

Home > about-us > press-releases > oman-air-new-branding-catch-attention-atm-2008

## Oman Air New Branding Catch The Attention At ATM 2008

Date: 15 May 2008

Usama Bin Karim Al Haremi, Head of Corporate Communications and Media in Oman Air said Oman Air has made the most of its strong participation in The Arabian Travel Market. A successful partaking by the national carrier of the Sultanate of Oman was witnessed at ATM 2008, which is an important international event, allowing significant interaction between members of the travel and trade industry on a global level. He stated that in order to keep up with the pace of development and to ensure future investment, Oman Air will continue to focus on participating at global trade events such as the ATM, as part of measures to promote Oman as a leading global tourist destination, noting that the Middle East has a bright future, where massive development is being undertaken over the whole region and all eyes seem to be turned towards tourism.



We have participated with a unique stand occupying 150 sq meters area, a 50% larger than last year's that we believe signified our prospect strategies in course of the forthcoming growth of our operations, and fruitfully highlighted all the essentials and mechanism of the recently launched Brand "Oman Air" he added. Our participation was aimed at local, regional, and global investors, where each day was an important business day for us at the event. Important business discussions were held with trade visitors, where Oman Air marketing campaigns are carefully targeted at selected markets in order to obtain the maximum returns for the country. We highlighted our latest products, announce our newest routes and presented our superb Omani hospitality, as well as unveil details of our summer capacity expansion. An enormous volume of enquiries was received from buyers, and the public came in vast numbers too, he notified.

Al Haremi notified that The Middle East is the fastest growing and most dynamic travel and tourism market in the world and obviously, tourism has become the region's fastest-growing non-oil sector and will continue to impact economic development in regional countries in the years to come. Tourism he said is one of the fastest growing service sectors in the Omani economy. The Sultanate of

Oman is considered one of the world's fastest growing holiday destinations, and is perhaps the most naturally endowed country in the region that provides the "authentic Arabian" experience with a perfect blend of the ancient and the modern. Oman has successfully marketed itself as an alternative tourism spot and has kept a solid grip on its heritage and culture.

Head of Corporate Communications and Media in Oman Air notified that The Arabian Travel Market 2008 witnessed its largest ever exhibitor base of 2,208 participants from 70 countries - an eight percent increase on the 2007 edition. Floor space bookings from international representatives in Asia, the Americas, Europe, and Africa had grown by 10 percent, with Middle East companies increasing their allocation by five percent. The 2008 show also launched with close to 90 new-to-market exhibitors, as well as increased space uptake from over 62 national tourist bodies with products and services representing 70 countries, including show debutants Bangladesh, The Philippines, Djibouti, Georgia, Senegal, and Nepal. Over \$100bn worth of tourism development projects being showcased at Arabian Travel Market 2008, which was moreover a significant international media event, he concluded affirming.



**Source URL:**

<https://www.omanair.com/about-us/press-releases/oman-air-new-branding-catch-attention-atm-2008>