



## Oman Air Supports Salalah Tourism Festival 2011

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Oman Air has announced being the Official Carrier and Diamond Sponsor of this year's Salalah Tourism Festival. The festival, which runs from the 1st of July to the end of the same month, celebrates the unique history, culture and climate of the Sultanate of Oman's most southerly Governorate. Due to its exceptional natural phenomena, Dhofar is considered as one of the most arresting areas for tourists particularly in autumn, where the temperature ranges between 15 to 22 degrees Celsius.

Usama Bin Karim Al Haremi, Head of Corporate Communications and Media at Oman Air, said:

"We are very pleased to once again be playing a pivotal role in promoting Dhofar Governate in general and Salalah Tourism Festival in particular. The Salalah Tourism Festival is a wonderful window on the amazing history, culture and traditions of this breathtaking region of Oman and, between July and September, we are offering some superb deals. Travelers from throughout the AGCC area and beyond will be given the opportunity to experience the Khareef. This monsoon season is unique to the area, bringing lush greenery, bright flowers, waterfalls, and relief from the heat."

Hundreds of thousands of AGCC nationals are preparing to head to the green hills and valleys of Salalah, the principal town of the Governorate of Dhofar. Located between the blue waters of the Arabian Sea and the spectacular, precipitous mountains, beyond which lies the vast desert of the fabled Empty Quarter, it is the only area of the AGCC where people can escape the desert heat in the summer and experience the relief of rain

Along with the Festival, Oman Air will also be promoting the wider attractions and superb facilities of Dhofar, which is also famed for its many archeological sites and ancient Frankincense trade.

Usama Bin Karim Al Haremi added:

"Oman Air has sponsored this event since its inception and we are proud to be helping to boost domestic tourism through our support of various forums and events held throughout Oman. This initiative is part of the national carrier of Oman's efforts to develop greater levels of in-bound

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tourism and it again signals our strong commitment to building a solid AGCC-wide tourism proposition.

I invite everyone to make the most of our latest, great-value promotional packages, to come to Oman and experience our wonderful hospitality, as well as learn what this wonderful country has to offer over the summer months. "



I would also encourage people to take a twin-centre holiday, so they can go to see the Salalah Tourism Festival and then come to Muscat for a few days. This will not only offer them the opportunity to see Oman's beautiful and historic capital for themselves, but also to experience the diversity of history, culture and landscapes that Oman has to offer. Join us for a uniquely enjoyable journey to a very special destination."