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## Oman Air And Ministry Of Tourism Launch Major Marketing Campaign In UK

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Spectacular images showcasing Oman in the United Kingdom form part of a major new marketing campaign by Oman Air and the Ministry of Tourism.

Her Excellency, Dr Rajiha Abdul Ameer Ali, Minister of Tourism said “the joint campaign which will run for six months reflected a shared view of the importance of the United Kingdom to Oman’s business, trade and tourism sectors”.

The campaign will see fresh motivational images of Oman at strategic locations in London, complemented with a wide range of print and web-based promotions.

Her Excellency said “our objective is to build awareness in Oman as the destination of choice for cultural, nature and adventure tourism in the Middle East. The campaign is additional to our on-going marketing efforts in the United Kingdom” the Minister said.

Oman Air commenced London Gatwick services in November 2007, and will increase from six to daily services from October 2008.

Peter Hill, Oman Air’s Chief Executive Officer said “the United Kingdom market is vital to Oman Air’s international strategy and we will look to position our new aircraft on the sector as soon as possible. The joint campaign will assert Oman Air’s competitive advantage as the only non-stop service between London and Muscat” he said.

He added “our network expansion and Oman’s tourism growth are closely linked. I am sure our joint campaign will be a useful pilot for how Oman Air and the Ministry of Tourism will work together in other international markets.”

