Hitit, a Leader in Digital Transformation, Becomes the New IT Provider for Drukair, Royal Bhutan Airlines

Hitit, continuing its rapid expansion in Asia, has signed a new agreement with Drukair, the flag carrier of the Kingdom of Bhutan, also known as Royal Bhutan Airlines. For over 40 years, Drukair has been connecting South Asia to the world with its extensive network on international and domestic routes. Drukair will manage all its operations using Hitit's cutting-edge solutions, starting 2025.

18 December 2024, Istanbul – Royal Bhutan Airlines, the flag carrier of the Kingdom of Bhutan, also known as Drukair, has signed a long-term agreement with Hitit. Hitit, one of the world's largest airline and travel technology companies, has once again expanded its presence in South Asia with a flag carrier. Drukair, like many airlines worldwide, has chosen Hitit for its comprehensive digital transformation. The airline will utilize Hitit's state-of-the-art reservation systems, which feature a flexible infrastructure designed to handle increased passenger volumes. Hitit's status as the leading airline and travel technology provider offering one-stop services globally played a key role in Drukair's decision, enabling streamlined operational, accounting, and cargo solutions. This partnership marks another milestone in Hitit's mission to revolutionize airline technology across continents.

Senior Drukair officials, including CEO Mr. Tandi Wangchuk and General Managers Mr. Ugen Tashi and Mr. Wangchuk Tshering, traveled to Istanbul to finalize the partnership. The agreement was formalized during a signing ceremony at Hitit's headquarters. This long-term collaboration will see Drukair benefit from Hitit's advanced technology, ensuring a seamless transition to the new system in early 2025.

Speaking at the ceremony, Hitit CEO Nevra Onursal Karaağaç expressed pride in partnering with Bhutan's flag carrier, stating: *"While connecting the world through technology, we also foster strong ties between countries through our global partnerships.*

Today, we are delighted to welcome Drukair to our growing portfolio of flag carriers. With Hitit's end-to-end, reliable, and high-tech solutions, Drukair's passengers will experience unparalleled levels of service. We thank Drukair for their trust and look forward to a mutually beneficial, long-lasting partnership."

At the ceremony, Drukair's CEO Mr. Tandi Wangchuk also expressed the following about their partnership with Hitit: "*As we now enter into the competitive aviation business environment having to compete with airlines globally, providing air transport alone would not suffice customer satisfaction. With this partnership with Hitit, Drukair now intends to equip its services with all the addon facilities that any airline globally would provide, such as through check-in, interline arrangement with airlines globally on both passenger and cargo, providing seamless service, choice of fares and at a later stage participate in global airline alliances."*