



International Travel & Tourism Exhibition
17-19 February, 2009

POST EVENT REPORT

Oman Travel Mart 2009

ORGANISED BY
Oman International Trade & Exhibitions – OITE
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EXHIBITION SUMMARY

- Venue:** Oman International Exhibition Centre, Muscat
- Dates:** 17 – 19, February
- Timings:** 10am – 1pm and 5pm – 8:30pm
- Profiles:** Inbound & Outbound Tourism
Medical Tourism
Tourism Property & Investment
Leisure & Incentive Tourism
Tourism Education
- Frequency:** Annual
- Entry:** Government Officials, Industry Professionals, Trade Visitors,
Travel & Tourism Enthusiasts and Travelers
- Inaugurated by:** H.E. Sultan bin Hamdoon Al Harthi
Head of Muscat Municipality
- Accompanied by:** Undersecretaries, Government Officials, Ambassadors,
Commercial Attachés, Dignitaries, Trade & Tour Professionals
- Ministry Participation:** Ministry of Tourism
Ministry of Heritage & Culture
Public Authority for Craft Industries
- Main Sponsor:** Oman Air

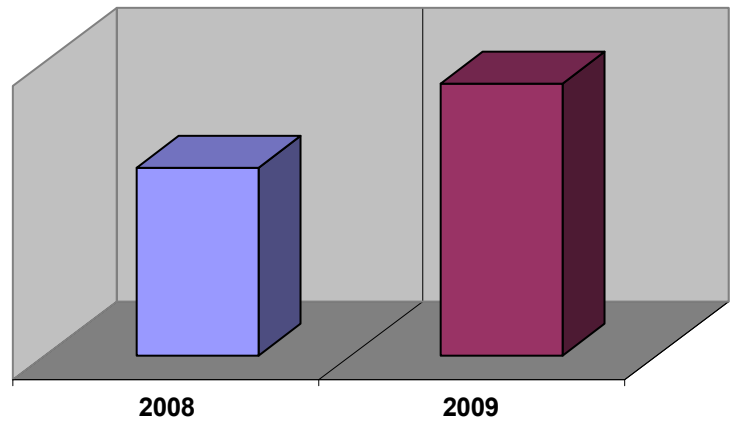
EXHIBITION HIGHLIGHTS

- Tourism project worth USD 1 billion undertaken by Dhofar Tourism Company in the town of Mirbat on the Salalah Coast was showcased.
- Air Arabia, the largest low-cost carrier in MENA region, announced fare cuts in Muscat – Sharjah & Sharjah – India routes as a special offer.
- TechTuners – UAE based travel technology company presented a complete range of software solutions.
- Airlines, Tour operators & Tourism Promotion Boards offered free holiday packages and attractive prizes.
- Zahara Travels – Oman's leading travel management company officially launched Oman's first exclusive “Web Travel Portal” for travelers in Oman and around the world.
- Musandam Sea Adventures, one of the leading tour operators in the Sultanate of Oman, launched two new yachts.
- The medical tourism pavilion catered to the growing demand of travel for treatment and rejuvenation purposes, providing an opportunity to get instant access to safe alternatives to medical, dental, cardio and surgical procedures in countries offering cost effective treatment at state-of-the-art healthcare facilities.
- Participation of leading companies from travel & tourism industry worldwide.
- Representation of over 10 countries from rapidly developing tourism markets.
- Participation from Austria, Thailand, UAE, Jordan, Bahrain, Egypt, Malaysia, Turkey, Iran & Indonesia showing their interest in the Omani travel & tourism industry.
- Showcase of the latest industry developments & services being offered to the potential prospects and affluent visitors.
- Exhibition was promoted & advertised through available print & online media's.
- Special invitations extended in order to facilitate participation of key decision-makers as well as consumers.
- Presence of trade delegates and industry experts from neighboring countries including others, pointing on Oman's geo-strategic significance across the region.

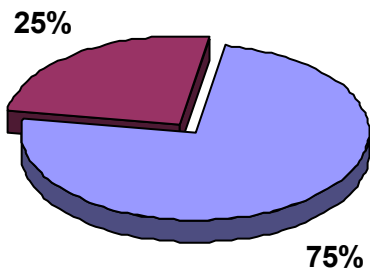
Exhibitors

Over 75 companies' representation was mainly comprised of 75% local market, promoting outbound & inbound tourism and 25% international exhibitors. The number of participation has increased drastically from 45 in 2008 to 75 in 2009, which underlines the growth & potential of the tourism industry in Oman.

Growth Analysis

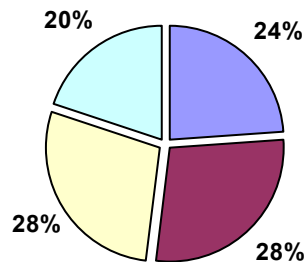


Demographic Analysis



■ Domestic ■ Foreign Representation

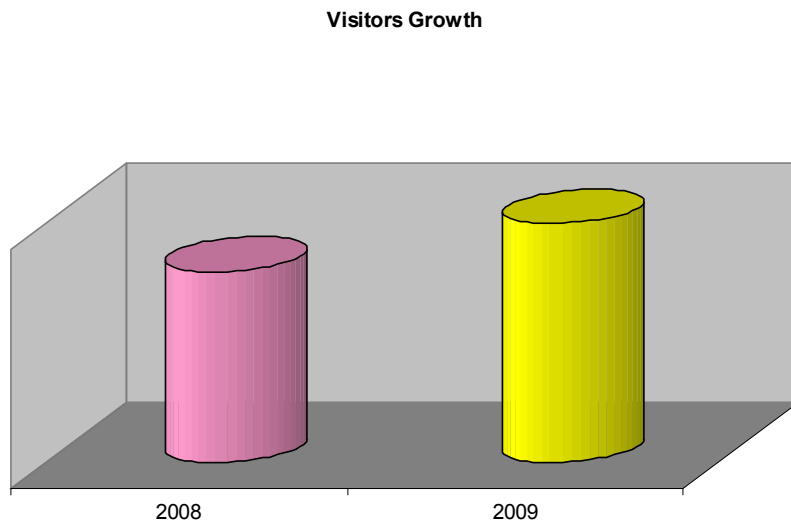
Quantitative Analysis



■ Tourism Authorities ■ Airlines & Transportation
■ Hotels & Resorts ■ Travel & Tourism Services

Visitors

Visitors flocked-in from Oman and mainly from the Middle Eastern region outpacing the total number of footfall increase of 25% as compare to OTM 2008.



EXHIBITION STATISTICS AT A GLANCE

- Total area of stands at the exhibition – more then 1,500 Sqm.
- Total number of visitors – over 10,000
- Total exhibitor personnel – more then 150
- Total number of VIPs, government officials – over 100
- Number of visiting press – 10 (both print & broadcast media)
- Travel & Tourism related institutions were also among the visitors



Website: www.oite.com/otm

For further assistance in confirming your participation at OTM 2010, please contact;

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