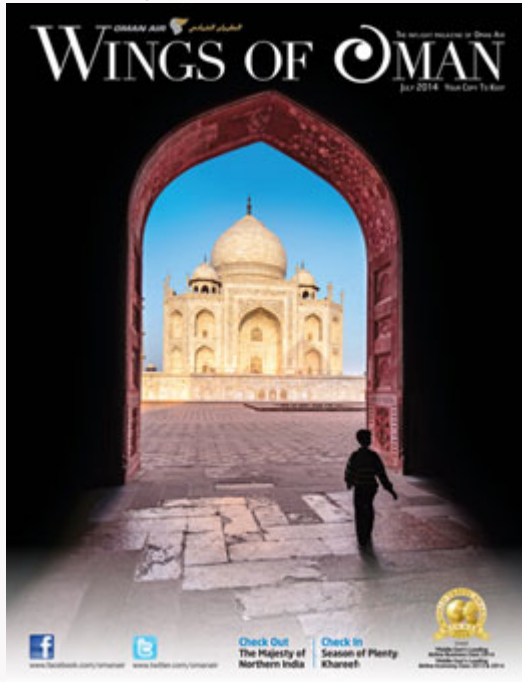


Wings Of Oman July 2014: Khareef Season Is Here!

Date: 1 July 2014



Oman Air's latest Wings of Oman magazine showcases why the Dhofar region in southern Oman is absolutely the place to be this summer.

The reason for this, of course, is that it is Khareef season. This is a time when, due to the annual monsoon, Dhofar and Salalah's mountains, valleys, coastlines and interior become soaked in rain and shrouded in mist – presenting travellers with an enchanting world of natural greenery, water and blissfully cool temperatures. Wings of Oman profiles this much-loved natural phenomenon in this month's lead feature, and also describes some of the cultural-historical experiences on offer in the region.

For its 'Check Out' international destination feature, Wings of Oman looks at the truly majestic region that is Northern India. The traveller to these lands comes face-to-face with a glorious array of art, design, architecture, dress, cuisine, spirituality, languages, lifestyles and history. To call this place the cultural capital of world is no overstatement. Every serious traveller must explore this area at least once.

The Wings of Oman 'Must See: Oman' page showcases Balad Sayt – the mountain village located just over 200 kilometres west of Muscat that is an exquisite example of what 'Old Oman' was like.

Then, the 'Body & Mind' feature looks at diets and eating plans for weight loss, a healthy heart, and diabetes management; and the 'Business & Tech' feature looks at how business owners can make the most of their product's Unique Selling Propositions.

Wings of Oman also includes a three-page diary of events currently taking place around the world. It

also features an 'Omani Souvenirs' page, 'Fashion & Trends' section, 'World View' photography page, and a very special 'Oman View' page, featuring talented Omani artists and photographers. There is also a 'Travel Guide' section, and pages containing the latest news from Oman Air.

Wings of Oman, the in-flight publication of the Sultanate of Oman's national carrier, Oman Air, is produced and presented every month in both Arabic and English by the Corporate Communications and Media Department of Oman Air, in association with National Publishing and Advertising (NPA). Every month 21 000 copies of Wings of Oman are circulated.

The recently re-designed Wings of Oman was the result of a collaborative effort between the editorial and design team of one of Oman's leading publishing houses, National Publishing and Advertising (NPA), and the Corporate Communications and Media Department of Oman Air. Readers can look forward to navigating their way through a magazine that is truly entertaining, up-to-date, and relevant to their modern-day lifestyles.

The magazine's readership includes an eclectic mix of on-board business and leisure travellers. Wings of Oman also gets distributed on the ground to all the Oman Air offices at the international destinations it flies to - as well as offline agents across the Middle East, Africa and Europe; government officials and embassies throughout Oman; the Oman Tourism offices; leading local and international hotels; and important travel shows around the world.

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