

OMAN AIR  الطيران العماني

# WINGS OF OMAN

The in-flight magazine of Oman Air



**MEDIA INFORMATION PACK 2019**





World's Leading Airline  
Economy Class 2016, 2017, 2018



World's Ultimate Service Award  
in Hospitality 2017



Middle East's Leading Airline  
Business Class 2016, 2017, 2018



Middle East's Leading Airline  
Economy Class 2016, 2017, 2018

## Oman Air: Flying High

Since it commenced operations in 1993, Oman Air has played a vital role in making Muscat a major traffic hub in the Middle East. In recent years, the airline has won several high profile awards and accolades.



## Wings of Oman: In-flight facts

- Reach over 700 000 Oman Air flyers per month (Over 8.5 million Oman Air flyers in 2018)
- No digital distraction! World-class English/Arabic travel content in print
- Free copy of Wings of Oman to all First Class, Business Class and Economy Class flyers
- Associate your brand with award-winning, luxury air travel, and premium-brand advertisers
- Air passenger numbers will double over the next 20 years (Source: IATA)
- In-flight magazines are read by 73% of air passengers (Source: TGI)



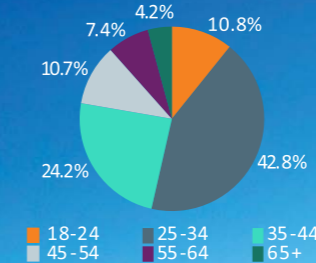
## Oman Air flyers

Gender Ratio



66% 34%

Age Profile



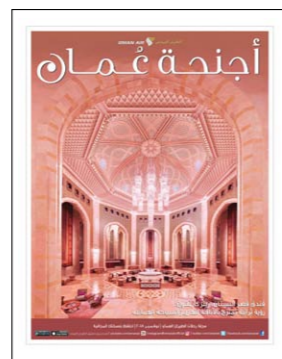
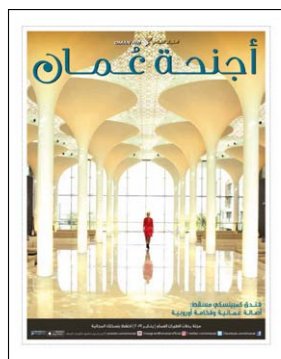
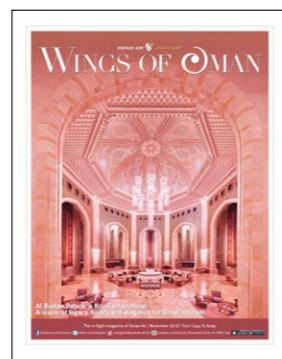
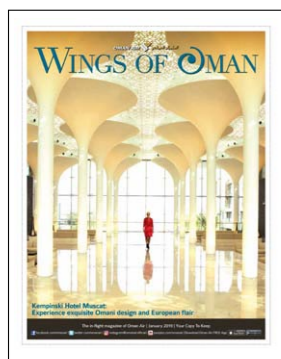
## The Wings of Oman experience

Wings of Oman magazine, the bilingual English/Arabic in-flight magazine of Oman Air, features an eclectic mix of lifestyle and travel-related topics – featuring the very best of what the international and local destinations that Oman Air flies to have to offer travellers, adventurers, and business tourists.

Every month, 28 000 copies of Wings of Oman are circulated to Oman Air’s on-board business and leisure travellers. The magazine also gets distributed on the ground to all of the international Oman Air offices; the Sultanate of Oman’s government offices and embassies; the Oman Tourism offices; local and international hotels; and important travel shows around the world.

Wings of Oman is produced and presented every month by the Corporate Communications and Media Department of Oman Air, in association with the leading Oman-based publisher, National Publishing and Advertising (NPA).

- Silky-smooth matt-finish on eco-friendly certified paper
- 100% ‘Made in Oman’
- Showcasing enriching experiences for travellers at all Oman Air destinations.
- Committed to promoting the creative talent of Omani nationals
- Dedicated to eco-friendly publishing processes
- Committed to establishing a rich, rewarding connection between readers, and your brand



## Wings of Oman: What's inside?



**Events Diary:** The world’s greatest festivals, events, and sports, taking place every month



**Must-see Oman:** Don't miss out on these cultural and natural landmarks when you come to Oman



**Global Travels:** Spectacular travel, at spectacular international destinations



**Discover Oman:** In-depth features on the Sultanate of Oman’s modern lifestyle and ancient heritage



**Landmark Luxury:** Icons of luxury travel from around the world



**Action & Adventure:** Brilliant Oman-based adventure tourism and eco-tourism activities



**Paths to Success:** Profiles on Oman’s top achievers



**Family Fun:** The best destinations for family travel - worldwide



**Heritage and Culture:** Treasures from Oman’s National Museum

### Arrivals to Oman

13% increase between 2018 - 2021 (ATM 2018)

### Hotel supply

Increasing by 12% annually to 2021 (ATM 2018)

### Oman Arrivals

Top Five Nationalities (Jan - Dec 2017)

GCC Nationals: 1,590,538

Indian: 322,362

German: 182,822

British: 177,273

Filipino: 87,564

(Source: Oman Tourism)

**Oman Hotels**  
 Omani Hotels received 1.53 million guests and generated total revenue of OMR 194.6 million in 2017 (NCSI report)



### New gateway to Oman: The Sultanate's new Passenger Terminal at Muscat International Airport

In early 2018, the brand new passenger terminal at Muscat International Airport officially began its commercial operations. Oman Air is now welcoming an increasing number of visitors through the terminal's doors – and proud to provide their flyers with new, unmatched levels of service, convenience, luxury, and Omani hospitality.

### Oman Air's Worldwide Destinations

Oman Air flies to over 50 destinations worldwide.

#### Europe:

- Frankfurt
- London
- Manchester
- Milan
- Munich
- Paris
- Zurich

#### Sultanate of Oman:

- Duqm
- Khasab
- Muscat
- Salalah

#### South Asia/Asia:

- Bangalore
- Chennai
- Colombo
- Goa
- Hyderabad
- Islamabad
- Jaipur
- Karachi
- Kathmandu
- Kochi
- Kozhikode
- Lahore
- Lucknow
- Malé
- Moscow
- Mumbai
- New Delhi
- Thiruvananthapuram

#### Africa:

- Cairo
- Casablanca
- Dar Es Salaam
- Nairobi
- Zanzibar

#### Oman Air code share flights:

- Addis Ababa
- Adelaide
- Amsterdam
- Athens
- Bali
- Beirut
- Belgrade
- Brisbane
- Hong Kong
- Johor Bahru
- Kota Bharu

- Kota Kinabalu
- Kuching
- Langkawi
- Male
- Melbourne
- Miri
- Penang
- Perth
- Phuket
- Seoul
- Seychelles
- Singapore
- Sydney

#### Gulf countries:

- Abu Dhabi
- Bahrain
- Dammam
- Doha
- Dubai
- Jeddah
- Kuwait
- Madinah
- Riyadh

#### Middle East:

- Amman
- Istanbul
- Mashhad
- Najaf
- Tehran

#### Far East:

- Bangkok
- Guangzhou
- Jakarta
- Kuala Lumpur
- Manila

**Over 8.5 Million:**  
 Number of passengers flying with Oman Air in 2017!



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