

# OMAN AIR الطيران العماني

# WINGS OF OMAN

The in-flight travel, luxury, lifestyle magazine of Oman Air



Visit us online!

[www.wingsofoman.com](http://www.wingsofoman.com)



Middle East's Leading  
Inflight Magazine 2019



9.8 Million:  
Passengers  
flying with  
Oman Air in  
2019!



## MEDIA PACK 2020



# 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.



World's Leading Airline - First Class



World's Leading Airline Rewards Programme



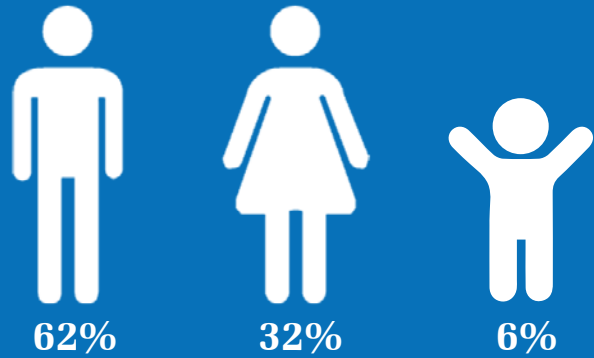
World's Leading Airline to the Middle East



World's Leading Airport Lounge - Business Class



## Gender Ratio



## Age Ratio

42.8%	Age 25 – 34
24.2%	Age 35 – 44
10.8%	Age 45 – 54
10.7%	Age 18 – 24
7.3%	Age 55 – 64
4.2%	Age 65+

## Nationalities: Top 15 (%)

1. India 36%
2. Oman 11%
3. Pakistan 7%
4. Great Britain 4%
5. Philippines 4%
6. Egypt 3%
7. Bangladesh 2%
8. Nepal 2%
9. Indonesia 2%
10. France 2%
11. Germany 2%
12. Saudi Arabia 2%
13. Sri Lanka 2%
14. Italy 2%
15. Malaysia 1%

## Passengers per month in 2019

815,684

## Number of passengers in 2019

9,788,204

## Average flight time

3.5 hours

## Passengers per sector

1. GCC Region: 36%
2. Indian Sub-continent: 30%
3. Europe: 12%



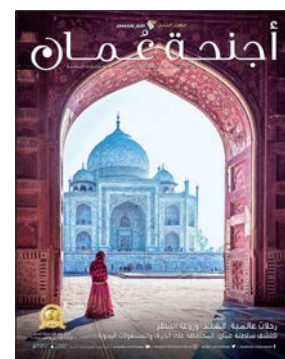
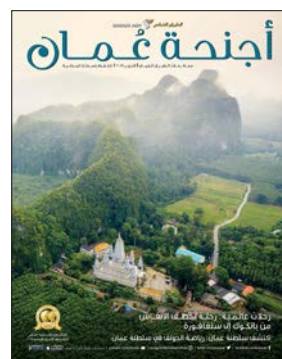
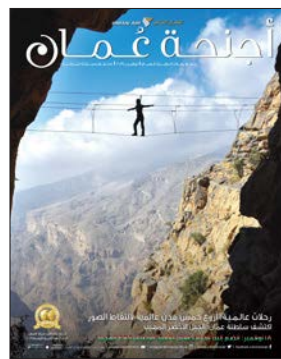
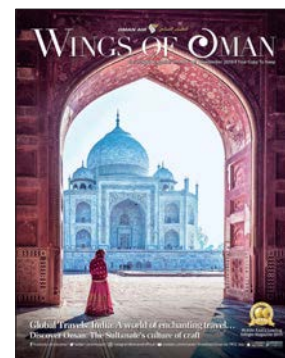
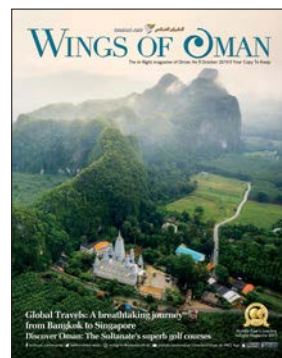
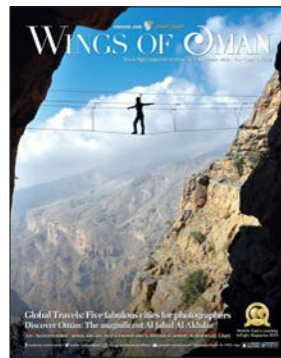
Oman Air: Passenger Info



## The Wings of Oman experience Travel, lifestyle, luxury

- ➔ Reach over 815,000 Oman Air flyers per month!  
(Over 9.7 million Oman Air flyers in 2019)
- ➔ Silky-smooth matt-finish on eco-friendly certified paper
- ➔ 100% 'Made in Oman'
- ➔ No digital distraction!  
World-class English/Arabic travel content in print
- ➔ Free 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)

Wings of Oman is the official travel, lifestyle and luxury magazine of Oman Air. Every month, 28 000 copies of the magazine are distributed aboard Oman Air flights flying to all of the airline's destinations across the globe. The magazine also gets distributed to all international Oman Air offices; the Sultanate of Oman's government offices and embassies; Oman Tourism offices; local and international hotels; and important travel shows around the world.



Previous editions

## Wings of Oman: What's inside?



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



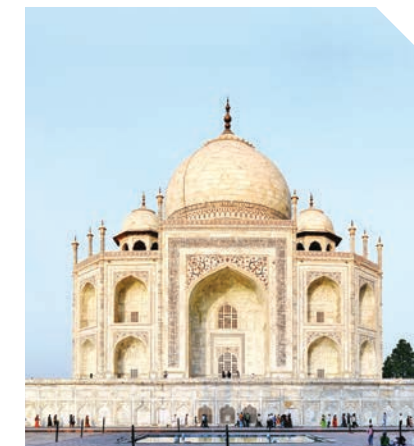
**Must-see Oman:** Don't miss out on these cultural and natural landmarks when you come to Oman



**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



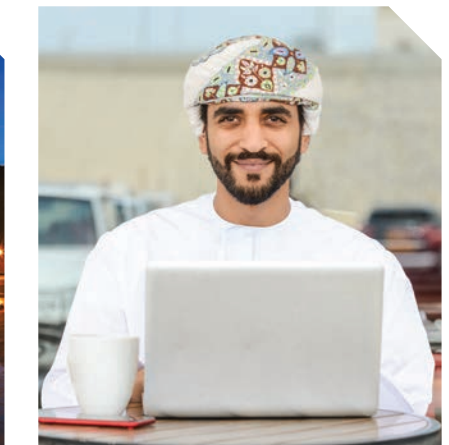
**Action & Adventure:** Brilliant Oman-based adventure tourism and eco-tourism activities



**Body & Mind:** Inspiration from Oman's top achievers



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



**Business Trends:** Paths to business success



## Wings of Oman: EDM Excellence

Wings of Oman is proud to present an exclusive Electronic Direct Marketing (EDM) opportunity to associate your brand with our award-winning travel, lifestyle and luxury magazine title.

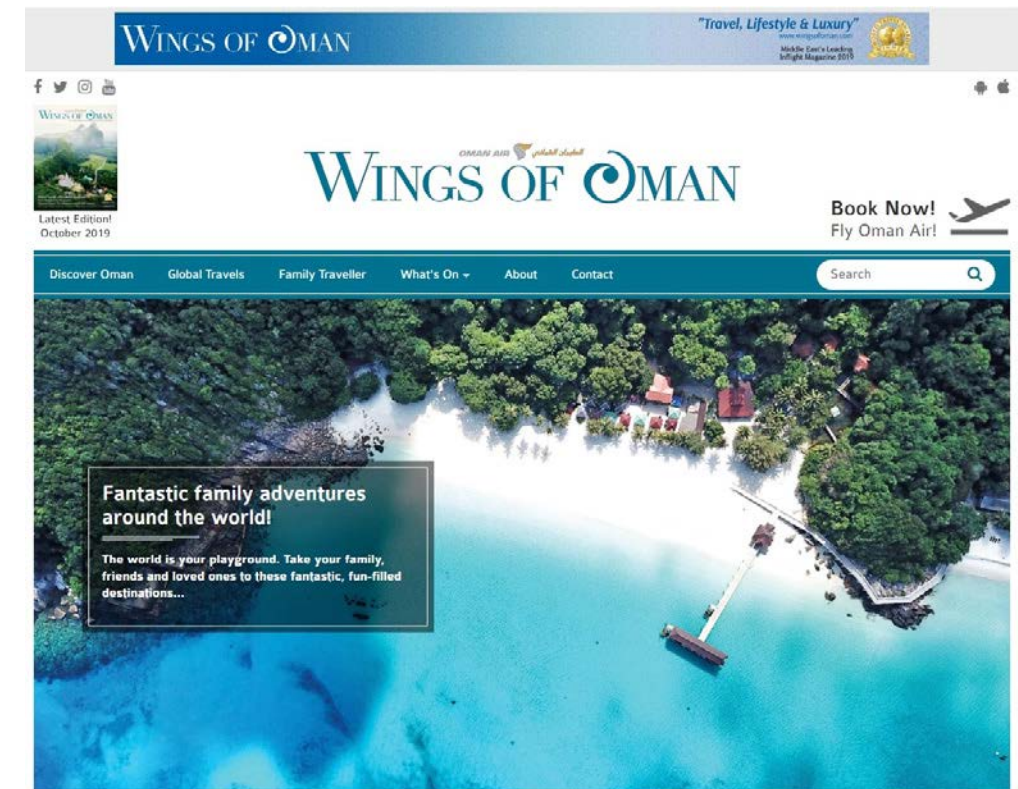
**Build brand loyalty, establish relationships, and increase sales as your Wings of Oman webmailer gets sent to a long a list of high profile professionals, decision makers and industry opinion leaders.**

- ✈ Links directly to your web and social media platforms.
- ✈ Delivered according to your promotions/ events, or product-release calendar.
- ✈ Brand association with Wings of Oman – “Middle East’s Leading Inflight Magazine 2019”



## WINGS OF OMAN ONLINE!

Launched in January 2019, [www.wingsofoman.com](http://www.wingsofoman.com) is a digital follow-on from fifteen years' worth of Wings of Oman print publishing excellence. Readers can scroll through the site on their smartphones, tablets or desktops, and experience the most beautiful and luxurious destinations in the world, and spectacular events.



Maximise your marketing efforts and showcase your brand daily to a growing number of unique users through the [www.wingsofoman.com](http://www.wingsofoman.com) banner ads portfolio...

- ✈ Increase world-wide awareness of your brand.
- ✈ Drive traffic to your site.
- ✈ Promote a new product or service.
- ✈ Build loyalty and earn trust.
- ✈ Associate your brand with trending topics.
- ✈ Embedded video options on website/flipbook.





**Arrivals to Oman**  
13% increase between 2018 - 2021 (ATM 2018)

**Hotel supply**  
Increasing by 12% annually to 2021 (ATM 2018)



**Gateway to Oman:**  
**The 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.



**Muscat International Airport**  
“Middle East’s Leading Airport 2019”  
“World’s Leading New Airport 2018”

**Oman Air flies to over 50 destinations worldwide...**

- Europe**

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

**Oman**

  - Duqm
  - Khasab
  - Muscat
  - Salalah

**Far East/SEA**

  - Bangkok
  - Guangzhou
  - Jakarta
  - Kuala Lumpur
  - Manila
- Middle East**

  - Abu Dhabi
  - Amman
  - Bahrain
  - Dammam
  - Doha
  - Dubai
  - Istanbul
  - Jeddah
  - Kuwait
  - Madinah
  - Mashhad
  - Riyadh
  - Tehran

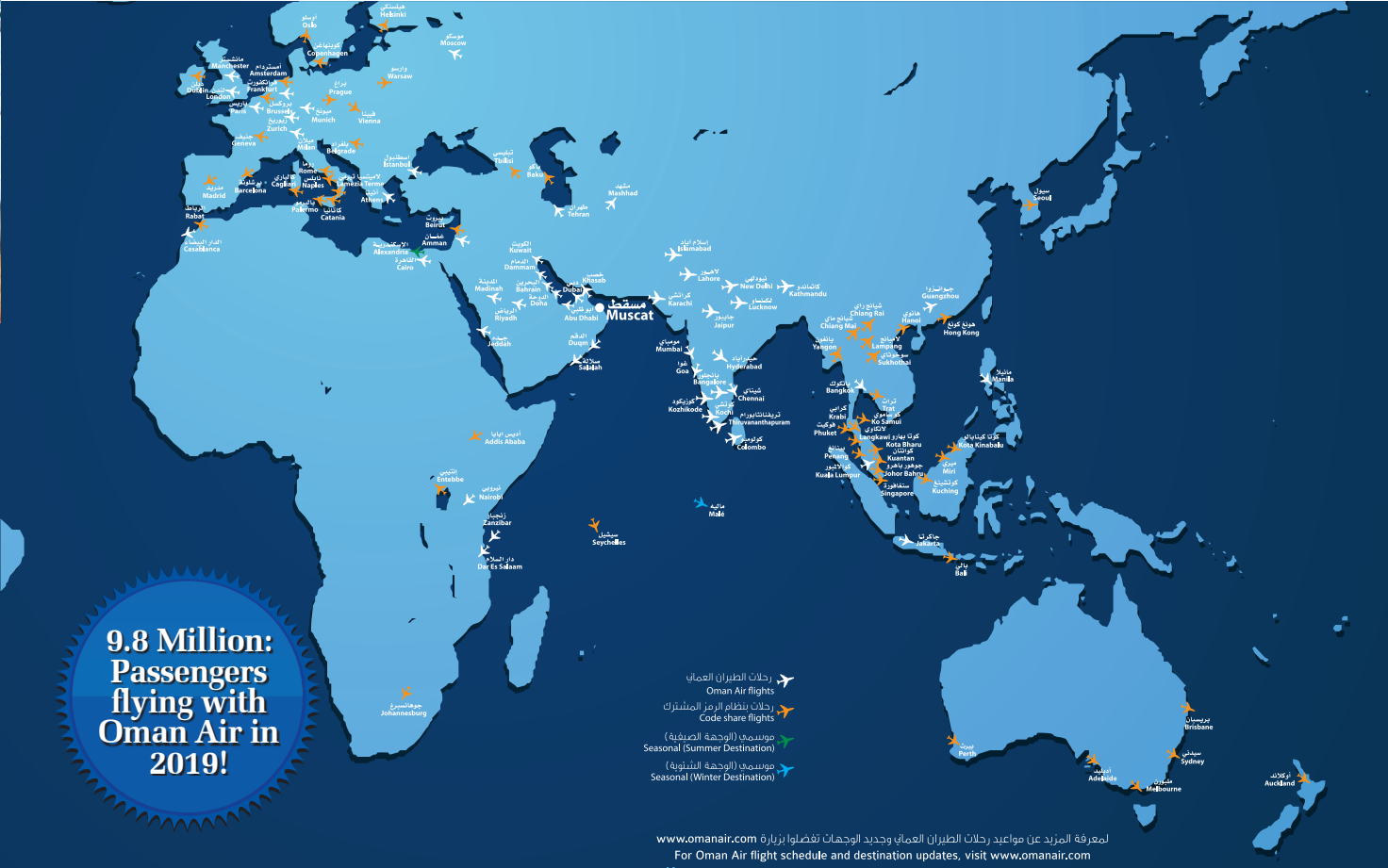
**Africa**

  - Alexandria
  - Cairo
  - Casablanca
  - Dar Es Salaam
  - Nairobi
  - Zanzibar
- Asia**

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

**Code Share:**

Addis Ababa	Hanoi	Naples
Adelaide	Helsinki	New York
Amsterdam	Hong Kong	Oslo
Auckland	Johannesburg	Palermo
Baku	Johor Bahru	Penang
Bali	Ko Samui	Perth
Barcelona	Kota Bharu	Phuket
Beirut	Kota Kinabalu	Prague
Belgrade	Krabi	Rabat
Brisbane	Kuantan	Rome
Brussels	Kuching	Seoul
Cagliari	Lamezia Terme	Singapore
Catania	Lampang	Sukhothai
Chiang Mai	Langkawi	Sydney
Chiang Rai	Madrid	Tbilisi
Copenhagen	Mahe Island	Trat
Dublin	Melbourne	Vienna
Entebbe	Miami	Warsaw
Geneva	Miri	Yangon





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