ETIHAD BRINGS MOBILE PRODUCT EXHIBITION TO ILTM IN CANNES

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Etihad Airways' unique **mobile product** exhibition will welcome attendees of the International Luxury Travel Market at the steps of the Palais des Festivals in **Cannes**, France, this week.

Attracting 1,500 global luxury buyers, the **ILTM** event is a major showcase for the world's finest travel experiences.

Peter Baumgartner, Etihad Airways chief commercial officer, said: "Our cabin products have captured the world's imagination, setting a new standard in sophisticated flying.

"Having the Mobile Product Exhibition here in Cannes is the perfect demonstration of how this innovative vehicle has allowed Etihad Airways to bypass the logistical constraints of transporting cabin mock ups to multiple locations, enabling us to showcase our ground-breaking premium products and service elements directly to our target markets, exhibitions and trade events such as ILTM."

The 16m long mobile exhibition will be displayed through a series of 121 appointments, providing

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the opportunity for visitors to gain deeper insight into the innovation and creativity which went into designing Etihad Airways' industry-leading cabins.

The exhibition includes full-size mock-ups of The Residence, the world's only three-room cabin on a commercial airline, and the First Apartment, both currently on-board the Etihad Airways' Airbus A380 fleet, and also the airline's Boeing 787 First Suite.

The Business Studio and Economy Smart Seat, which feature on both aircraft types, are also displayed.

ILTM is one of the world's leading annual luxury travel exhibitions, with up to 1,500 exclusive travel brands, ranging from established hotel brands and resorts to private islands, authentic destination experiences, gastronomic travel, cruises and private modes of transport represented.

Almost 100 countries will have a presence at the market.

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