

2023 DUBAI AIRSHOW

NOV 13 - NOV 17 | MEDIA OVERVIEW

Top Stories

Top stories from the 2023 Dubai Airshow

Boeing's Dominance

The media coverage of Boeing's major transactions at the Dubai Air Show highlighted the firm's robust recovery and strategic pivot in the aviation sector post-pandemic. **CNBCTV18** spotlighted Emirates' \$52 billion purchase from Boeing, showcasing the company's resilience and adaptability amidst global challenges. **Khaleej Times** focused on Boeing's involvement in SunExpress's largest fleet expansion to date, demonstrating trust in Boeing's aircrafts. Meanwhile, **Gulf Business** covered Flydubai's inaugural widebody order with Boeing, marking a significant shift in the carrier's operational capabilities.

Emirates' Strategic Aviation Deals

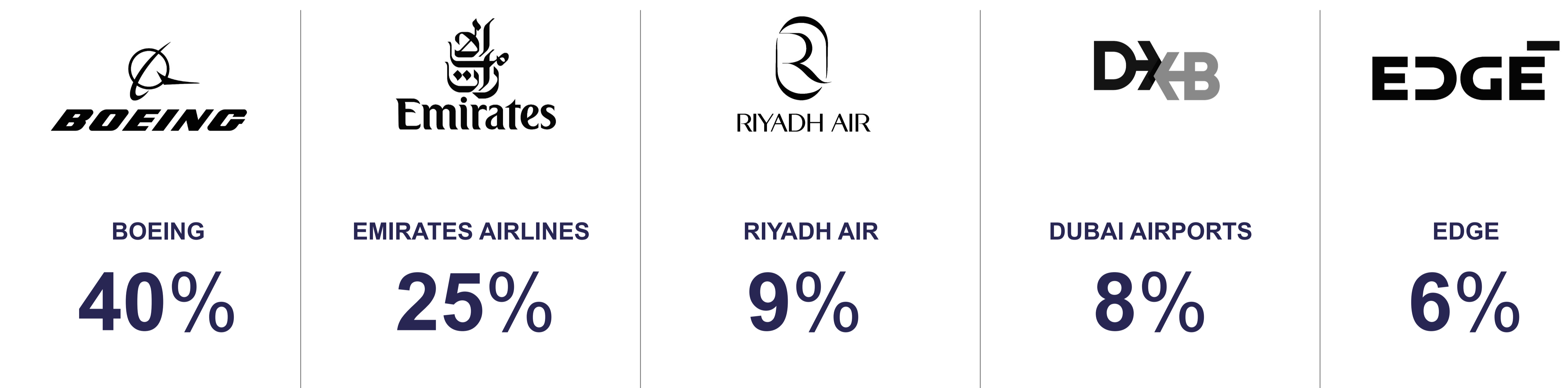
Emirates Airlines' recent strategic moves in aircraft procurement and infrastructure investment have been a media focal point, showcasing their approach within the aviation industry. **The Independent** and **ABC News** highlighted the airline's pause on a major Airbus deal due to engine reliability concerns, a nod to their focus on efficiency. **Zawya** reports on Emirates' investment in a new £950 million engineering facility, highlighting a dedication to operational excellence. Meanwhile, **Reuters** notes the airline's eventual order of 15 Airbus A350-900 jets, reflecting a careful balance between addressing technical issues and sustaining supplier partnerships.

Riyadh Air's Aviation Expansion

Riyadh Air's recent activities, highlight the airline's strategic expansion and positioning in the aviation sector. **Zawya's** coverage of Riyadh Air's unveiling of its second livery design at the Dubai Airshow reflects the airline's focus on brand identity and market presence. **Reuters'** report on Riyadh Air's plan to order narrowbody jets indicates a significant step in fleet expansion and operational growth. **The National's** article on Riyadh Air's cooperation agreement with Saudia underscores a collaborative approach to strengthen Saudi Arabia's aviation sector. These developments position Riyadh Air's ambitious growth strategy and its potential impact on the regional aviation landscape.

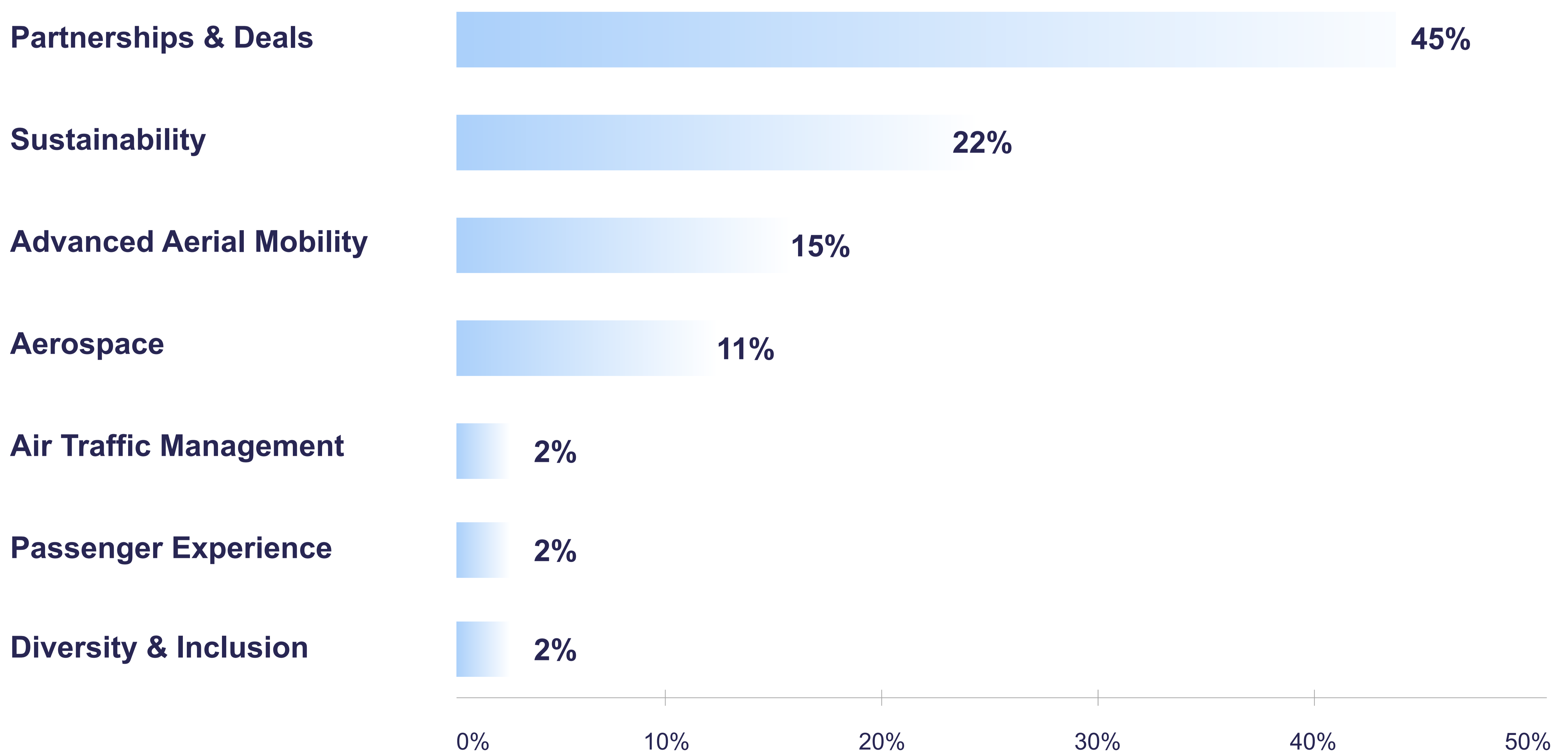
Most Mentioned Brands

Brands share of voice (SOV) on traditional media



Leading Coverage Themes

Themes share of voice (SOV) on traditional media



Methodology:
 CARMA's analysis leveraged 5,989 articles published between November 10 and November 19, 2023.
 This study relies on the use of CARMA's technology and third-party data, which are collected through automated means from a sample size of 11 exhibitors.