

News story

Is DXB Open? Outbound Flights Resume at Terminal 1

Emirates Reopens Check-In for Outbound Flights

Standfirst: Emirates reopens check-in for passengers departing Dubai.

Standfirst 2: Only passengers with a confirmed booking can check-in.

Good news! Travellers hoping to leave Dubai on Emirates flights can once again check-in for their journeys.

On Thursday, 18th April, Dubai International Airport resumed partial operations at Terminal 1 after delays and disruptions caused by record-breaking floods.

“Customers departing Dubai can now check in for their flights,” Emirates announced on X this morning.

However, “Passengers should only come to Terminal 1 if they have a confirmed flight booking, as the airport remains congested” Dubai Airport said in a statement to Khaleej Times.

Passengers should also expect delays to their flight even with a confirmed booking and are encouraged to check the status of their flight on the Emirates website before making their way to the airport.

Emirates had initially suspended check-in services until midnight on Wednesday, April 17th, but extended it to 9:00 am on Thursday, April 18th.

The suspension is due to continued operational challenges caused by bad weather and road conditions, an Emirates spokesperson posted.

The airline has since extended its apologies to customers who have suffered delays and cancellations of their travel plans caused by the rainfall in Dubai.

Travellers who have had their flight cancelled should contact their booking agent or Emirates contact centre for rebooking options.

Numerous check-in facilities are open for passengers with confirmed flights, including Emirates' remote check-in facilities in Ajman and Dubai International Financial Centre.

Taxis services are slowly returning to normal and the Dubai metro is also running to and from the airport.

Facebook sell:

Emirates reopens check-in after the storm.

#dubai #storm #travel

Instagram story sell:

Leaving Dubai? Emirates passengers can now check-in

Review

Thursday Kitchen - East Village - New York

'New Korean' soul food



Glowing cocktails. Plantain with sriracha goat cheese. Seaweed-laced gnocchi. Soy-glazed steak. Lime and fennel beef noodles.

Is this every classical chef's nightmare? Possibly. But it's also a list of dishes that anyone with half a wandering taste bud must try at Thursday Kitchen.

As you're probably sensing, Thursday Kitchen is a bustling restaurant with a pretty kooky menu. But don't fall into the idea that this is some kind of gimmick, because it's actually quite the opposite.



The dishes here are small plates of Korean comfort food, all priced at \$17 or less which means you can afford to order a lot of them, and trust us, you should.

The mac & cheese is refined with truffle and micro-celery, the paella gets a kimchi kick, the crab is deep fried and dipped in a wasabi remoulade, and the bread pudding would shock your grandmother.

We'd also like to mention that the steak is \$17. Yes. A \$17 steak in New York which feels sinful when you consider the love that's gone into glazing, slicing and gently searing it.



Drinks are a showering of Korean spirits, natural wines, sake and local beer, and every Thursday, Soju cocktails arrive in plastic packages amped up with booze and light-up ice cubes.

You may be wondering, "Why Thursday?" With the weekend typically starting on Fridays, Thursday night plans are uncertain. At Thursday Kitchen their aim is to transform dull Thursday nights into a cross-border culinary cruise.

Appraisal & action

5 goals and how to achieve them

Goal 1

Sponsorships and Events: Participate as sponsors or event hosts for high-profile events in Dubai to elevate brand visibility and align with significant cultural occasions in the city. This could include music festivals, art exhibitions, food festivals, sports events and desert camps.

- Strike **sponsorship** deals with established events in Dubai. Display the Time Out logo on all corresponding digital and print media, cross-promote the brand as part of the sponsorship and create content for all platforms.
- Host **Time Out events** in Dubai that are pressed against the pulse of culture and one-step ahead. Align with high-profile DJs, celebrities, chefs and content creators to promote the event and create future content - while aligning the brand with youth, taste, style, culture and timelessness.

Goal 2

Immersive experiences: Install Time Out branded experiences in Dubai to increase reach and user engagement while aligning the brand with entertainment, culture and good times.

- Install Time Out branded pop-up shops in local malls where guests can use Time Out photo booths, try local food samples and win prizes from a claw machine.
- Create a moon observatory by positioning a branded telescope to view the moon during significant religious moments.
- Other ideas include a branded Time Out clock in airport lounges, free outdoor pop-up cinemas with sponsored food and drink.

Goal 3

Double the Tik Tok following of Time Out Dubai: Create trends, actively engage with users, boost sharing, define a strategy and partner with content creators.

- Jump on trending TikTok challenges, reel styles and music choices.
- Film behind-the-scenes content at events, with chefs at restaurants, at the Time Out Market and with the Time Out team.
- Create engaging content series through trending street interviews or series like '1 Minute Time Out' where high-profile chefs/DJs/organisers, for example, answer a hot-round of questions.
- Increase virality with duets, takeovers, Q&A sessions and polls.
- Create more specific snapshot content like 'Best burgers in Dubai,' 'Best view of the Burj,' 'Dubai street-food tour,' 'Spend a day with.'
- Create a Spotify podcast by leveraging contacts and design Time Out playlists on Spotify.
- Promote competitions on TikTok and in the in-flight magazine for a pass to dine at a chosen cafe or get free metro travel for a day. Tie in sponsorships with Lime Bike/Scooter.

Goal 4

Define the brand messaging for each platform: Create content plans, use brand ambassadors, define the demographic/seek emerging ones and get involved.

- Slightly alter the tone of voice and content style for YT, TT, IG, FB and the website to widen reach and resonate with each audience segment.
- Initiate brand takeovers of the website, for example, Time Out Dubai could wrap the background and banners on its website in the iconic Versace Palazzo brand or the D&G Resort print. Exclusive reviews and promotion can be enjoyed by sponsors for a day/week.
- Brand ambassadors: Spot key players in Dubai's social scene who vibe with Time Out Dubai's ethos. Encourage them to be brand ambassadors to promote Time Out across their circles and social feeds.

Goal 5

Make better use of data and SEO: Rank in the first three results on Google for relevant search-terms. Finely analyse the behaviours and traits of the target demographic, alter strategies and anticipate trends. Create a comprehensive SEO plan.

- Define audience segments and create user profiles to tailor content.
- Use metadata and relevant search terms and keywords to spearhead content.
- Incorporate the relevant Google Snippet into the first paragraph of specific pieces of content.
- Optimise website structure and test buttons.
- Conduct weekly A/B tests on all actions. Report back. Adjust. Optimise.
- Feature links to reputable voices to encourage back-links.

With these strategies Time Out Dubai can enhance its brand presence and solidify its position as a leading authority on Dubai's entertainment, culture, and lifestyle scene.