

Serco secures £100m contract extension with Dubai Airports to deliver world-class guest experience services

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[Serco](#), the international provider of critical government services, has announced a significant contract extension with Dubai Airports, valued at AED 495 million (c.£100 million) and running until December 2030. The five-year extension builds on a longstanding guest experience partnership over six years, following the successful delivery of an initial five-year term and a one-year extension.

As part of the agreement, Serco will continue to provide guest experience services across all elements of the passenger journey at Dubai International Airport (DXB) and Dubai World Central – Al Maktoum International (DWC). This includes the deployment of guest experience ambassadors, passenger processing teams, traffic marshals, chauffeurs, and lounge hosts for VIP services.

With more than 1,500 Serco employees currently operating at the airports, the team plays a pivotal role in supporting the movement of over 93 million passengers per year, helping to deliver a seamless, safe, and welcoming experience for travellers, from arrival to departure.

Anthony Kirby, Serco's Group Chief Executive Officer, said: "This significant retention indicates our continued superb delivery of customer experience to Dubai Airports. I am very proud of our expertly trained people who work with passion and commitment to provide great services and innovative solutions at this best-in-class aviation hub. Cementing our ongoing relationship until at least 2030 will allow us to grow our services from this contract and deploy our capabilities across our transport business."

Majed Al Joker, Chief Operating Officer of Dubai Airports said: "This renewed partnership with Serco comes at a time when guest expectations are higher than ever, and the scale of our operations continues to grow. At DXB and DWC, we see every interaction as an opportunity to create a positive and lasting impression. Serco's dedicated teams are an extension of that vision, bringing professionalism, empathy, and consistency to some of the most crucial touchpoints along the journey. As we look ahead to welcoming more than 96 million guests this year, this collaboration will play a key role in ensuring our airports remain



among the most guest-centric in the world.”

Serco has over 75 years of experience in the Middle East’s aviation sector and continues to support airports across the region with guest experience, air navigation services (ANS), emergency services, training, facilities and asset management.