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Oman Air At The Arabian Travel Market 2008

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Oman Air will be participating in ATM 2008 to be held in Dubai. Universally recognised as the leading travel industry event for the Middle East and pan Arab region, The Arabian Travel Market serves the whole region, including all the GCC States. Celebrating its 15th anniversary, Arabian Travel Market, the premier regional business forum for inbound, outbound, and intra-regional tourism, is expected to attract this year over 23,500 industry players from over 100 countries.

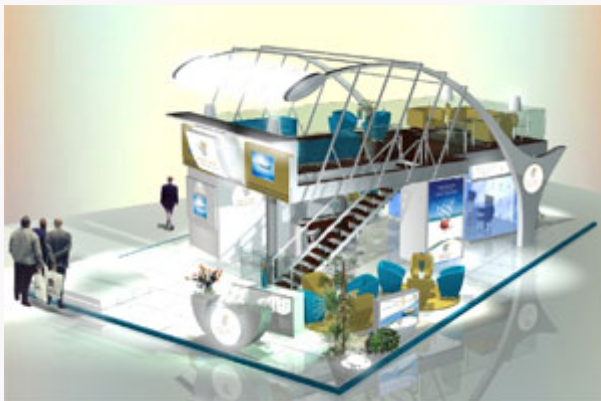


In this regard Abdulrazaq Bin Juma Alraisi, Senior Manager Sales of Oman Air said, being the national carrier of the Sultanate, Oman Air continuously emphasizes the need to project a positive image of the country. Oman is now firmly established as top international tourism destination, also becoming more and more as a popular destination for European, Asian and Middle Eastern vacationers, being very safe, peaceful, stable, and a modern country. He stated that tourism is quickly emerging as one of the pillars of His Majesty Sultan Qaboos' Government Vision 2020 plan for sustainable development. Oman Air's participation this year is based on the close cooperation between the Ministry of tourism and the airline, with the objective of using the event as a platform to promote the unmatched tourist attractions in Oman.

He added that the Arabian Travel Market is the region's leading travel and tourism networking and seminar event, dedicated to unlocking the business potential within the Middle East and pan-Arab region, offers four days of intensive meetings, seminars, press conferences, and social networking opportunities at the Dubai International Convention and Exhibition Center for the over 23,500 key industry players expected to attend in 2008. Our new attention-grabbing stand will reflect our new word-class brand in which we aim to position as one of the world's top airlines. It will be a good opportunity for Oman Air to unfold its new destinations, services, including tour packages to destinations on our network. Oman Air holidays team will also be readily available to discuss recent developments. Oman Air Holidays he said consistently endeavors to unravel Oman's beauty to the traveling public by arranging special packages and organising local tours show casing the Sultanate's un-spoilt beaches, stunning mountains and vast deserts. The package includes return air tickets,

hotel, and sight seeing tours for a variety of locations in Oman such as Muscat, Salalah, Khasab, Nizwa, Sur and many other exciting places.

Corporate Communications and Media Department of Oman Air notified that the Arabian Travel Market 2008, which is held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, and under the auspices of the Department of Tourism and Commerce Marketing, will run from May 6-9 at Dubai International Exhibition and Conference Centre (DIECC), where the first three days will be trade-only, with public invited on the final day. They said we are extremely optimistic regarding quality and quantity of participants, furthermore very confident that Oman Air's entirely new pavilion will draw a high level of interest from the travel trade industry. More than 100 stand-holders from 45 countries will be exhibiting, including Oman Air. They added that nearly 40 national tourist boards will be represented, and fourteen seminars will take place across the four days. Subjects will include human resources, medical tourism, the future of travel agencies, developing online booking facilities and the role of the Internet in travel marketing. The programme will consider issues from both regional and global perspectives.



Corporate Communications and Media Department of Oman Air stated that with close to 1,000 travel and tourism journalists attending ATM 2007, the numbers are expected to rise for 2008. The international and regional Arabian Travel Market advertising campaign will feature in 40 publications, in excess of 40 countries and translate into six languages. It is estimated that Arabian Travel Market trade advertising reaches over 800,000 key industry players. They affirmed in conclusion that the Arabian Travel Market provides local and internationally-based travel agents, tourism organisations and key industry decision makers, a wealth of opportunities to be a part of the latest trends and meet the global thought leaders in a highly flexible, face-to-face environment in which a wide range of sales and marketing objectives can be achieved.

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