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Implicated with e-commerce, Oman air has launched its electronic e- booking, by which flights can be booked directly by the travelers. This service can be access through Oman Air's website - www.omanair.aero.

The Commercial Division in the Company stated that establishing e-booking, imitate Oman Air's strategies operating comparably with the new trends cultivated by the government in this regard, as well as conceptualizing our services according to the market indications".

Offering the ultimate and convenience to busy, modern travelers, the internet based "Web Booking Engine" allows travelers to book seats and pay for electronic tickets by credit cards".

The Commercial Division also added pronouncing "E-ticketing is currently available only to selected cities, including the destinations of most frequent travelers such as, Salalah, Dubai, Mumbai, Delhi, Chennai, Kuwait and Cairo. The service will be extended throughout Oman Air's network by the end of 2006".

"From the marketing prospective, e-booking will encourage more travelers, especially frequent travelers, as this new adopted technology will facilitate booking and ticketing transactions. Thus, travelers will only need to go to the airport, show picture identification and be issued a boarding card for the designated flight. As for our "Sindbad", Frequent Flyer Programme members, privileges can be obtainable by simply logging in their membership numbers when proceeding formalities of their e-booking", they concluded.

From the management's standpoint, e - booking will assist Oman Air to operate in a cost effective manner. Undoubtedly, launching this state of the art option for Oman Air's passengers enhances convenience, while delivering a more cost effective process to the airline. E-ticketing symbolizes an additional promote to the website of national carrier, supported by means of the agreement signed with Sabre Holdings, to sustain from the technical concept, Oman's national carrier being a customer friendly airline.