



Royal Brunei Airlines

Digital Sales Kit 2019

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RB History

Flag carrier of the Sultanate of Brunei, was established on 18 November 1974 as an independent corporation wholly owned by the government.

In our first year, services were started to Singapore, Hong Kong, Kota Kinabalu and Kuching in Malaysia. The route plan extended over the years and flights to Manila (1976) and Bangkok (1977) became available.

Growth continued through the 1990s when in June 1990, we took delivery of its first B767-300ER aircraft, enabling it to fly to London Gatwick (1990).



Vision

A safe, reliable and commercially viable world-class airline.

Mission

We aspire to continue to be an increasingly efficient, commercially viable, safe and reliable world-class airline, dedicated to total quality in our operations and to continuously exceed customer expectations.

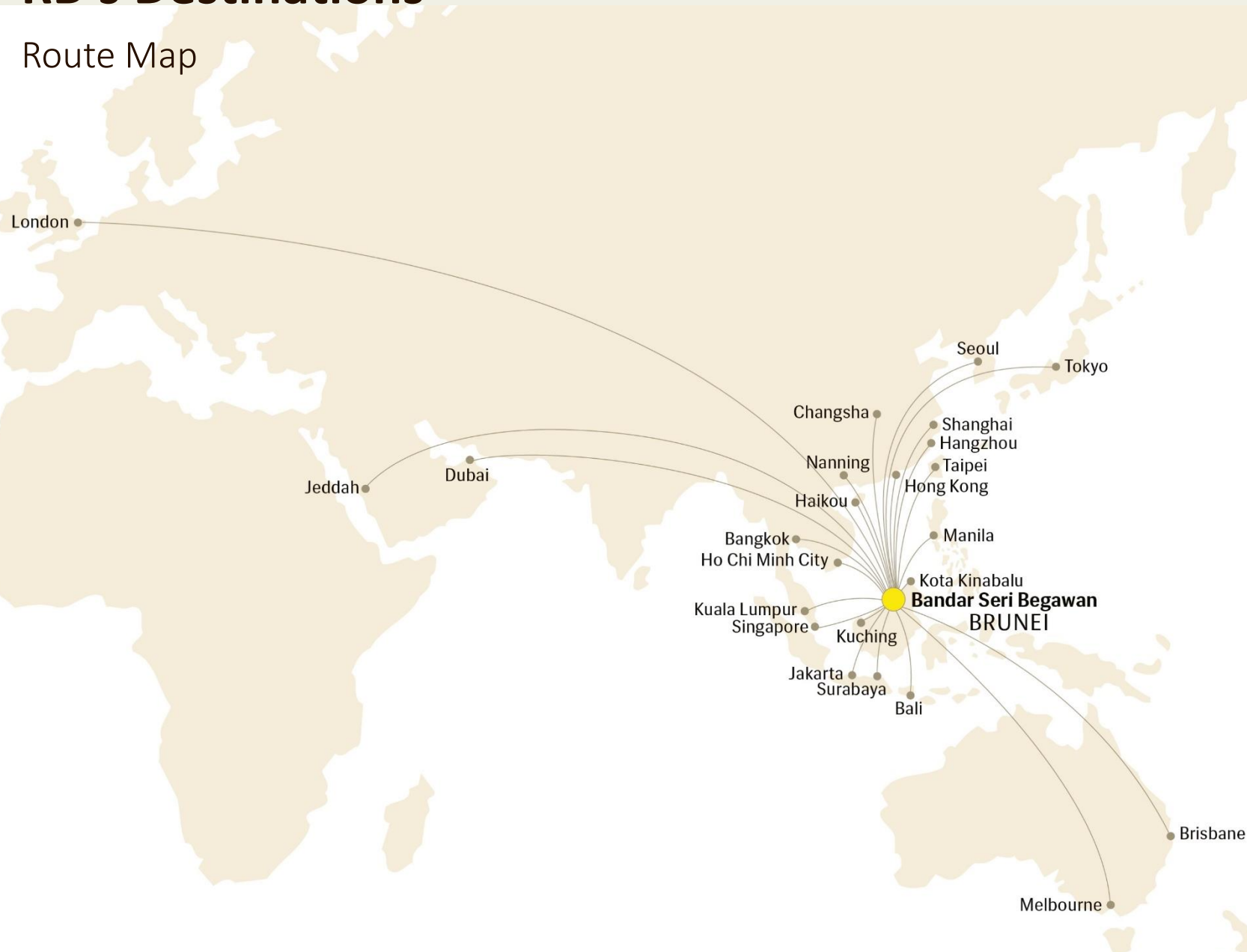
Core Values

- Safety first
- Customer oriented
- Professional
- High commitment, efficiency, effectiveness & integrity
- Strong sense of responsibility, accountability and teamwork across departments & organisations
- Be creative, innovative and cost-conscious
- Outward looking



RB's Destinations

Route Map



RB's Destinations

Introducing **RBLink**

Your gateway to Borneo, Brunei and Beyond

Operated by Malindo Air

Expect the same warm Royal Brunei welcome connecting you with ease across Borneo and linking 5 new destinations to our global network on a 72 seat all-economy turbo prop aircraft



Connecting Guests

across Borneo and beyond



Drinks Served



Snack Included

for longer flights within Borneo



Baggage

15Kg Allowance



Muhibah

RB's inflight magazine provided



Personal Electronic Devices

permitted onboard



72 Seats

all economy aircraft

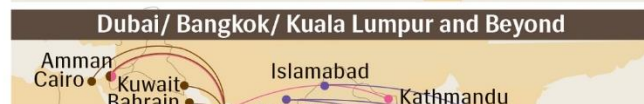


Codeshare & Interline Partners



Interline Partners

Operated by: British Airways, Emirates, Flydubai, Virgin Australia, Air New Zealand, Qantas, Thai Airways, Bangkok Airways, Biman Bangladesh Airlines, Malaysia Airlines, Hong Kong Airlines, Cathay Pacific, Dragon Air and more



Interline Partners



AIRFRANCE 

AIR NEW ZEALAND  75 YEARS

ANA 

الكويتية
KUWAIT
AIRWAYS

ASIANA AIRLINES 



BRITISH AIRWAYS 

PAKISTAN
International Airlines
Great People to Fly With

CATHAY PACIFIC 

CATHAY DRAGON
國泰港龍航空

CHINA AIRLINES 

中國東方航空
CHINA EASTERN 

السعودية
SAUDIA

CSA CZECH
AIRLINES 

EGYPTAIR 

Emirates

Ethiopian
የኢትዮጵያ

THAI

flydubai

Garuda Indonesia
The Airline of Indonesia 

طيران الخليج
GULF AIR

HONGKONG AIRLINES
香港航空

厦門航空 XIAMENAIR

JAL
JAPAN AIRLINES

JET AIRWAYS 

KLM
Royal Dutch Airlines

KOREAN AIR 

Virgin australia

malaysia
airlines

MAI
Myanmar Airways International

الطيران العماني
OMAN AIR

TURKISH AIRLINES 

Vietnam Airlines

QANTAS

QATAR
AIRWAYS القطرية

Nepal
Airlines

SINGAPORE
AIRLINES

SriLankan
AIRWAYS

SILK AIR 

Flight Frequency

From Brunei to 24 Destinations



BANGKOK
Daily



BALI
5x Weekly



JAKARTA
6x Weekly



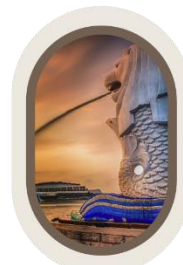
SURABAYA
Daily



HO CHI MINH CITY
5x Weekly



MANILA
Daily



SINGAPORE
14x Weekly



SEOUL
4x Weekly



NANNING
2x Weekly



CHANGSHA
2x Weekly



TAIPEI
4x Weekly



KUALA LUMPUR
14x Weekly



SHANGHAI
3x Weekly



KOTA KINABALU
13x Weekly



HONG KONG
Daily



DUBAI
4x Weekly



LONDON
Daily



MELBOURNE
Daily



JEDDAH
Seasonal



HANGZHOU
1 x Weekly



HAIKOU
2x Weekly



KUCHING
4x Weekly



TOKYO
4x Weekly



BRISBANE
4x Weekly

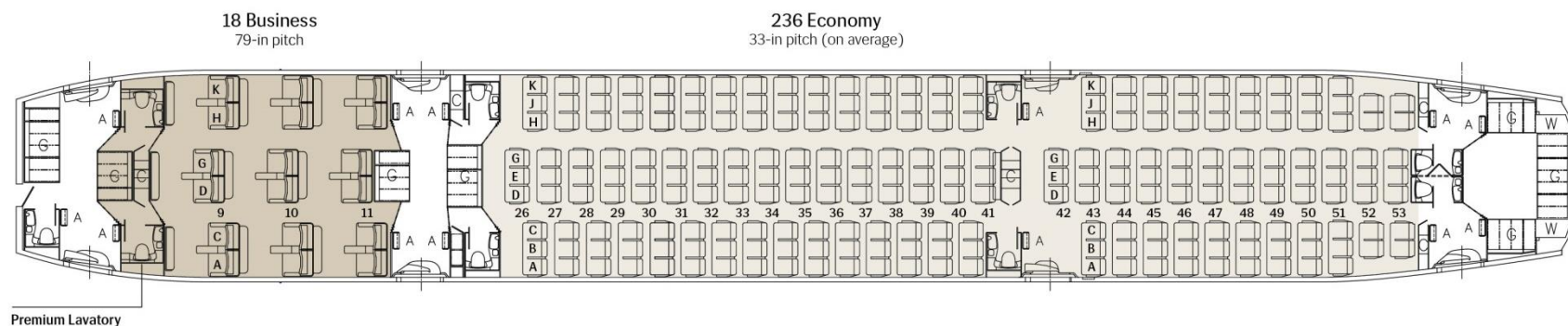
RB's Fleet

B787 Dreamliner



B787 Dreamliner

Seat Configuration



In Fleet:	5	
Model (V8-DLA/B/C/D)	Business Class	Economy Class
Number of Seats	18	236
Seat Pitch	79 inches	33 inches on average
Seat with Cushion width	21 inches	17.2 inches for most seats
Seat angle of recline (from upright position)	90 degrees (fully flat-bed)	6 inches
In-seat power	Yes	Yes
In-seat Personal TV	Yes (15.4 inches)	Yes (9 inches, touch screen with USB charging capability)

B787 Dreamliner

Business Class Interior





B787 Dreamliner

Economy Class Interior




B787 Dreamliner

A Betterfly Launching






Better Rest

A calmer, quieter cabin



Introducing the 787 Dreamliner
Enjoy a more peaceful journey with quieter air conditioning, reduced airplane noise, less cabin vibrations and a smoother ride through turbulence.


[#rbbetterfly](https://www.royalbruneiairlines.com/betterfly)







Better Space

Larger overhead bins




Introducing the 787 Dreamliner
Experience a spacious design, more open cabin and larger overhead bins. Stress less over getting your luggage onboard, and sit back on a more enjoyable flight.


[#rbbetterfly](https://www.royalbruneiairlines.com/betterfly)







Better Air

A climate-controlled environment



Introducing the 787 Dreamliner
Enjoy a more comfortable journey on long flights with added moisture in the air to help your skin, eyes and body feel refreshed.


[#rbbetterfly](https://www.royalbruneiairlines.com/betterfly)




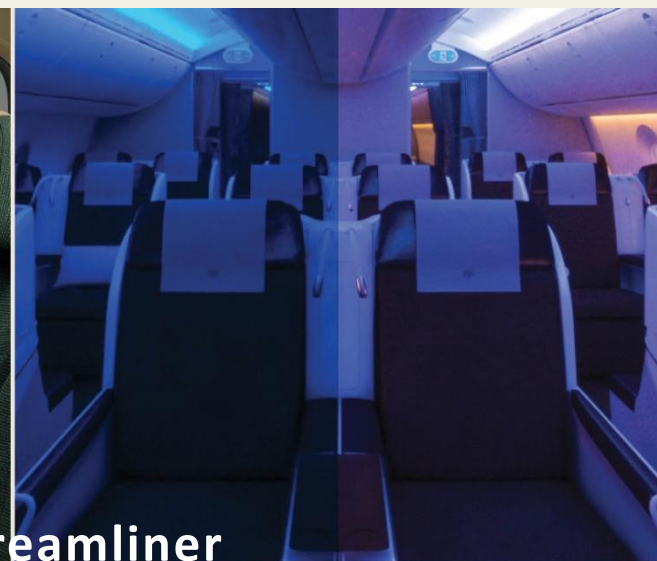
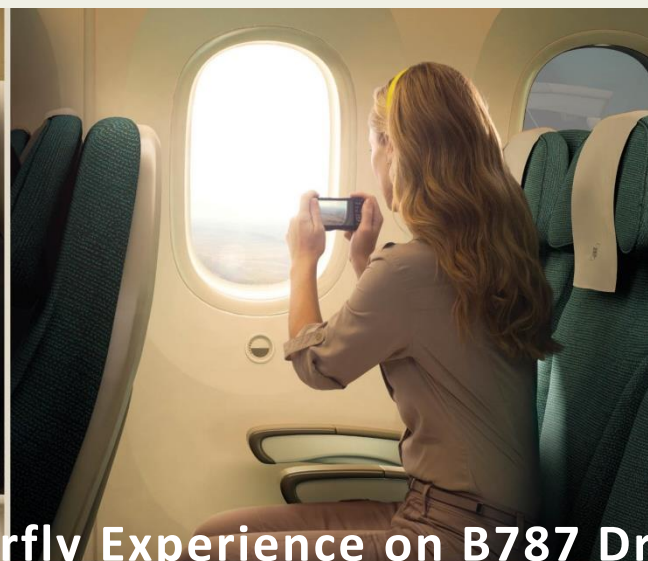
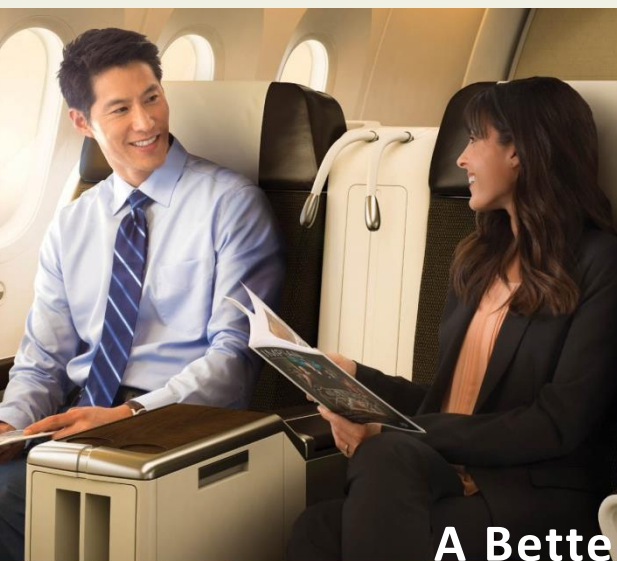

Better View

A smarter window



Introducing the 787 Dreamliner
Enjoy a more scenic journey with large windows that allow you to gradually adjust tint from transparent to dark – with the simple touch of a button.


[#rbbetterfly](https://www.royalbruneiairlines.com/betterfly)

A Betterfly Experience on B787 Dreamliner

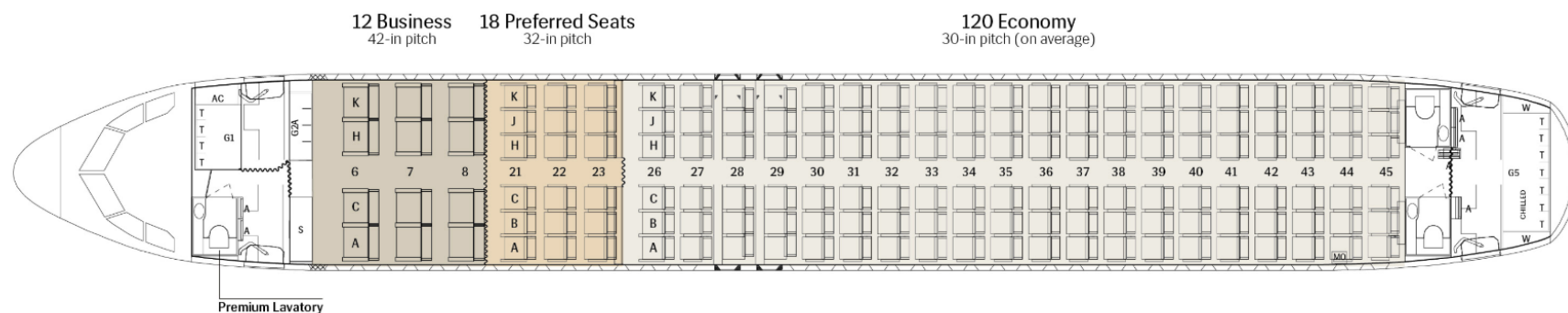
RB's Fleet

Airbus 320



Airbus 320-CEO

Seat Configuration



In Fleet: 2

Model	Business Class	Economy Class
Number of Seats	12	138
Seat Pitch	42	30 inches on average
Seat angle of recline (from upright position)	90 degrees	6 inches
In-seat power	Yes	Yes
In-seat Personal TV	Yes (15.4 inches)	Nil

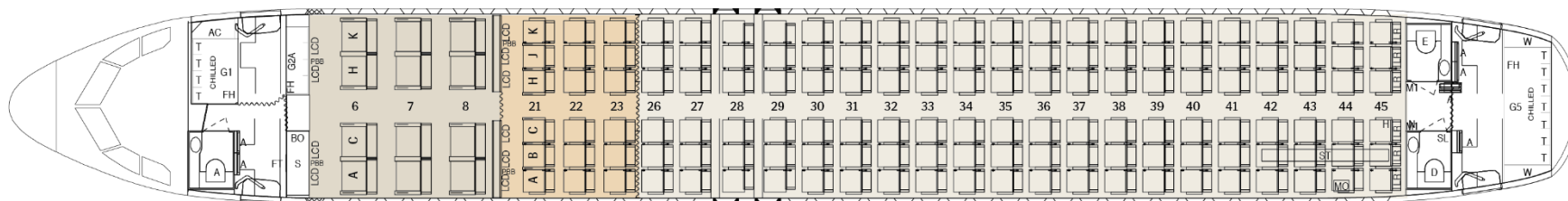
Airbus 320neo

Seat Configuration

12 Business
43-in pitch

18 Preferred Seats
32-in pitch

120 Economy
30-in pitch (on average)



In Fleet:

5

Model

Business Class

Economy Class

Number of Seats

12

138

Seat Pitch

43 inches

30– 32 inches on average

Seat angle of recline (from upright position)

21 degrees

10 degree

In-seat power

Yes

Nil

In-seat Personal TV

Yes (8.4 inches)

Yes

Airbus 320

Business Class Interior



Airbus 320

Preferred Seats & Economy Class Interior



New Airbus neo

Business Class & Economy Class Interior



Airbus 320 - NEO

New features

The advertisement features the Royal Brunei Airlines logo at the top, followed by the text 'The new Airbus A320 NEO'. Below this is a pair of white and gold headphones. The main headline 'More Entertainment' is prominently displayed. A sub-headline states: 'Enjoy a more entertaining journey with individual inflight entertainment screens available on every seat filled with 1,000 entertainment options.' At the bottom, the website 'WWW.FLYROYALBRUNEI.COM' is listed, along with social media icons for Facebook, Twitter, and Instagram, each followed by the handle 'ROYALBRUNEIAIRLINES' or 'ROYALBRUNEIAIR'.

ROYAL BRUNEI
AIRLINES

The new Airbus A320 NEO

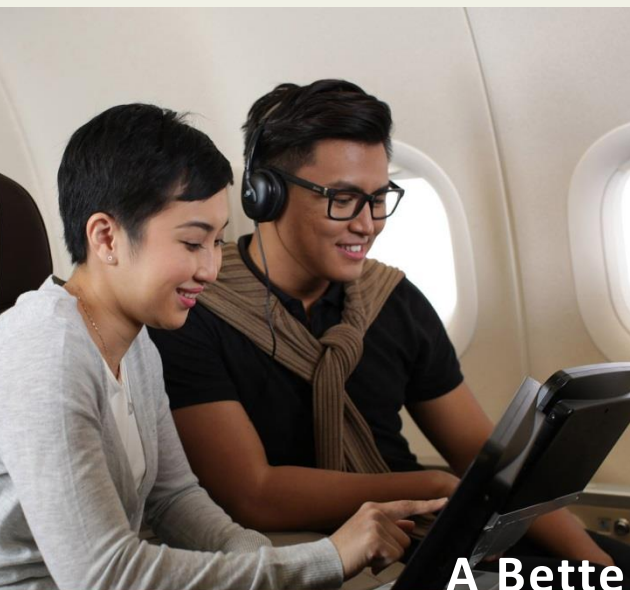
More Entertainment

Enjoy a more entertaining journey with individual inflight entertainment screens available on every seat filled with 1,000 entertainment options.

WWW.FLYROYALBRUNEI.COM

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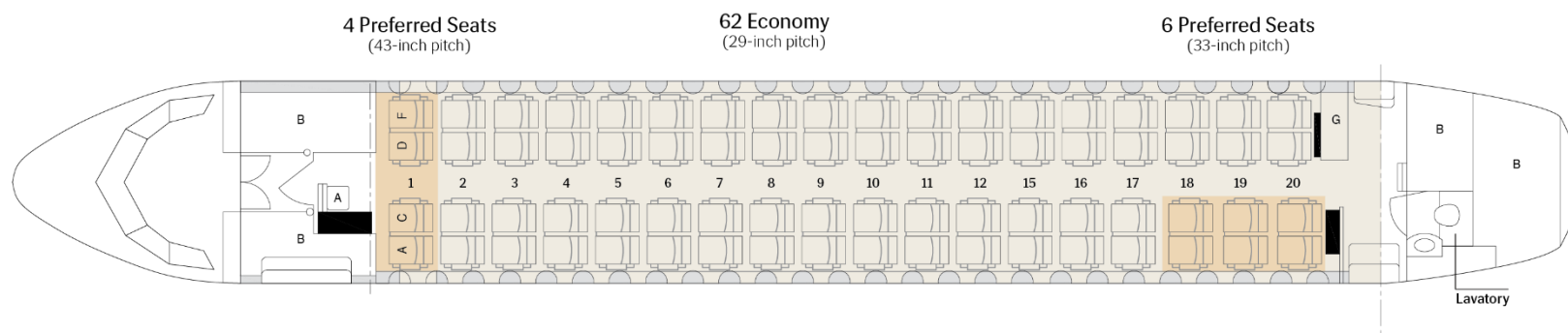
- Individual IFE
- Engaged with new content provider
- Increase to 1000 entertainment options by June 2018
 - Movie titles: 94 to 214
 - TV shows: 102 to 440
 - Audio: 300 to 350
- Introducing curated collections and boxsets, including Award Winning films and Disney movies



A Betterfly Experience on New Airbus 320

RB's Fleet

ATR72-600



Our Staff

Warm and Hospitality



Our Rebranding Journey



Our Brand

We are a boutique airline with timeless values

Safe, reliable and world-class, we represent the nation of Brunei and bring the unique culture and familial ethos of Brunei to the world.



Our Personality

Authenticity

We stay true to our Bruneian values

Graciousness


We are kind-hearted and grateful in every interaction

Delight

We constantly look for new ways to make travel more joyful

Optimism

We are driven by positive energy and a can-do attitude



This is how we build upon tradition and stay true to our Bruneian values

Our Visual Identity



Marketing Campaign

Betterfly Royal Brunei



B787 Dreamliner

Betterfly Advertising



Better pack
your  for a big adventure
from Melbourne to London to Brunei
or any of the stunning places we
travel across the world. Get ready,
it's time to *fly*



...betterfly Royal Brunei
Visit us at www.flyroyalbrunei.com today!



Better settle in for
warm service and friendly smiles from
a small airline with  values that
understands life is about the journey,
not the destination. Sit back,
it's time to *fly*



...betterfly Royal Brunei
Visit us at www.flyroyalbrunei.com today!



Better gather the family
for a holiday filled with delight.
From take off to touch down, experience
comfort in the clouds – no matter
where you go. Grab your  ,
it's time to *fly*



...betterfly Royal Brunei
Visit us at www.flyroyalbrunei.com today!

Airbus 320 CEO

Betterfly Advertising



Somefin
new is in
the air



**Now a betterfly to Hong Kong, Singapore and
Kuala Lumpur on our new Airbus A320**
Enjoy a refreshing journey in our new cabin, now with comfy leather seats.

...betterfly Royal Brunei
Visit us at www.flyroyalbrunei.com today!



IMP DREAM AN
Now streaming movies, TV and music
to your personal device




**With Preferred Seats and our new entertainment
system up in the air to Hong Kong, Singapore and
Kuala Lumpur on our new Airbus 320**

...betterfly Royal Brunei
WWW.FLYROYALBRUNEI.COM



Preferred Seats




**With more personal space, extra seat pitch,
priority boarding and early meal selection
to Hong Kong, Singapore and Kuala Lumpur
on our new Airbus 320**




...betterfly Royal Brunei
Visit us at www.flyroyalbrunei.com today!

RB Ancillary Services

RB Upgrades

Level up to **Business Class** with
RBUPGRADES 
 Make an offer today!



RB Upgrades allows RB's economy class passengers with eligible tickets to make an offer for an upgrade to a Business Class seat.

Make an offer today!

Make an offer to upgrade to Business Class* for the best features, services and entertainment onboard Royal Brunei Airlines.

- 1 Check your eligibility**
 Enter your booking reference number (PNR) and last name
- 2 Make an offer**
 Upgrade to Business Class by submitting an offer at your own price
- 3 Review**
 Check all information is correct
- 4 Enter your debit /credit card details**
 Your nominated debit/credit card will only be charged if your offer is successful
- 5 Submit**
 You will be notified as early as 96 hours before your flight departs

You will then receive a confirmation email of your upgrade offer. Kindly keep this email in case you wish to change or modify your offer. You will not be charged unless your offer is successful.

Preferred Seats


 More comfort,
 priority boarding and
 early meal selection

**Buy Preferred Seats*
 online and at the counter now!**




Visit our website for more info


*Seats are subject to availability. Conditions apply


WWW.FLYROYALBRUNEI.COM

 ROYALBRUNEIAIRLINES
  ROYALBRUNEIAIR
  ROYALBRUNEIAIR

Extra Baggage & Insurance



 A better way
 to travel with
 our little extras


 Extra
 Baggage


 Travel
 Insurance

Contact Royal Brunei Airlines at 221 2222 or
 visit our website to find out more.

WWW.FLYROYALBRUNEI.COM

 ROYALBRUNEIAIRLINES
  ROYALBRUNEIAIR
  ROYALBRUNEIAIR

RB Brand Ambassador

Meet Wu Chun Campaign



RB Brand Ambassador

Advertising




Global Awards


Always a butterfly.
Now a better brand.



Royal Brunei Airlines is humbled to win distinction in the 2014 REBRAND 100® Global Awards showcase. The REBRAND 100® honors the most successful brand transformations worldwide, and we thank our global branding agency, Interbrand, for guiding us along this journey. In addition to recently unveiling a new logo and livery, in late 2013 we became the first airline to operate the 787 Dreamliner in South East Asia. It's just one of the ways we offer "a butterfly"—and we look forward to welcoming you aboard to a truly delightful Royal Brunei experience.


 www.flyroyalbrunei.com
 www.rebrand.com
 www.interbrand.com






SKYTRAX
TOP 10
 MOST LOVED AIRLINES 2016!

Thank you for your votes

 RB



"BEST FOREIGN
AIRLINE 2011"
- SABAH TOURISM AWARDS

"BEST ECONOMY
AIRLINE, ASIA 2012"
- BUSINESS DESTINATIONS TRAVEL AWARDS

"BEST AIRLINE
PROVIDER IN ASIA 2013"
- THE EUROPEAN ASIA AWARDS 2013

"READERS' AIRLINE OF
CHOICE AWARDS 2013"
- METRO TMC, SHANGHAI

"DISTINCTION WINNER
GLOBAL AWARDS 2014"
- REBRAND 100

"2019 TRAVELLERS' CHOICE
REGIONAL AIRLINES - ASIA"
- TRIPADVISOR, TRAVELLERS' CHOICE AWARD

"WORLD'S TOP 95
AIRLINES 2016"
- SKYTRAX

WORLD'S TOP 10
"MOST LOVED
AIRLINES 2016"
- SKYTRAX

"WORLD'S TOP 92
AIRLINES 2017"
- SKYTRAX

"AIRLINE OF
THE YEAR 2017"
- LUXURY TRAVEL GUIDE AWARDS

"BEST EASTBOUND
LONG HAUL AIRLINES 2017"
- BRITISH TRAVEL AWARDS

"WORLD'S TOP 78
AIRLINES 2018"
- SKYTRAX

"WORLD'S TOP 66
AIRLINES 2019"
- SKYTRAX

Global Awards



Royal Brunei Airlines is honoured to be
a 4-Star Airline as awarded by Skytrax and
joins a select group of elite airlines in the world

www.flyrb.com
[f ROYALBRUNEIAIRLINES](https://www.facebook.com/royalbruneiairlines)
[i ROYALBRUNEIAIR](https://www.instagram.com/royalbruneiair)

At the national airline of Brunei,
we are proud to fly the flag for the country



To Team RB, a big thank you
from the Board and management of RB

Because of your dedication and hard work,
RB is now a Skytrax 4-star airline



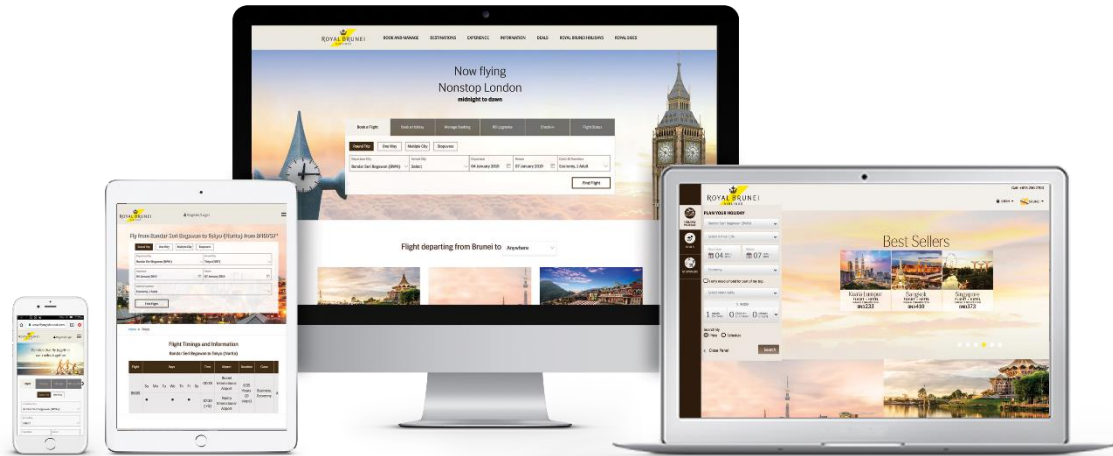
www.flyrb.com
[f ROYALBRUNEIAIRLINES](https://www.facebook.com/royalbruneiairlines)
[i ROYALBRUNEIAIR](https://www.instagram.com/royalbruneiair)



World Wide Web

RB Online Booking

Royal Brunei Airlines website - www.flyRB.com has been enhanced to ensure that it is user-friendly interface with easy features for creating online bookings. RB also makes a presence online by utilising social media tools such as:



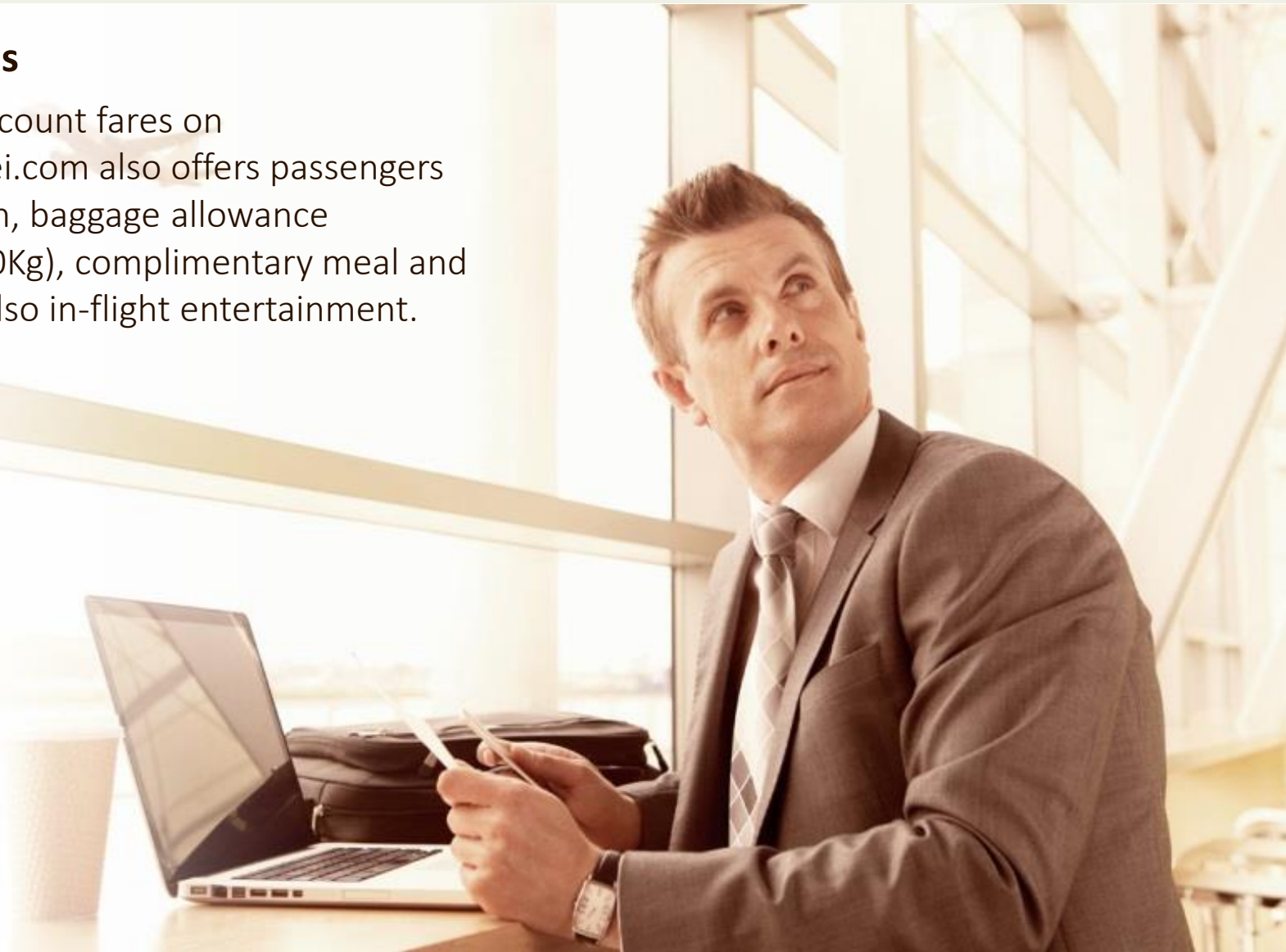
 www.facebook.com/royalbruneiairlines

 www.twitter.com/royalbruneair

 www.instagram.com/royalbruneiair

Online Fares

RB online discount fares on flyroyalbrunei.com also offers passengers seat selection, baggage allowance (minimum 30Kg), complimentary meal and drinks, and also in-flight entertainment.



Online Check-in

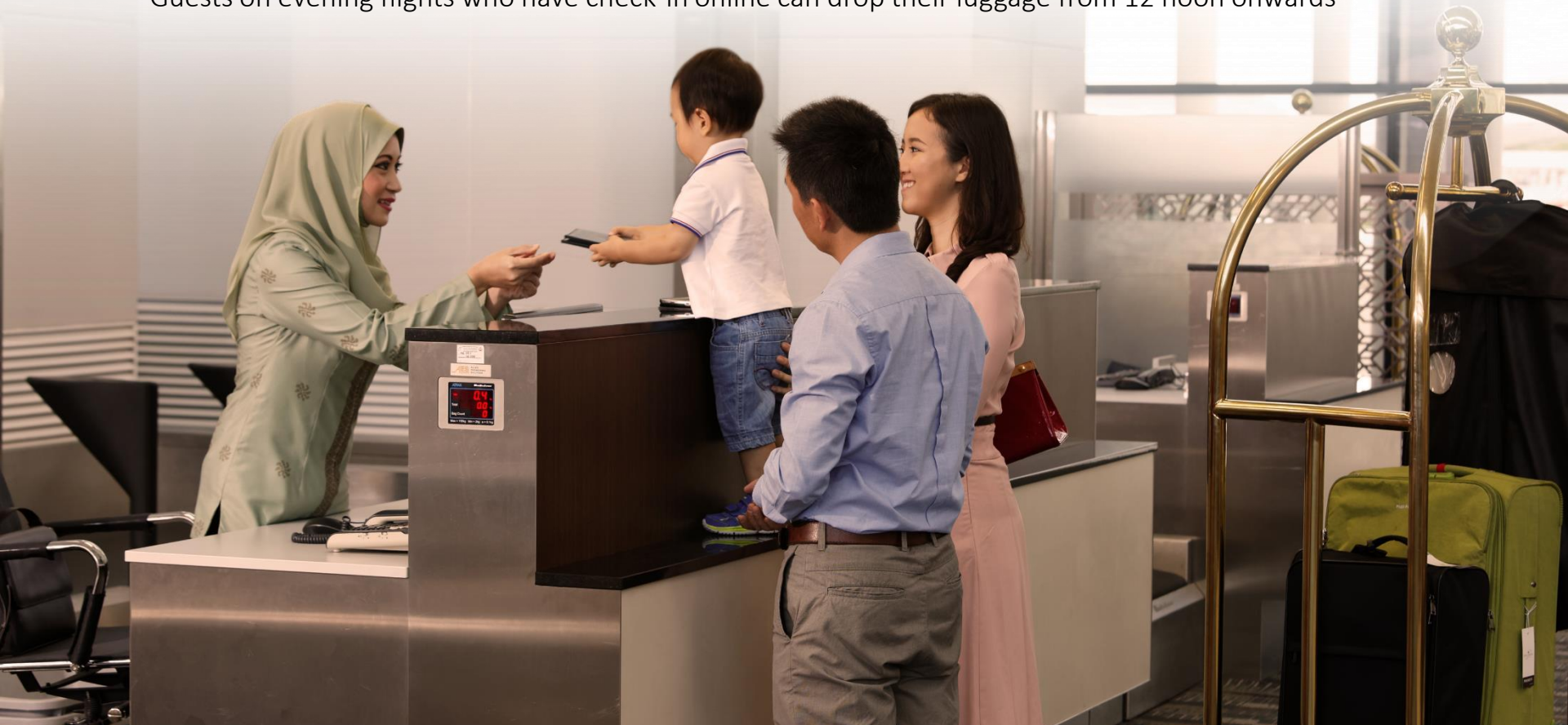
Online check-in, available 24 hours to 60 minutes before a flight's scheduled departure time, allows passengers to drop off their luggage at the dedicated counter at Brunei International Airport before proceeding to the departure gate.



Advance Check-in

Check-in as early as 12 noon for your evening flight at Brunei International Airport

- Check-in for each flight will close 45 minutes prior to scheduled departure
- For RB morning flights, check-in counter will open 3 hours before scheduled departure
- Guests on evening flights who have check-in online can drop their luggage from 12 noon onwards



DEPART FROM
THE ORDINARY



Your Boarding Pass To Delight

Royal Brunei Airlines' loyalty programme that offers warm service, personal touches and exciting rewards for our frequent travelers.





Become
a member



Enrollment



Sign in with your
details
when you make
your booking



Access
online account



Flight



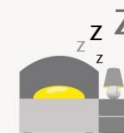
Lounge
Access



Baggage
Allowance



Tier
Upgrade



Hotel



Dining



Car Rental



Communications



Banking



Lifestyle

Earn up to
1,000
bonus miles
upon registration



Achieve
elite status



Statements
review

Become Elite
Silver/Gold
members and enjoy
special privileges



Review and access
statement
online any time

Find out how much
miles earned
or redeemed
**for flight
upgrade**
baggage allowance



Mileage
calculator



Exclusive
partnerships

Earn miles when you
**dine, stay,
travel**
and lots more

ROYAL SKIES

Being a
RoyalSkies
member?



Silver Member

- 50% Silver bonus on all paid RBA flights
- 5,000 miles Silver qualification bonus
- 10 kg extra baggage allowance
- Priority Check-in at RBA Business Class counters regardless of actual class of travel
- Access to Sky Lounge (Brunei International Airport) regardless of the actual class of travel
- Distinctive Royal Skies Silver membership card
- Personalised luggage tag

Gold Member

- 100% Gold bonus on all paid RBA flights
- 10,000 miles Gold qualification bonus
- 20 kg extra baggage allowance
- Priority Check-in at RBA Business Class counters regardless of actual class of travel
- Access to Business/First Class airport lounges regardless of the actual class of travel anywhere such lounges are available to RBA passengers
- Invite one guest to airport lounges
- Distinctive Royal Skies Gold membership card
- Personalised luggage tag
- Priority Award redemption



Airport Lounges

Royal Skies' Gold members will have the privilege to access the following airport lounges:

- Brunei International Airport
- London Heathrow
- Dubai International Airport
- Kuala Lumpur International Airport
- Changi Airport, Singapore
- Melbourne International Airport
- Sukarno Hatta Airport, Jakarta
- Ngurah Rai Airport, Denpasar, Bali
- Juanda International Airport, Surabaya
- Suvarnabhumi Airport, Bangkok
- Ninoy Aquino International Airport, Manila
- Kota Kinabalu International Airport





Partners

Hotel



Dining



Lifestyle



Car Rental



HERTZ

HERTZ

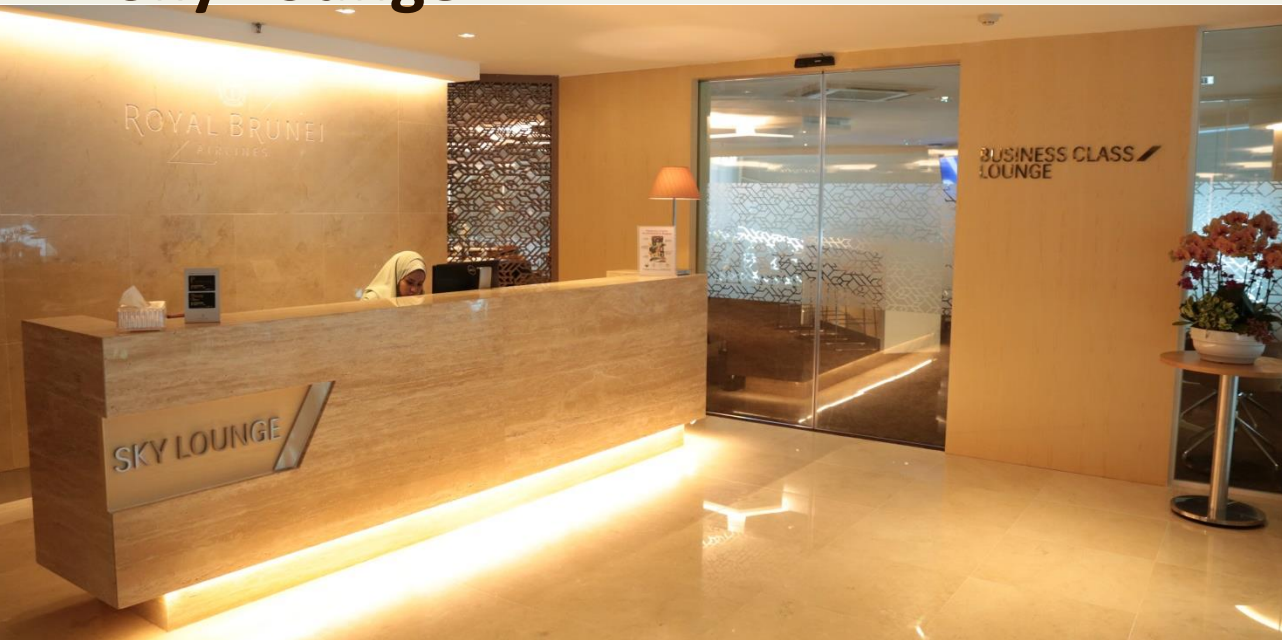
Communication



Bank



Sky Lounge



Royal Brunei Airlines launched its refreshed and upgraded Sky Lounge and introduced the new flagship Business Class Lounge at Brunei International Airport on 06 December 2017.

With a capacity of 72, the RB Business class Lounge has plush, comfortable décor and furnishings designed to make the guests feel at home and for them to relax and enjoy the warm hospitality of RB. Guests at the Business Class Lounge have access to executive meeting rooms and all the facilities offered at the Sky Lounge in addition to the coffee bar for those guests who are squeezed for time.



RB upgraded Sky Lounge is open to Royal Skies Silver members, corporate guests, customer airline guests, Priority Pass customers and to walk-in guests. Accommodating up to 120 guests, the lounge features buffet dining, all the existing facilities including the prayer room, as well as movie room, kids' room, family zone, gaming area featuring PS4 and Xbox Kinect as well as a Virtual Reality station.



Royal Brunei Holidays

50





A Glimpse of Brunei

Royal Brunei Holidays provides stopover programmes and attractive packages for passengers travelling into Brunei.



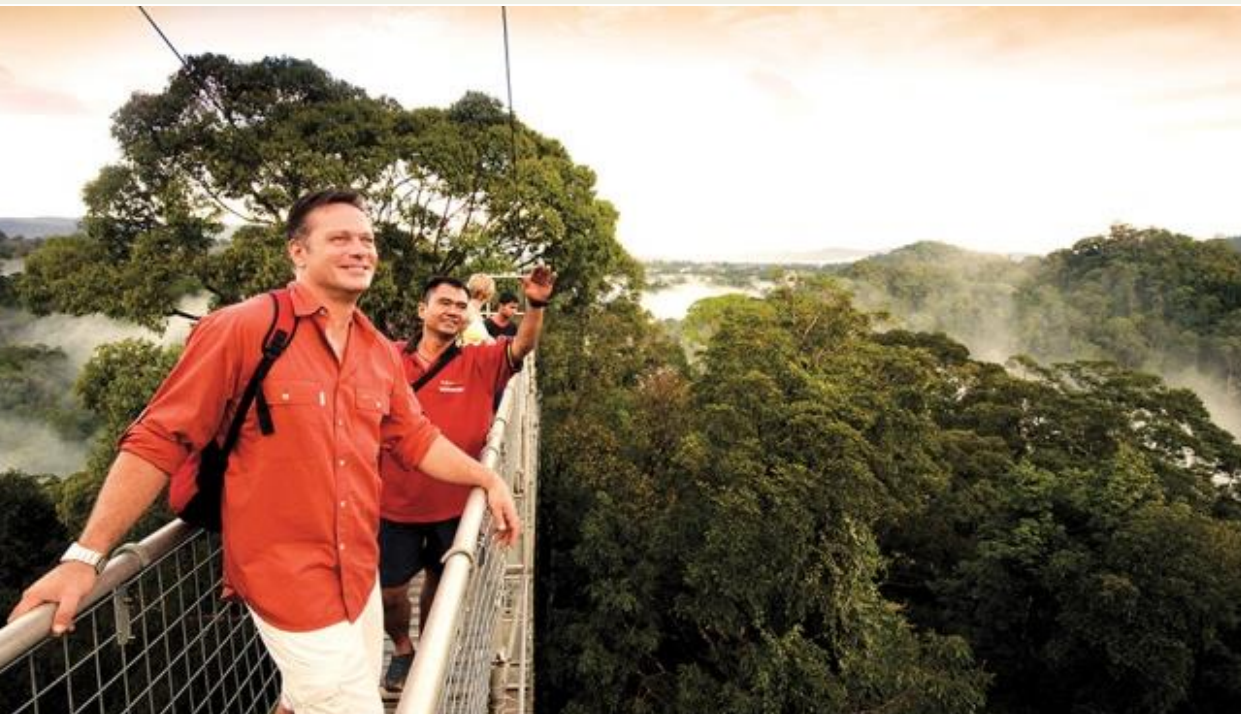
Royal Brunei Holidays

Allowing our guests the ability to plan and buy your entire holiday products from flights, accommodation, tours and transport in one convenient place and at leisure, 24 hours a day, 365 days a year.



Book your way at www.flyroyalbrunei.com





Brunei International Airport

The airport is Brunei's primary airport and was established in 1974. It is located 10km, approximately 20 minutes drive from the city centre.

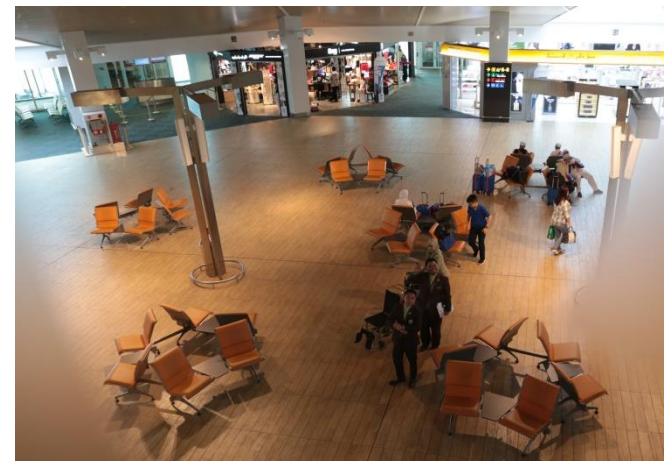
Having the capacity to handle 2 million passengers and 50,000 tonnes of cargo annually, it is the ideal hub to complement Royal Brunei Airlines' service.

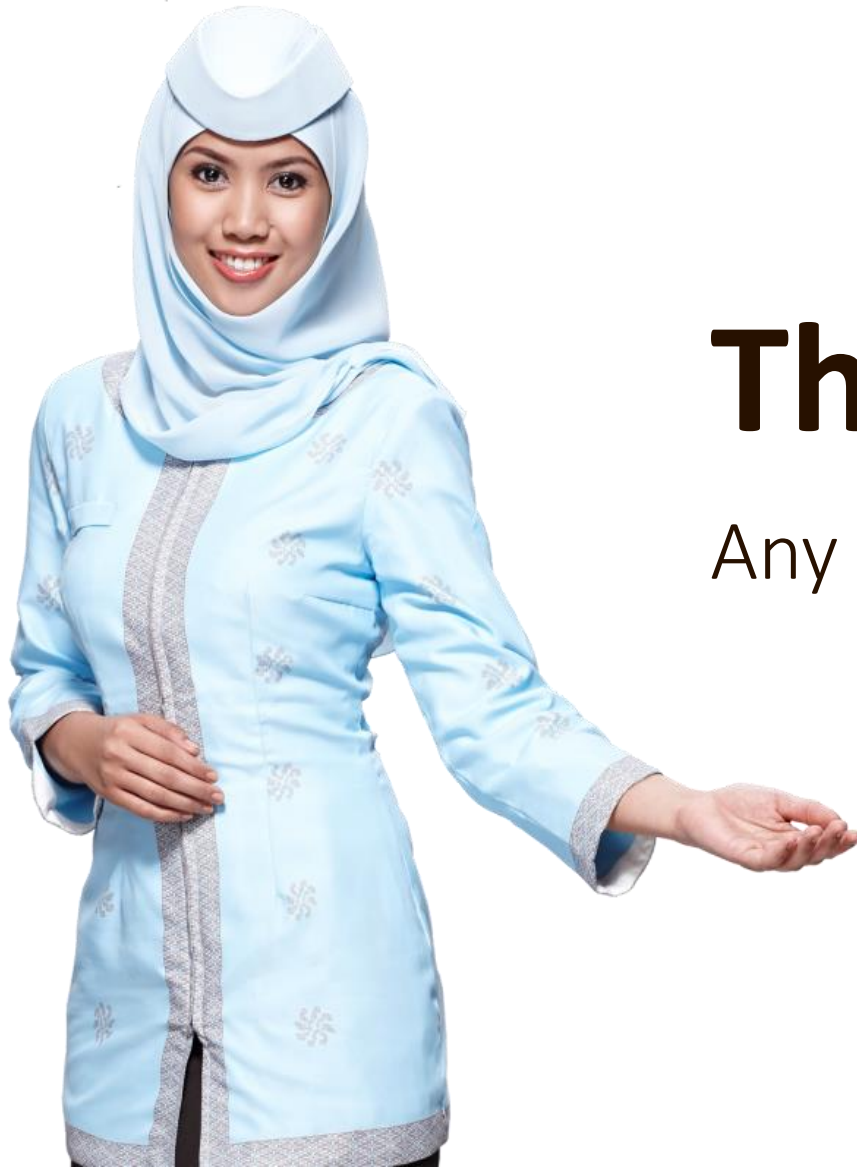
It has been newly upgraded for passenger comfort and has many places to sit whilst passengers wait to board their flight. A small yet safe airport, Brunei's airport is comfortable for transit visits and easy to navigate for those entering into Brunei to stay.



Services at the airport

- ATM
- Currency Exchange
- Parent's Room
- Information Desk
- Prayer Room
- Showers
- Smoking Area
- Brunei Souvenirs
- Internet Access
- Sky Lounge
- Premium Check-in Lounge (PCIL)
- RB Service
- Taxi
- Bus
- Car rental





Thank You

Any questions?