



Oman Travel Market - International Travel &
Tourism Exhibition 2008

POST SHOW REPORT

15th – 17th April 2008
Oman International Exhibition Centre, Muscat

ORGANISED BY:



AT A GLANCE

Oman Travel Market – International Travel and Tourism Exhibition 2008 in its 5th year has established itself as the important tourism event in the Sultanate. The event attracts a wide range of audience that includes travel agents, consultants, transport owners & operators (air, coach, car hire), customs & immigration, publicity associations or representatives from tourist authorities, tourism real estate experts, individuals interested in education, health, sightseeing, etc.

The event this year set out to increase the number of products and services and provided exhibitors with a greater number of quality travellers.

EVENT OBJECTIVE

Oman Travel Market – OTM, an annual, travel and tourism exhibition is held to promote Oman as a natural tourism destination & to attract tourists from all around the world as well as to offer various destinations to cater to the fast growing net worth consumers in Oman for their travel and leisure needs.

HISTORY

International Travel and Tourism Exhibition – OTM is being organized successfully from 2003. It has achieved numerous milestones as a driving force & catalyst of development of travel & tourism related industry of Oman.

DATES, TIMINGS & VENUE

Dates : 15 – 17 April, 2008
Timings : 10am to 1pm and 5pm to 8:30pm
Venue : Oman International Exhibition Centre, Muscat

SUPPORTERS & SPONSORS

Lead Sponsors : Oman Air
Diamond Sponsors : Etihad Airways
Gold Sponsors : Golden Tulip Hotels, Flamingo Hotel Management
Silver Sponsor : Muscat Duty Free
Official Newspapers: Al Shabiba, Times of Oman
Official Magazine : Oman 2day

EXHIBIT PROFILE

- Inbound / outbound travel agencies & tour operators
- Specialized medical, health & recreational centres
- Boarding – lodging, hotels, resorts, spa’s & cottages
- Tourism designated properties, real estate & projects
- Tourism promotion boards & destination management companies
- Airlines, cruise liners, road trips & excursion service providers
- Academic facilities & suppliers of travel & tourism related industry

COLLECTIVE EXHIBITOR RESPONSES

Participants liked the concept of making pavilions & appreciated the countries that were participating which shall result in more targeted crowd attraction & more business opportunities at the same time all exhibitors were inquisitive over local government support.

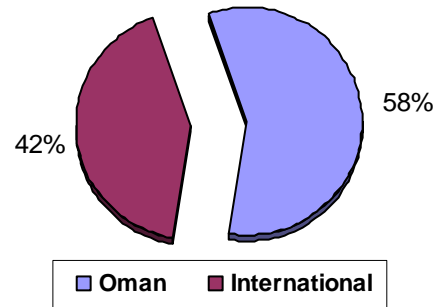
EXHIBITOR STATISTICS

- ❖ Total area of stands at the exhibition – more than 1,000 Sqm.
- ❖ Total exhibitor personnel – more than 150

OTM has tremendous potential, provided we keep attracting the right market & bring more international participation also by assigning strategic partners & working through several professional travel media’s & indispensable assistance of Ministry of Tourism.

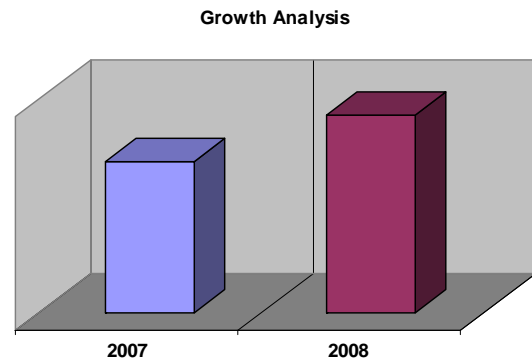
- **Local & International Participation**

More than 40% international companies exhibited in the rapidly growing travel & tourism market of Oman.



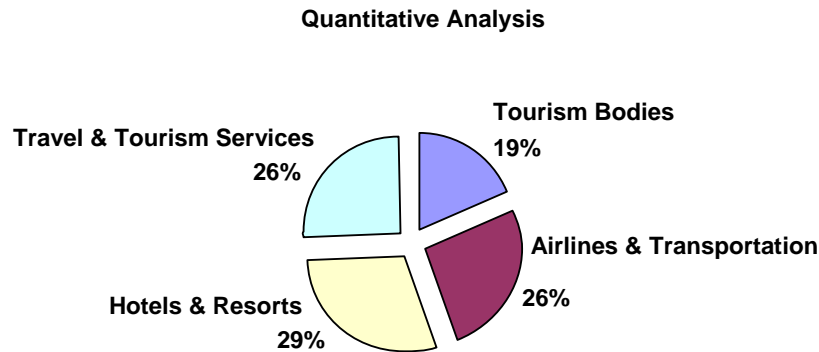
- **Growth of participants**

Nearly 10% growth in 2008, enticing more potential companies to participate.



- **Quantitative Analysis of OTM**

Tourism authorities, airlines & transports, hotels & resorts, travel & tourism service providers & others have participated in the following ratio;



• **Exhibitor Survey Results:**

- ❖ 85% of exhibitors were satisfied as the exhibition met their expectations
- ❖ 90% of exhibitors were satisfied with the enquiries they had by visitors
- ❖ 85% of exhibitors came to promote or increase their company profile
- ❖ 76% of exhibitors were satisfied with the promotions & media coverage
- ❖ 90% of exhibitors were satisfied with the cooperation & support of organizers
- ❖ 80% of exhibitors were satisfied with the duration of the event which is 3 days.
- ❖ 95% of exhibitors benefited from the seminar organized alongside the exhibition
- ❖ 85% of participants were interested to exhibit & remaining showed interest in sponsoring the next event in 2009 from 17 – 19 February.

VISITORS

- ❖ Total number of visitors – more than 4,000
- ❖ Total number of VIPs, Government officials – more than 100
- ❖ Number of visiting press – 10 including both print & broadcast media

VISITORS PROFILE

Travel agents, consultants, transport owners & operators (air, coach, car hire), customs & immigration, publications e.g. travel guides & magazines, publicity associations or representatives from tourist authorities, tourism real estate experts, individuals interested in packages for vacations, education, health, sightseeing, etc.

MAJOR ACTIVITIES AT OTM

OTM was inaugurated by H.E. Maqbool Ali Sultan, Minister of Commerce & Industry and H.E. Sheikh Mohammed Ali Al Qatabi, Minister of Fisheries. They were accompanied by Undersecretaries, Government Officials, local and regional authorities, Ambassadors, Businessmen, Entrepreneurs etc.

ADDITIONAL ACTIVITIES

Many programs were conducted by different country pavilions, signifying their rich culture along with the tourist destination to attract more visitors to their countries.

MARKETING & MEDIA COVERAGE

Advertising: in all leading newspapers (Arabic & English), magazines and the internet.

Public relations: dedicated campaigns through coverage in national media, prior, during and after the show.

Direct marketing: invitations to targeted industry professionals and organizations.

Telemarketing: effective follow-up through telemarketing to ensure more flow.

Collaterals: posters, brochures, fliers and other marketing communications.

Outdoor advertising: mupis & megacomms across Muscat to attract more visitors.

SMS campaign & Email shots: encouraged further target audiences to the event.

Media partners: leading media contributing to the marketing & coverage of the event.

Official support: support from Government & other bodies to add credit to the event.

AREAS MARKED FOR IMPROVEMENT

More international companies would be sought after to participate along with a specialized hosted buyer program to facilitate both the local & international participants. Local Government support is essential to make this happen.

OTM 2009

17th – 19th February 2009

Oman International Exhibition Centre