

beOnd Airlines wins “Cabin Concept of the Year” Award from *Onboard Hospitality Magazine*

beOnd, the world's first premium leisure airline, is pleased to announce it was recognized with the “Cabin Concept of the Year” award for 2024 by *Onboard Hospitality*.

Said Tero Taskila, CEO of beOnd: “We are thrilled to receive this prestigious award, and are grateful that the world is recognizing the effort we have made for our unique, specially-designed cabin. Our seats are designed by the Italian company Optimares, featuring premium Italian leather from the famous Poltrona Frau. Our cabin is beautifully luxurious, made from carefully curated materials, and incredibly airy. We encourage customers seeking a premium experience to try for themselves.”

Delivering a private jet-like atmosphere, beOnd has redefined air travel. Each flight delivers a seamless journey from the journey's start to finish, embodying the epitome of luxury flying. The famous onboard menu, together with the renowned beOnd cabin service and modern and stylish cabin interiors are designed to deliver the perfect travel experience and provide passengers with maximum comfort during their flight. Elegantly crafted lie-flat seats offer the perfect sanctuary for relaxation and rejuvenation.

This summer, Beond will fly from Milan and Zurich to Dubai, and from Riyadh, Dubai, Bangkok, Milan, and Zurich to the Maldives.