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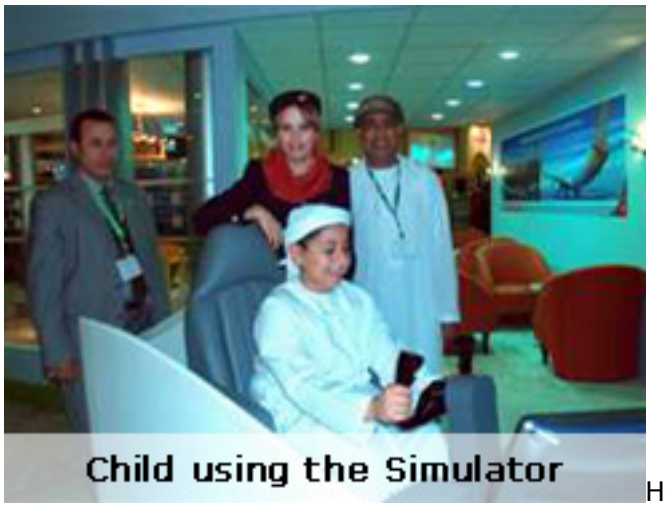
Oman Air has participated in the 13th Arabian Travel Market (ATM) held in Dubai during the period from 2 - 5 May 2006. The ATM, one of the biggest tourism and travel exhibitions, has achieved remarkable growth with relation to the number of visitors participating from different parts of the world, in which provide evidence, of its prestigious status world wide. This year's assembly witnessed significant new activities, and the signing of numerous imperative deals up to the last day.

Commenting on the participation, Mr. Usama bin Karim Al Haremi, Manger Corporate communications and Media said "Our participation this year was successful and prolific. Oman air's stand and the Boeing flight simulator attracted vast numbers of visitors. The objective was using the event as a platform to unfold our new services, including tour packages to destinations on our network, also promote the unmatched tourist attractions in Oman, and initiated our products and packages to inbound and outbound tour operators, wholesalers and visitors. The visitors were to a large extent interested to obtain Oman Air's booklets and brochures on the tourist attractions in Oman, whilst experiencing the Omani famed hospitality. Oman Air's 100 sq meters stand was expedient to signify our prospect strategies in the course of the expansion of our operations".

In his statement, Al Haremi added "The figures of the World Tourism Organization have shown promising tendency in relation to the tourism industry in the Middle East valued at 148 Billion US

Dollars, or 6.9% of the total revenue. Tourism and travel industries in the region represented 4.10% of the total revenue, ensuing the acceleration of regional economy. It is worth stating that the design of Oman Air's stand, the initiatives employment were well esteemed by all participants, visitors as well as the exhibit organizers."



He further said "TM granted us a significant interaction with members of the travel and trade industries on a global level. Oman Air's stand was attended by members of our resourceful staff, to control the flow of the mounting numbers of visitors. The extensive international media coverage assisted us exposing our strategies, also promoting our tourist packages all over the world. This year's exhibition witnessed a greater number of media presence (836) with a raise rate of 25% compared to last year's figures."

He concluded saying "This was a demonstration introducing GCC to the world. ATM became the most prominent tourist market. It is on the rise every year, in which exposes the region's tourism industry growth. In addition, all internationally recognized tourism organizations worldwide have shown interest in the Middle East as one of the main targeted markets. This was apparent, as another trade visitor record with some 12,067 industry professionals attending in the first three days of the event – an 11.45% increase on the 2005 event."

ATM, yet again succeeded this year in attracting 111 new participated exhibitors for the first time representing different countries such as Japan, Poland, and Ireland. With this, the total number of participants reached to 1750 using the exhibition whereby, an exhibit area of 22437 Sq meters was occupied promoting about 50 Official institutions from 59 countries, showing a growth rate of 39% compared to the last year.