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Oman Air To Showcase At ITB 2009 “Total Luxury” Business Class Product Unveiled

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Oman Air will participate at ITB Berlin 2009, the world’s largest and most important tourism trade fair, which is set to launch on March 11. With approximately 11,000 exhibitors, ITB 2008 attracted nearly 180,000 visitors, of which 110,000 were from the travel trade and the balance consumers. Peter Hill, Oman Air’s Chief Executive Officer will head the Company’s delegation to the event.



Peter Hill said, “ITB Berlin is the single most important trade event in our calendar, and provides a unique opportunity to meet current and new business partners from every corner of the globe. This year we will be introducing the new face of Oman Air to the world’s travel trade and media. Our focus will be on our new in-flight product being introduced with the arrival of our first Airbus A330-200 aircraft, scheduled to join our fleet in August 2009. The star attraction on our Stand will be the unveiling of our all-new Business Class seat, which has been custom-made to our own exacting

specifications and which we believe will raise the bar once again in Business Class seating”.

With the amount of investment being made in numerous tourism related projects over the next few years in Oman, ITB is the ideal place for all stakeholders in the local travel trade to showcase their various products to overseas buyers. Oman Air is looking forward to entering into a number of new business relationships with selected travel companies, to encourage more tourists to travel to Oman and discover the wealth of experiences the country has to offer.

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