



Home > about-us > press-releases > oman-air-distinguished-presence-atm-2007-kick-tomorrow

## Oman Air, Distinguished Presence At ATM 2007 To Kick Off Tomorrow

Date: 29 Apr 2007

Oman Air is participating at the largest travel event in the Arab Gulf Countries, and the only one to serve the whole Pan-Arab region. The long established Arabian Travel Market (ATM) is entering its fourteenth year as a foremost regional industry forum for inbound, outbound and intra-regional tourism, attracting international representation from all over the world. ATM 2007 is being held during the period from 1-4 May 2007, at Dubai International Convention & Exhibition Centre (DICEC).



Ziad Bin Karim Al Haremi, Oman Air's Chief Executive Officer said that the Sultanate of Oman continues to maintain a strong presence and focus in this Travel market. Once again under the umbrella of Sultanate of Oman's Ministry of Tourism, Oman Air is participating with an attention-grabbing stand at this leading industrial event. The Arabian Travel Market is more than an exhibition, where the comprehensive event programme gives delegates the opportunity to network, learn and keep up-to-dates with industry news and company launches. Oman Air, the national carrier of the Sultanate of Oman is planning to operate long-haul routes to European destinations such as London, Frankfurt, Munich and Milan and in Asia to Bangkok, Singapore, Kuala Lumpur and Jakarta, and surely the ATM 2007 provides a platform uniting key market players from the six continents, and bring together a strong range of travel suppliers, making the event well-off with diversities.

"Unquestionably the ATM attracts influential buyers who have significant spending power from all over the world, and it is the best show in the Middle East to highlight the persisting expansion of the tourism industry throughout this region, as well as the increasing value of the outbound market, with new destinations seeing the Middle East as a key target market. One of the permanent successes of ATM is its ability to bring new opportunities to the inbound and outbound markets, and the inclusion of first-time exhibitors. ATM is dedicated to unlocking the business potential within the Middle East and Pan Arab region. One event, with unlimited destinations determined to help participants to explore new destinations with a variety of tourism services" Al Haremi added.

Corporate Communications and Media Department acknowledged that the Arabian Travel Market is collectively standard as the leading travel industry event for the Middle East and pan Arab region, and since the show was first launched in 1994, ATM has repeatedly recorded growth averaging 10% per annum. This year the demand sustained and guarantees the 14th ATM edition to be a success they

said, noting it is featuring around 2000 exhibitors from over 59 countries. In conclusion Corporate Communications and Media Department in Oman Air assured Omani Media outlets wishing to cover this important event, that the communication facilities provided in the media centre ensure journalists daily coverage for the event across the world. ATM 2006 was attended by 974 media representatives - up 29% than 2005 - with nearly a third travelling from overseas.

---

**Source URL:**

*<https://www.omanair.com/about-us/press-releases/oman-air-distinguished-presence-atm-2007-kick-to-morrow>*