

TRAVEL AND HOSPITALITY

Emirates teams up with Men's Cricket World Cup 2023

October 6, 2023



For the first time, the tournament is solely taking place in India. Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E-based airline Emirates is promoting a global sporting event.

Enjoying hospitality and ticketing rights, the company is the official airline partner of the International Cricket Council (ICC) Men's Cricket World Cup 2023. The 48 matches are taking place across India from Oct. 5 to Nov. 19, 2023, and for the occasion, Emirates is allowing passengers to catch the tournament on Sport 24 and Sport 24 Extra aboard the company's flights.

Hitting a six

As a longstanding global partner of the ICC, Emirates is ringing in the 13th edition of the competition by tapping Indian wicketkeeper batsman, Dinesh Karthik, who fronts a new video from the airline.

The athlete is shown watching the matches live on one of the company's planes, revealing the inflight entertainment system that allows all to see the cricket players, who span 10 teams, participate.

This will be the first time that Mr. Karthik offers commentary at a World Cup, making the sporting event especially significant for the star.

The ICC [@CricketWorldCup](#) begins in India today! Cricket legend Dinesh Karthik has a message for you.

If you're flying with us, catch all the action live with [@Sport24Live](#) on ice inflight entertainment. pic.twitter.com/HsAie9j6ns

Emirates (@emirates) [October 5, 2023](#)

For the collaboration, Emirates is featured on the official kits for the ICC Elite and International Panels of Umpires, the officiating body that will oversee the games.

The airline is also transporting the organization's members and referees to the events at the stadiums where the company is holding a presence and hosting on-site activities.

Those who would like to follow along can find game highlights under the #CWC23 on social media.

This edition of the Men's Cricket World Cup is actually the first to play out solely in India, a nation that has been proving to be a particularly beneficial market for luxury across sectors ([see story](#)).

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