Oman Tourism Week at Expo Milan 2015

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Saturday, 18 July: The Ministry of Tourism launched Tourism Week at Expo in Milan. The week included a number of events and programmes aimed at promoting the Sultanate as a unique tourism destination. The Oman Tourism Week initiative, which is being run by the Ministry of Tourism in partnership with the Ministry of Commerce and Industry, Oman Sail, the Royal Opera House of Muscat and airline Oman Air, will culminate with the country's National Day celebrations on 25 July.

On 25 July, the opening ceremony will start at 10.30 am with the raising-of-the-flag ceremony held by the official delegation chaired by Dr. Fuad Al Sajwani, the Minister for Agriculture and Fishing and Ahmed bin Nasser Al Mahrizi the Minister of Tourism for the first time in Italy.

A rich programme of events was planned for the week. From the morning onwards, guests were offered guided tours, experienced traditional aromas and flavours and received in-depth information on the country. Tour operators and special visitors to Oman will provide information and ideas for unique itineraries such as the original 1000 Nights Camp, with its tents pitched between the dunes in the magical atmosphere of the desert.

During the week, starting at 6:30 pm, the garden of the Pavilion will host a talk show introduced by Elisabetta Canoro, journalist Editor in chief of Milanodabere and travel enthusiast who will take guests on a virtual journey through the memories of people who have visited and lived in Oman. Among the special guests are one of whom will be Mohsin Al Busaidi, Oman Sail's champion sailor and the first Arab to sail non-stop around the world and Francesca Campagna, Artistic coordinator of the Royal Opera House in Muscat. The first Royal Opera House on the Arabic Gulf has chosen classical and traditional Arabic music to recreate the peaceful atmosphere of the country and make it available to all Pavilion guests.

Thanks to the prestigious contribution of Oman Air with "Oman the Sound of Music" by the Adorno Quartet and the Royal Opera House of Muscat, every afternoon from 07.30 pm will draw to a close accompanied by music and traditional dates served with refreshing lemon and mint tea. All worthwhile journeys include good food, and a special happy hour all week will be held in the Al Sablah restaurant, introducing guests to the flavours of Arabia. Furthermore, all guests who visit the Pavilion between 18 July and 31 October will have the chance to enter the "Win Oman" competition for a chance to win a trip to the country for two.

On 25 and 26 July the musical "IBN Battuta" will be held in the Expo Auditorium at 8:30 pm, with free entry for all.

"The Sultan is leading the country towards an ambitious programme aimed at diversifying Oman's GDP sources; on top of the oil sector, the country in the future will increasingly grow through currently marginal economic sectors; in this sense the Tourism sector is considered a strategic resource for the Sultanate. Oman, which already attracts strong interest, aims to increase its position as a top destination for international tourists", stated Asma Salim Al Hajiri, Vice-Director-General International Promotion, Ministry of Tourism of the Sultanate of Oman. "Our country is made of sustainability and respect for nature: with our presence at the universal exhibition we want to endorse the link between food and respect for the environment"

"It is an honour for us to be able to showcase the beauties of the Sultanate on the international stage of EXPO2015", said Massimo Tocchetti – Market Representative Sultanate of Oman, Italy. "The Ministry of Tourism of the Sultanate of Oman will be in Italy for Tourism Week, giving visitors to the universal exhibition the opportunity to experience this special country. In recent years Oman has been investing in sustainable tourism, preserving its incredible beauty and showcasing its cultural traditions which are just waiting to be discovered."

During the six months of Expo Milan, Oman's Ministry of Tourism has scheduled a full calendar of events, exhibitions and shows to entertain and inform visitors to the pavilion including:

18-26 July Tourism Week and National Day
16-19 September Investment Week
15-17 October Women's Week

For the latest news about the pavilion and full calendar of events please visit
www.omanexpo2015.gov.om

For more information on tourism in Oman visitwww.omantourism.gov.om

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