

## Condé Nast Traveller Unfolds Its Annual "It List" Of The 10 Must-Visit Destinations.

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Yet again, Oman was chosen among the 10 best world tourist destinations for 2008 by concierge.com, the online destination for inspired travel website of Condé Nast Traveller, one of the world's prestigious and most respected widely read travel publication. Peter J. Frank, Editor-in-Chief of Concierge.com said, "Many of the destinations on this year's list have undergone a transformation".

Usama Bin Karim Al Haremi Head of Corporate Communications And Media of Oman Air stated that as per concierge.com



press statement released on Monday January 7, which was vastly circulated by Media outlets and specialized websites worldwide also transmitted by Reuters, they said that the destinations on their annual list of the top 10 "it" places share a few common denominators -- a new crop of hotels, protected natural appeal, and with enough substance to make a journey worthwhile. These places he added, coupled with new discoveries like Oman and Hainan Island, make for a great mix. The 10 best world tourist destinations are Mozambique, Africa - St. Lucia - Montenegro - Ecuador - Sicily - San Diego - Hainan Island, China - Oman - Puerto Escondido and the Oaxacan Coast, Mexico - Paris, respectively. A mention in Condé Nast Traveller Al Haremi pointed out is the kind of endorsement and publicity money cannot buy, and will go a long way in raising Oman's profile among its target market.

He enlightened that in its list of The 10 must-see destinations for 2008, concierge.com believed that Dubai might be the fastest-growing area in the Middle East and the main theater of operations for rival hotel groups, but Oman is becoming the destination



of choice for the more eco-minded, adventurous, and—dare we say—sophisticated traveler. The mix of beautiful beaches with sublime year-round weather, traditional cities that retain a genuine desert culture, and one-of-a-kind hotels is unbeatable. Must-stops include the Wahiba desert for sand boarding and camel riding, Muscat for the gorgeous Chedi hotel and the authentic souks, and the impeccably clean beaches. Check into the massive Shangri-La's Barr Al Jissah resort, pictured, in Muscat, which, despite three hotels that encompass 638 rooms and nearly 20 different restaurants, somehow does not feel overwhelming. High rollers should spring for the all-suite Al Husn section, with its own private beach. This spring Six Senses will open its first resort outside Southeast Asia on the secluded Musandam Peninsula, close to Dubai. The chic Zighy Bay will have 82 villas, all with private pools and butler service (natch); brave-hearted uests can arrive by paraglider. Next up: the 200-room Viceroy Sifah, sister to the Santa Monica property, pegged to open in 2011 with an equestrian center, marina, and 18-hole golf course.

Al Haremi enlightened that the American publication Conde Nast Traveler, is one of the most influential travel and destination guides worldwide. Armed with the slogan, "Truth in Travel" the Conde Nast Traveler turned the placid, fantasy-world of travel writing on its head when it launched in 1987. From the very beginning, Conde Nast Traveler quickly established a reputation as the one place readers could turn for the real scoop on travel. The magazine carried little of the fluff puff pieces on destinations that were then the staple of existing travel magazines. It was immediately seen as a serious challenger to the travel magazine market leader Travel & Leisure. Conde Nast Traveler Magazine is known for its insider travel tips, well-respected writers, and beautiful pictorials featuring some of the most scenic and inviting places in the world to visit. The magazine does not accept free travel and accommodations, and its correspondents, as far as possible, travel anonymously considered as one of the world's top. With a readership estimated at around 3 million wealthy and discerning travelers.

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