

TRAVEL AND HOSPITALITY

Emirates, Sydney Symphony Orchestra plan worldwide tour in renewed partnership

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The Australian group has been working with the airline for 21 years, marking the company's longest-running non-athletic sponsorship. Image credit: Emirates/Keith Saunders

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline Emirates is poised to embark on a musical journey.

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Renewing its partnership with the Sydney Symphony Orchestra through 2025, the collaborators of 21 years are readying to perform around the globe. The relationship marks Emirates's longest-running non-athletic sponsorship.

"Like air travel, music has the power to lift our spirits, broaden our horizons and open up the world around us," said Barry Brown, divisional vice president of Australasia at **Emirates**, in a statement.

"We're proud to continue our support to the Sydney Symphony Orchestra, which is home to exceptional standards of performance, outstanding musicians, and is regarded as one of the world's leading orchestras," Mr. Brown said. "Emirates is well-known for sponsoring the best in sports, but we're also passionate about growing global music, arts and culture to enrich the lives of the communities we serve."

Musical mastery

Emirates is supporting the orchestra on multiple fronts.

The renewed partnership sees an extension of promotional slots, branding opportunities, and among other perks, ticket offerings to various experiences like Emirates Master Series concerts, a line of musical events taking place in the Sydney Opera House with the support of the airline.



The Sydney Symphony Orchestra has performed nearly 3,000 live performances since its Emirates partnership began. Image credit: Emirates/Keith Saunders

To grow Sydney Symphony's global exposure, the airline is including the group's On Demand digital platform in its in-flight entertainment system. Now, passengers have access to full-length concerts and chamber music recordings featuring Australian artists.

The platform was originally created in collaboration with Emirates in 2020.

As Sydney Symphony Orchestra engages in more than 150 performances on an annual basis, the catalog is extensive. Now, it joins compositions spanning the 6,500 channels and counting that are included on Emirates flights.

"We thank Emirates for its continued support and sharing the Sydney Symphony's vision for creating musical experiences that are amongst the world's finest," said Craig Whitehead, CEO of the Sydney Symphony Orchestra, in a statement.

"Emirates has been a significant partner in the Orchestra's long history of bringing the greatest artists and extraordinary musical experiences to the Concert Hall of the Sydney Opera House," Mr. Whitehead said. "Emirates' support has also allowed us to continue an ambitious program of commissioning and recording new work by Australian composers.

"We are looking forward to sharing our performances on Emirate's global platform, where the unique nature of our performances will be available to audiences around the world."

Other luxury brands are also developing ties to the world of classical music, such as Swiss watchmaker Rolex ([see story](#)). Time will tell if the musical movement spreads within the sector.