

Oman Air's FFP Unites With Shangri La Hotels And Resorts

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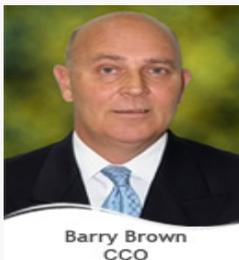


Oman Air's 'Sindbad' Frequent Flyer Programme has announced a partnership with Shangri-La Hotels and Resorts – Asia Pacific's leading luxury hotel group.

Shangri-La Hotels and Resorts, welcomes business and leisure travellers with award-winning Asian hospitality. The group comprises of 62 deluxe hotels and resorts in key cities throughout Asia and the Middle East in locations comprising Australia, China, Fiji, Hong Kong, India, Indonesia, Malaysia, Maldives, Myanmar, Philippines, Singapore, Sultanate of Oman, Taiwan, Thailand and the United Arab Emirates, with new properties under development in Europe and North America.

With this partnership, Sindbad members are entitled to 500 miles for every qualifying stay at any of the 62 Shangri-La or Traders hotels within the family of hotels around the world.

In addition, Sindbad Frequent Flyer Programme members who are also members of Shangri-La's Golden Circle guest recognition programme will receive additional Sindbad miles for each qualifying stay. Golden Circle Executive members receive 25% or 125 Bonus Miles and Golden Circle Elite member will be awarded 50% or 250 Bonus Miles. These miles can be claimed simply by providing the Sindbad membership number upon check-in.



Barry Brown, Oman Air's Chief Commercial Officer said, "We are delighted to welcome Shangri-La as a partner in our Sindbad Frequent Flyer Programme. Our discerning members who enjoy the finer things in life will appreciate the exceptional hospitality, upon which Shangri-La Hotels and Resorts have built their solid reputation. We have a close strategic relationship with the Shangri-La Barr Al Jissah Resort in Muscat and as we spread our wings this year to Paris, Frankfurt, Munich, Sri Lanka and the Maldives the ability for our members to enjoy earning capabilities with this luxury group of hotels is a bonus. "

Commenting on the new partnership, Kent Zhu, group director of sales & marketing, Shangri-La Hotels and Resorts said, "The partnership with Oman Air's Sindbad is an important milestone for us. With their strong base in Muscat and Shangri-La's presence and recognition in the Middle Eastern

market, especially with hotels and resorts in Sultanate of Oman, Abu Dhabi, Dubai and the soon-to-be opened Shangri-La hotel in Doha.” Zhu added, “This will form a strategic alliance to empower our presence in the region and complements our synergies in terms of future growth with new hotels and routings in destinations such as Maldives and Paris”.

About Oman Air

Oman Air is the National Airline of the Sultanate of Oman and flies from Muscat to more than 25 key cities across the Arabian Gulf, Middle-East, Europe, Far East, and the Subcontinent including ten destinations in India. Oman Air is the airline of choice for discerning business and leisure travellers, welcoming each one of them with true hospitality and traditional warmth that is quintessentially Omani. Unique and generous, Oman Air’s Sindbad Frequent Flyer Programme offers unmatched recognition, faster rewards and better benefits. ‘Sindbad’ is considered the friendliest frequent flyer programme in the skies with the mission to make travel a more pleasing and rewarding experience for loyal customers. For more information on Oman Air, visit www.omanair.aero

About Shangri-La Hotels and Resorts

Hong Kong-based Shangri-La Hotels and Resorts, Asia Pacific’s leading luxury hotel group, currently owns and/or manages 62 hotels under the deluxe Shangri-La and mid-market Traders brands, with a room inventory of over 28,000. The group has over 40 projects under development in Austria, Canada, mainland China, France, India, Macau, Maldives, Philippines, Qatar, Seychelles, Thailand, United Kingdom, United Arab Emirates and the United States. For more information and reservations, please contact a travel professional or access the website at www.shangri-la.com

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