

Oman Air Holds Regional Sales Meeting in Salalah

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Abdulrazaq Alraisi
General Manager Worldwide Sales

Oman Air conducted a Regional Sales Review Meeting in Salalah for the Gulf, Middle East, and the Asia Pacific regions. This followed the first meeting that was held earlier during the month of January in which all Country and Sales Managers were briefed on the Sales Strategy for 2010. The National Carrier of the Sultanate of Oman saw a sharp surge in passenger numbers with 57% increase over the same period last year. The combination of an impeccable service and the destination choices along with the attractive sales packages that are offered from time to time, Oman Air has been able to retain its loyal patrons as well as add more to its steady and growing customer base. The Regional Sales Meeting in Salalah was held to discuss the sales performance against budget for the year to date, review progress to date against the objectives set at the last meeting and to discuss and share ideas on how to further improve the Sales Performance.

Abdulrazaq Alraisi, General Manager Worldwide Sales, Oman Air said that the positive figures posted for the first three months of this year highlight the successful strategies put to practice by Oman Air.



“Improving the performance is an ongoing process and the best way we achieve that is by evaluating ourselves continuously against the targets set. We worked with various new strategies and plans for

2010 which have yielded good results and have been able to achieve a marked increase in the volume of sales. Our focus on identifying new channels of distribution also helped us in a big way.”

Abdulrazaq Alraisi further added:

We chose Salalah because we wanted to give the sales teams working outside Oman a glimpse of this beautiful place. When they see for themselves the verdant beauty of this place, selling the same becomes much easier. With the Khareef season coming up, and the resulting tourists’ arrival to Salalah, we expect this Regional Sales Meeting to bring in tangible results.”

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