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Oman Air Announces Successful Participation at STF

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Oman Air announced its successful participation at the recently concluded Salalah Tourism Festival, which is considered to be one of the region's premier events. The Festival that coincides with the annual monsoon season is a big attraction to Western visitor, though the vast majority of the tourists are from Oman, the rest of the GCC and the Middle East. More than one million and half people turned up for this year's Salalah Tourism Festival, figures show.

Oman Air held many events and weekly raffles at its site at the Festival Ground, which added more colour and gaiety to the festive atmosphere.

On the 23rd of July, Oman Air organised a special event that was witnessed by hundreds of people to commemorate the Sultanate's 41st Blessed Renaissance Day, which marked Oman's rebirth as a nation. A historic day on which the modern Renaissance in the Sultanate began, and His Majesty Sultan Qaboos Bin Said announced the beginning of a new and glorious era on July 23, 1970.

The event offered visitors the opportunity to take part in a range of activities and to win prizes - which for the lucky winners meant taking home return tickets between two of Oman Air's 40-plus destinations.



Uzma Bin Karim Al Haremi, Head of Oman Air's Corporate Communication and Media commented:

"This event has been a wonderful opportunity for us to join up with our customers and the general public to celebrate The Renaissance Day, also to participate fully in The Salalah Tourism Festival, which Oman Air is proud to be the Official Carrier and Diamond Sponsor. Apart from entertainment activities, the festival attractions included exhibitions, child and traditional villages, and cultural shows. Most of the activities were staged in the Municipality's Entertainment Centre.

"As well as being a lot of fun, the event has been a great opportunity for us to engage with local people and to show our appreciation for all their support and encouragement."

"We would like to thank all those who joined us and we look forward to continuing our support of the Salalah Tourism Festival, as well as other events that play a key part in the life of the Sultanate of Oman."

The Salalah Festival began on 1st July and ran until the end of the month. It is held every year to coincide with the Khareef, the monsoon season, which is unique to this southern tip of the Arabian Peninsula, bringing cool relief from the heat of the Gulf summer. In recent years, Salalah has become a popular destination for tourists on luxury holidays.

This year, STF attracted more visitors than ever before; hence Oman Air increased the number of its flights between Muscat and Salalah to meet the demand. Also, the carrier has introduced a special low offer of RO 51 for the Muscat Salalah sector.

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