

Oman Air Wins Four Categories At The Oman Tech Awards

Date: 16 May 2016

Oman Air has won four prestigious awards at the first Oman Tech Awards, held in Muscat on 2nd May.

The national carrier of the Sultanate of Oman won the E-Commerce award in the Websites category, the Travel and Tourism award in the Apps category, and the Government award in the Social Media category, in recognition of Oman Air's Facebook page. The airline also won a Special Award for Best Social Media Campaign of the Year, following the success of its National Day campaign in November 2015.





Mohammed Al Shikely, Vice President Marketing for Oman Air, said:

“We are thrilled to receive these prestigious accolades, especially in the face of such strong competition. Oman Air pursues a vibrant and engaging digital communications strategy, and it is extremely satisfying to receive acknowledgement from such a respected body as the Oman Tech Awards.

“As customers increasingly seek information, communicate and make purchases using technology, it is vital that businesses make effective use of websites, social media and apps. That is why Oman Air has redesigned its website and made it available in both English and Arabic. We have launched Oman Air apps which enable customers to book flights, manage their bookings and purchase additional products and services. And we manage a thriving range of social media platforms, via which we are able to engage with our customers, keep them informed of the latest developments and seek their views about every aspect of our operations.

“Furthermore, digital communications are playing an increasingly important part in the passenger experience. Customers can book their tickets online and check-in online up to 36 hours before departure. They can even stay connected at 35,000 feet, thanks to Oman Air’s pioneering mobile phone and wi-fi connectivity service, WY-FI.

“The four awards that Oman Air has received at the Oman Tech Awards demonstrate that we are not just responding to technological change: we are helping to lead the way. On behalf of all my colleagues at Oman Air, I would like to thank the judges, the organisers of the Oman Tech Awards and the Information Technology Authority, under whose auspices this wonderful event was held.”

The Oman Tech Awards aim to identify nationwide talent both within the Omani and expatriate communities, and to reward the best talents working in the areas of websites and portals, apps, blogs and e-campaigns/social media. They also aim to provide an opportunity to share information and experiences drawn from the technology sector, and to encourage young people to participate in the field of e-technology.

The Oman Tech Awards is the first event of its kind to be held in the Sultanate and is already regarded as Oman's leading technology event of the year. The Awards were established with the intent of providing a focus for the realisation of His Majesty Sultan Qaboos Bin Said's vision of transforming Oman into a sustainable knowledge based economy and setting an economic vision towards 2020.

Source URL:

<http://www.omanair.com/about-us/press-releases/oman-air-wins-four-categories-oman-tech-awards>