Each seat has a 13.3-inch screen, in addition to in-seat charging points and a wood-finished side cocktail table.



The ultimate Emirates A380 experience in Perth

Reaffirming Australia's strategic importance in Emirates' network, Perth will become the fourth Australian city to receive the latest generation A380 starting 26 October on its EK 420/421 services, which currently operate on a three-class A380.

Emirates' flight EK420 departs from Dubai at 02:45hrs, arriving in Perth at 17:35hrs. The return flight EK421 departs Perth at 22:10hrs and arrives in Dubai at 05:15hrs the next day. All times are local.

The four-class Emirates A380 features 14 First Class suites, 76 lie-flat seats in Business Class, 56 spacious Premium Economy seats and 322 generously pitched Economy seats. Launching for the first time in Perth, The Premium Economy cabin is located at the front of the main deck laid out in a 2-4-2 configuration.

The upgraded next generation Business Class cabin boasts a new 1-2-1 configuration with direct aisle access, providing even more privacy and convenience. The airline's 20.7-inch-wide Business Class seat converts to a flat-bed and reclines up to 78.6 inches. The Business Class seat's 23-inch HD screen, one of the biggest in the skies, helps deliver the ultimate in-flight entertainment experience. Alongside First Class passengers, Business Class passengers will have access to Emirates A380 Onboard Lounge.

For First Class passengers, Emirates recently launched its new "Our First Class" menu, a luxurious culinary guide designed to elevate the onboard dining experience. The cover design, influenced by French impressionist artist, Pierre-Auguste Renoir, will be a memorable keepsake for passengers. In addition, Emirates new white glove service will redefine the culinary experience, ensuring passengers enjoy the highest standard of luxury. First Class passengers will also receive Emirates' newly enhanced signature caviar experience, using an exclusively designed bowl from Robert Welch. From May, the First Class cheese offering will be enhanced by a round black slate, with accompanying matching condiment bowls.

Perth Airport Chief Commercial and Aviation Officer, Kate Holsgrove, said she was thrilled with the news that Perth passengers will have the opportunity to experience the full range of Emirates' cabin classes, including its impressive Premium Economy cabin - "As Dubai is one of our most important routes, with Emirates providing 630k seats to and from Perth each year, it's great news that business and leisure passengers will have more choice when travelling on the four-class A380 to and from Perth from 26 October."

The first long-range Emirates A350 makes its global debut to Adelaide

Adelaide will be the first city in the Emirates network to receive the long-range Airbus A350 on its EK440/441 services beginning 1 December, which currently operate on a Boeing 777-200LR.



Emirates' flight EK440 departs from Dubai at 02:05hrs, arriving in Adelaide at 20:05hrs. The return flight EK421 departs Adelaide at 21:50hrs and arrives in Dubai at 05:30hrs the next day. All times are local.

In November 2024, Emirates took the delivery of its first A350 which first entered commercial service in January 2025 between Dubai and Edinburgh. Since, Emirates has expanded its short haul and medium haul A350 destinations. With the delivery of the first long-range A350 to Emirates, Adelaide will become the first city in Emirates network to receive the long-range A350. The Emirates Airbus A350-900ULR can stay in the air for up to 15 hours non-stop, with a range exceeding 14,000 km.

The Emirates A350 features three spacious cabin classes, accommodating 298 passengers in 32 next-generation Business Class lie-flat seats in a 1-2-1 configuration and a mini-bar for quick snacks, 28 Premium Economy seats and 238 generously pitched Economy Class seats. The introduction of the Premium Economy cabin and latest onboard products to Adelaide reflect Emirates' commitment to delivering a premium passenger experience along with elevated comfort across every cabin class.

A350 passengers can also look forward to cutting-edge tech touches like wireless charging in Business Class, electric window blinds with the Emirates Ghaf tree motif when closed in premium classes, new touchscreen call bell buttons on *ice* inflight entertainment screens, digital inflight menus on *ice* screens, 60-watt USB C charging in every seat, with the ability to pair personal Bluetooth headphones.

The airline's next-generation version of the *ice* inflight entertainment system on the A350 offers cinematic displays and with stunning 4K and 4K HDR set on ultra-responsive touchscreens for seamless navigation, as well as the ability to skip credits and intros on videos and an 'eye comfort mode' to reduce blue light exposure, among a host of many other features.

The most fuel-efficient large widebody aircraft in commercial service today, the A350 also offers the quietest twin-aisle cabin of any aircraft.

South Australian Minister for Tourism, Zoe Bettison, said "Emirates has been an incredible shot in the arm for our State's economy, both for tourism and trade, so it is wonderful to see the international airline continue to invest in the route by launching the A350 in December. This investment from an international carrier is an incredible display of confidence in South Australia and its continual growth.

"The daily direct non-stop Emirates flights are generating more than \$62 million per year in tourism expenditure for South Australia, and now the flight is even more attractive to potential international visitors thinking about coming here.



“Our State is the ultimate Australian destination, with our abundance of wildlife, world-class food and beverage, and non-stop major events calendar – now is the time for international visitors to fly direct and discover South Australia.

“I’m really excited to welcome visitors from around the world to this stunning part of our state.”

Brenton Cox, Managing Director at Adelaide Airport, said “We’re excited that Emirates has chosen Adelaide as its first global destination to welcome the new Airbus A350-900ULR, offering more seats, more cabin choice and longer range than the current Boeing 777-200LR.

“The introduction of Premium Economy seats is a significant upgrade and we think will prove very popular with South Australian travellers. These new generation aircraft are a game changer because they are ideally suited for connecting Adelaide with cities around the globe due to their size and range.”

Strengthening trade between Australia and the world

Emirates will continue facilitating the trade of ever-important goods between Adelaide, Perth and the rest of the world through Emirates SkyCargo.

The A380 from Perth will offer 105 tonnes per week between Perth and Dubai, supporting local exports of perishable goods, pharmaceutical products, mining equipment, and general cargo destined for the Middle East and key global markets. The A380 service includes the flexibility to accommodate a broader mix of commodities, and improved service reliability thanks to the aircraft’s operational consistency. Alongside Emirates’ Boeing 777 Perth service which offers 210 tonnes per week, the airline offers 315 tonnes per week between Perth and Dubai, supporting regional trade flows and growing demand in West Australia.

Located in the centre of the world, Emirates SkyCargo can cater to two-thirds of the world’s population in just eight hours, with Dubai providing a strategic location for the transportation of goods including pharmaceuticals, food and other perishables, e-commerce goods as well as machinery and other equipment.

With the recently signed Comprehensive Economic Partnership Agreement (CEPA) paving the way for increased trade between the UAE and Australia, Emirates is ideally positioned to contribute to this growth, through its high-capacity, multi-vertical, world-class cargo operations that are ready to facilitate and accelerate the flow of goods between the two nations. Emirates can carry more than 2,350 tonnes of cargo in and out of Australia every week.

Ongoing Commitment to Australia

Emirates operates 77 direct weekly services to and from five Australian gateways - Sydney, Melbourne, Brisbane, Perth, and Adelaide. Via its EK412/413 services, Emirates also operates



7 weekly services to Christchurch from Sydney, offering the only A380 experience from Australia across the Tasman Sea.

Last month, Emirates also launched its third daily non-stop service between Melbourne and Dubai. The new service debuted the newly retrofitted four-class Boeing 777-300ER aircraft to Australia, and marks two other Australia firsts; the introduction of the First Class Game Changer suites to Australia, plus Melbourne became the first Australian city in Emirates network to offer Premium Economy and latest generation products on all its services.

Emirates' extensive network and well-positioned hub in Dubai make it an ideal stopover point for passengers travelling between Australia to over 40 European destinations, offering seamless connectivity, minimal transit times and world-class airport facilities.

Emirates has been deeply committed to Australia for nearly three decades and its investment in the country goes well beyond the flights it operates. Emirates has also made an investment of over \$230 million into a formidable portfolio of sponsorships across sports and art in Australia, including the Australian Open, Collingwood Football Club and Sydney Symphony Orchestra, to name a few.

Tickets can be booked on [emirates.com](https://www.emirates.com), the Emirates App, or via both online and offline travel agents.

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