

Oman Air backs yacht race

OMAN, UAE: Oman Air is set to boost awareness levels in Europe with the sponsorship of Oman Sail's Arabian 100 racing yacht Majan.

By [Martina Lacey, M&M creamglobal.com](#) 8 Jul 2010

The Majan will take part in the transatlantic single-handed 6400km yacht race, Route du Rhum, later this year. Through its sponsorship of the yacht, Oman Air aims to boost awareness of the Oman Air brand and of the airline's services to France, Germany, and the UK.

The sponsorship is in line with Oman Sail's and the Ministry of Tourism's marketing strategies for Europe. The three will have an active role in the Route du Rhum project.

"Oman Air's sponsorship of the Route du Rhum blends well with our efforts to position both Oman as a destination of choice and Oman Air as an exclusive brand," said Peter Hill, chief executive, Oman Air. "The timing of the event coincides perfectly with France's premier travel trade show, Top Resa, which takes place towards the end of September, giving Oman Air, Oman Sail and the Ministry of Tourism the perfect opportunity to actively promote Oman as a business, trade and tourism destination."

Via www.mandmglobal.com

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