Singapore Airlines Launches New Passenger Service to Jeddah

Singapore Airlines (SIA) will launch a new passenger service to Jeddah, Saudi Arabia from August 3, 1997.

The three-times-weekly non- stop service will be operated by the Celestar A340 aircraft, equipped with the state-of-the-art inflight entertainment system, Krisworld.

Jeddah is one of the principal ports in the Middle East and handles more than half of Saudi Arabia's sea traffic. The Yanbu industrial area north of Jeddah is specially designed as a center for heavy industry and attracts investments in downstream manufacturing and light industry and support operations. Jeddah is also close to the religious sites of Mecca and Medina.

In 1996 there was a total of 17,000 visitors from Saudi Arabia to Singapore. Bilateral trade increased by 30% from the previous year to S8 7.57 billion in 1996. The economic links between Singapore and Saudi Arabia will be strengthened with the introduction of Jeddah to the Singapore Airlines route network.

With the new service, Singapore Airlines will cease its twice weekly service to Dhahran, Saudi Arabia.