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Marhaba

It is a pleasure to welcome you aboard your Oman Air flight, as our valued and respected guests.

As the winter holiday season approaches, Oman Air's expansion programme is continuing to gather pace. Having received the first of our superb new Boeing Dreamliners in October, we have just taken delivery of our second. This arrived at the same time as our latest Boeing 737-900, which means that our fleet size has increased from 30 to 42 aircraft in little more than a year.

More aircraft means that we can offer more exciting destinations within our international network. So we were delighted to launch our new service to Dhaka last month. This is Oman Air's second destination in Bangladesh and we have already received a high number of bookings.

A number of our destinations in India are also set to receive a boost. Following a recent agreement between India and the Sultanate of Oman, we will soon be able to offer daily or double-daily flights on all 11 of our destinations to India. We are grateful to the governments of both nations for reaching this decision and we look forward to announcing more details in the near future.

Meanwhile, a little closer to home, Oman Air has once again been attracting great acclaim. Our Business Class lounge at Muscat International Airport has been named by San Francisco-based

travel specialists Hipmunk as one of the five best in the world, and the best in the Middle East. And in Abu Dhabi, Oman Air was proud to receive the 'Corporate Social Responsibility Initiative of the Year' title at the 9th Aviation Business Awards.

The award recognised Oman Air for its work on improving access to air travel for the people of Oman, especially those on low incomes. The timing of the award was particularly appropriate, as Salalah Airport, which serves the people of southern Oman, has just celebrated its inauguration. The new airport replaces its predecessor and offers outstanding facilities – including a wonderful Oman Air lounge for premium travellers. We are proud to be the new airport's biggest customer and Salalah is a vital destination within Oman Air's domestic network.

So, whether you are visiting one of our five Omani destinations, or one of our many international destinations, you can be confident of enjoying the very best that air travel has to offer.

I wish you a pleasurable flight and a joyous holiday season.

Paul Gregorowitsch
Chief Executive Officer



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(www.iamsterdam.com)
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King of Thailand's Birthday Festival

Where: Bangkok, Thailand

When: 5 December

What: The most important person in Thailand, His Royal Highness King Bhumibol, will celebrate his birthday on the 5th of this month. This is a time of real celebration for the nation, and there will be dozens of festivities, military parades, and other events taking place around Thailand, but especially in Bangkok.



Festivals Around the World

Shanghai Television Festival
(6 December – 8 December, Shanghai, China).

Burning the Clocks Lantern Festival (21 December, Brighton, England).

Amsterdam 'This Art' Fair
(30 December – 3 January, Amsterdam, Netherlands).



Kathmandu International Mountain Film Festival (KIMFF)

Where: Kathmandu, Nepal

When: 10 December – 14 December

What: By screening some of the latest films about mountain people, mountain sports, the environment, and mountain communities and cultures, this month's KIMFF seeks to celebrate the complexity and diversity of mountain life. 'Our relationship with mountains is only getting broader,' say the organisers. 'And this is what the Kathmandu International Mountain Film Festival seeks to explore.'

Sunburn Music Festival

Where: Goa, India

When: 27 December – 30 December

What: Sunburn is an electronic dance music (EDM) festival held across various locations throughout the world every year, with the biggest event taking place just before New Year in Goa, India. The festival brings together renowned Indian and international DJs to entertain crowds – who attend in their thousands each year. Get ready to let loose on the gorgeous beaches of Goa!





Bangkok Motor Expo

Where: Bangkok, Thailand

When: 2 December – 13 December

What: Some of the most beautiful cars in the world? In one of the world's most beautiful travel destinations? That's pretty much the story of the now legendary Bangkok Motor Expo. Since its inception in early 1980, the Thailand International Motor Expo in Bangkok has become a major event, where the latest motoring trends, newest technologies, futuristic prototypes, and an extensive collection of old time classic automobiles, are all part of the show.



Olympia Horse Show

Where: London, England

When: 15 December – 21 December

What: Along with the usual displays of horses and horse riding, the Olympia London Horse Show will play host to two very special spectacles this month. The first will be the renowned equestrian artist Jean-François Pignon and his spectacular Liberty Horses. The second will be a parade of high speed charges and formation riding by the famous Household Cavalry Mounted Regiment. Don't miss out!

Events Around the World

Manila World Shopping Bazaar

(4 December – 20 December, Manila, Philippines).

Paris Boat Show

(5 December – 13 December, Porte de Versailles Paris, France).

New Year's Eve Fireworks and Festivities (All around the world).

World Christmas Circus

Where: Amsterdam, Netherlands

When: 17 December – 3 January

What: The World Christmas Circus is a much-loved annual Amsterdam tradition. This month, the 29th edition of the Circus will feature some of the most thrilling acts from all over the globe. You can expect to see outrageously daring trapeze and acrobatic performances, live music, contortionists, a team of death defying jugglers on unicycles, and some very gifted and very funny clowns.



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World Air Games

Where: Dubai, UAE
 When: 1 December – 12 December
 What: The World Air Games is a premier air sports event which will take place in the skies of Dubai this month. You can expect to see everything from hot air balloons to airships; power flying, gliding, helicopters, skydiving, aerobatics, microlight and paramotor flying, amateur built aircraft, paragliding; and many other aeronautic sporting activities. The Games will be hosted by Skydive Dubai.

Sports Around the World

- Wheelchair Tennis Masters**
 (2 December – 6 December, London, England).
- 8th ASEAN Paragames**
 (3 December – 9 December, Singapore).
- Badminton World Superseries Finals**
 (9 December – 13 December, Dubai UAE).
- Men’s World Team Squash Championships**
 (12 December – 18 December, Kuwait City, Kuwait).
- Pisa Marathon** (20 December, Pisa, Italy).

Extreme Sailing Series

Where: Sydney, Australia
 When: 10 December – 13 December
 What: After successfully hosting the spectacular grand finale to the 2014 season, the city of Sydney will now host the final Act of the 2015 Extreme Sailing Series where the season champions will be crowned. Thousands of spectators are expected to line the waterfront between the Royal Botanic Gardens and the Sydney Opera House to watch as some of the best sailors and fastest boats in the sailing world go head-to-head around the race course this month.



Zurich New Year’s Eve Marathon

Where: Zurich, Switzerland
 When: 31 December – 1 January
 What: The Zurich New Year’s Eve Marathon is scheduled to start with a firework display on the night of the 31 December this month. It will then take runners through four laps of a 10.5 kilometre route, which runs past much of the River Limmat – the main river running through the city of Zurich. There will also be a kids event, 10 kilometre run, and half marathon. The start and finish area is within a large sports hall, which will house hundreds of spectators and runners, as they merrily celebrate their way into the New Year.



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Omani Sweet Delicacies

A trip to the Sultanate is not complete without tasting some of Oman's delicious sweets and delicacies, like Halwa, Lokhemat Balls, and pure Omani Honey, which has been harvested in a traditional way for many centuries, and which is now a sought-after luxury throughout the Gulf.



Halwa

Omani halwa is a jelly-like sweet made from brown sugar, honey, spices and eggs. A lot of pride is taken in sticking to traditional Omani halwa recipes and traditional methods of preparation, and it is considered a symbol of Omani hospitality. The sweet is traditionally served with Omani Kahwa (coffee).



Lokhemat

Another Omani sweet specialty are Lokhemat Balls. These are a type of deep-fried dumplings that are flavoured with cardamom and served with a sweet syrup. They are also often served with Omani Kahwa.



Omani Honey

Omani bee-keepers have developed great skills in harvesting honey in a sustainable way. One of the traditional ways that this has been done is with hollowed out date palm tree trunks, which are stacked in a horizontal position. Bee colonies are then placed permanently inside these trunks in a way which makes it easy to harvest honey from them. Omani honey is said to be some of the best in the Arabian Peninsula.

Traditional Dhow Cruise: A Musandam Adventure

A trip on a traditional dhow to explore Oman's Musandam Peninsula is an unforgettable experience that combines the best of Oman's maritime heritage, with the best of the Arabian Peninsula's shoreline and sea – including spectacular fjord-like 'khors'.



A dhow cruise is undoubtedly the classic Musandam adventure



Musandam's waters are home to spectacular marine life, and excellent diving

There's something magical about stepping onto the deck of a traditional wooden dhow for the first time. It's exciting to feel it move under your feet, as it gently sways with the swell movement of the ocean below, and as you head off into the blue, it's exciting to know that you're repeating a journey that seafarers have been doing in these parts of the world for thousands of years, and on boats very similar in design to the one you're sailing.

And around Khasab and Musandam, on the northern-most tip of the Arabian Peninsula, you get a distinct sense of this when you step on one of the dhows that sail these waters. 'There is a timeless quality to the design of many dhows, which makes them seem to be relics of the past', the author Dionisius Agius writes in his book, *Seafaring in the Arabian Gulf and Oman*.

A Dhow Cruise

When it comes to sea-based adventures on the Arabian Gulf and the Sea of Oman, a traditional dhow trip around the Musandam Peninsula is the quintessential classic. The small harbour town of Khasab, which was recently named one of the world's most beautiful ports by a leading travel publication, is where most dhows launch from when doing a Musandam cruise.

A typical cruise consists of meeting up in the morning with one of the handful of tour groups operating in the area, before making your way to the mooring spot where either a traditional Omani dhow or a more modern style of the boat is anchored. From here, you and your group will board, and launch off into Musandam's enchanting world of deep water fjords (known locally in Arabic as 'Khors'), hundreds-of-metres high sea-cliffs, spectacular marine life, and ancient tales of piracy and maritime adventures.

'When it comes to sea-based adventures on the Arabian Gulf and the Sea of Oman, a traditional dhow trip around Musandam is the quintessential classic'



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2 Dec
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3, 5 Dec
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13, 14, 15 Dec
7:00 PM

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Zarzuela by Teatros del Canal

This musical stroll through Madrid presents highlights from Spain's most popular zarzuelas with lively melodies and lavish costumes in celebration of this popular lyrical tradition, for people of all ages.



18 Dec
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20, 21 Dec
7:00 PM

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There's something magical about stepping onto a traditional wooden dhow for the first time

Your first port of call will most likely be one of the many secret, secluded bays at the base of the gigantic sea-cliffs that can be found along the Musandam coastline, where you'll drop anchor and where you can spend the morning snorkelling among gardens of coral and a world of colourful undersea life. Or, you might head straight off to explore Telegraph Island – the small rocky island that was used as a base to boost telegraph messages along the London-to-Karachi undersea cable in the 1800s.

After this, you'll then hop back on board your dhow for a fresh fruit juice, and a freshly prepared buffet lunch, before



There is an endless amount of exploring to be done around Musandam

spending some quality time lounging around on deck, soaking up the sun – all the while keeping an eye out for dolphins, which are often sighted frolicking in and around Musandam's fjords, or even a whale or whale shark, which are occasionally seen cruising the surface waters here.

If you plan to spend more than a day away, your dhow captain might take you to see one of the extremely isolated fishing villages of Musandam, that are hidden away deep in the fjords, and that are only accessible by boat.

You might also be part of a multiple-day diving safari, in which case you'll be exploring some of the over 20 well known dive sites in the area. The Musandam Peninsula's deep water fjords are where an abundance of underwater treasures can be found for all levels of scuba diver – from beautiful wall dives, to coral gardens, to shipwrecks, and an incredibly rich marine life biodiversity.

As the afternoon and evening approaches, the breathtaking beauty of Musandam will continue to reveal itself in the surrounding seascapes and mountains, and if you're planning to spend the night on board the dhow, or camping on one of the secluded beaches in the area, you're guaranteed to be rewarded with a spectacular night sky, filled with stars.

Info: Musandam Peninsula

- Geographically, the Musandam Peninsula juts out into the Strait of Hormuz, the narrow entry into the Arabian Gulf, from the Arabian Peninsula. It is an enclave of Oman, separated from the rest of the country by the United Arab Emirates.
- The dhows used by charter operators for overnight cruises around Musandam usually come fully equipped with air conditioned cabins, large, open sun decks, freshly



The dolphins in Musandam are always a highlight

prepared meals by on-board chefs, and equipment for diving, snorkelling, fishing, and kayaking.

- Most of the tourism operators based in Musandam offer dhow cruises as part of package tours that also include activities like overnight barbeques and camping on a beach, mountain hikes, tours of the historical sites around Khasab, or four-wheel-drive mountain safaris.

Musandam has some of the Arabian Peninsula's most magnificent coastline





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High Energy Jakarta: Shopping, Eating, and Nightlife

The urban metropolis of Jakarta is home to well over 10 million people. It's one of South East Asia's fastest-growing and energetic metropolises, and along with it comes a thriving culture of cuisine, shopping, and nightlife that, once it gets a grip on you, doesn't let you go very easily. In fact, a few days spent living it up in Jakarta might very well leave you in need of a holiday. (Which, of course, is what the rest of Indonesia for!)

Jakarta: Culinary delights

It's often said that Jakarta is like a miniature version of Indonesia. And because of this, there is a fantastic diversity of food on offer, and the traditional flavours and dishes from almost every single region of Indonesia can be found right here in the city. So for the traveller who is into their cuisine adventures, Jakarta can be considered one of the wonders of the food world.

Technically speaking, the local food of Jakarta is known as Betawi cuisine, and it is a combination of influences by Chinese Peranakan food, Malay cuisine, neighbouring Sundanese and Javanese cuisine, as well as Indian, Arabic and European colonial flavours.

The classic Jakarta dishes – which no visit here is complete without tasting, of course! – are Asinan Jakarta and Gado-gado Jakarta. Both are a mix of vegetables like spinach, watercress, beansprouts, long beans, and cucumbers. While the Asinan consists of pickled vegetables drenched in sweet and sour sauce, Gado-gado consists of boiled vegetables covered in soya and peanut sauce. Another classic is Soto Betawi, which consists of chunks of meat served in a rich, spicy coconut milk broth.

The city's favourite traditional drink is Bir Pletok – or 'pop beer'. It's a refreshing non-alcoholic drink made from ginger, cloves, cinnamon, lemon and nutmeg, and poured into a bamboo tube with ice cubes and water. The tube is then shaken and stirred, which creates bubbles in the drink that make a 'Pletok' popping sound when served.

Jakartan Betawi-style food can be enjoyed at many of the city's fine dining restaurants, where you'll be served by teams of traditionally dressed waitresses and waiters. But many say that it's the thousands of bustling street food stalls that represent the heart and soul of Jakarta's cuisine culture. But you'll do well to sample and enjoy both!

Jakarta: Shopping malls and markets

Shopping malls hold a central place in the society and social life of Jakarta's people, and in the estimated 170 or so malls that are spread out through the city, you will find high-end fashion boutiques, electronics stores, restaurants, book shops, pet shops, flower



'Bir Pletok', Jakarta's favourite traditional drink



The unforgettable Jakarta sunset

'Jakarta can be considered one of the wonders of the food world'



Check Out

markets, beauty salons, furniture stores, cinemas, spas, children's playgrounds, gyms, supermarkets, and much, much more.

For high-end, designer brand shopping, visit the glitzy Plaza Indonesia, the Grand Indonesia (the biggest mall in Indonesia), or the Pacific Place, which is built around a huge, airy, central atrium, and has an indoor theme park for kids in one section.

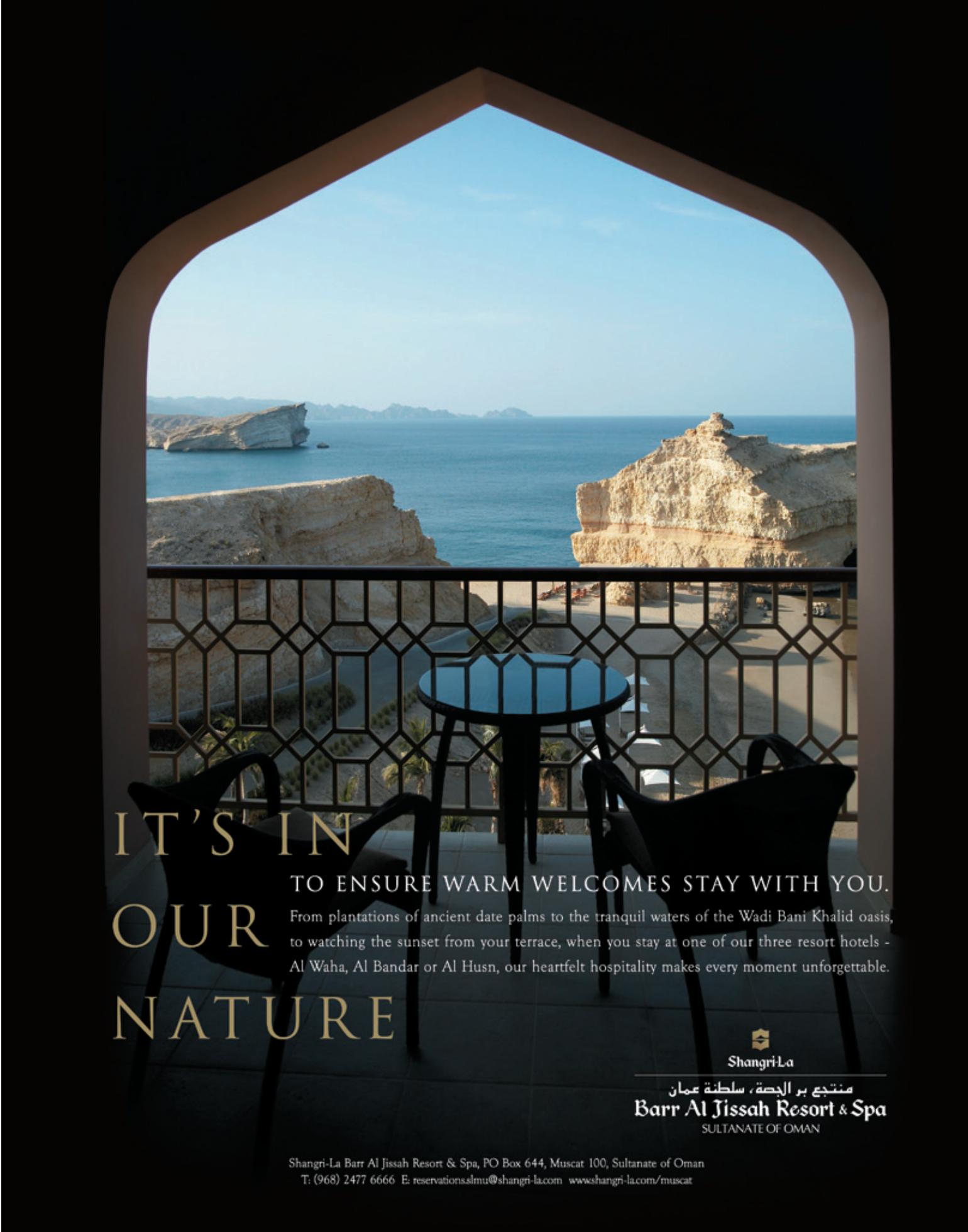
For the kids and family, visit the Mal Taman Anggrek with its ice rink and lookout balcony area, and the FX Sudirman mall, which has an indoor slide from the top level to the bottom level.

For something different, have a look at the Antique market at Jalan Surabaya, where you'll find anything from Dutch porcelain, to old watches, to Indonesian antiques. Or the Art Market at Ancol, where you will find Indonesia's up and coming artists displaying and selling their work. Or the Gem Market at Rawabening, which has four floors stocked with precious stones, semi-precious stones and jewellery. Or, the Tanah Abang Textile Market, which has over 13 000 kiosks and 75 000 shoppers per day, and is the largest textile and garment wholesale centre in South East Asia.



'Jakarta would not be complete without its beloved Chinatown, Glodok'





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Of course, Jakarta would not be complete without its beloved Chinatown, Glodok. Glodok is the biggest Chinatown in Indonesia, and one of the biggest Chinatowns in the world, and where there are thousands of household goods, fashion accessories, food products and electronics available.

Jakarta: Nightlife in the city that never sleeps

According to the Jakarta Tourism Organisation, 'When the sun sets over the city, and the working day comes to a close, a different world comes to life in Jakarta.'

At this time, millions of professionals and workers stream out their high-rise buildings and office workplaces, and instead of going straight home – and straight into the flow of congested peak hour traffic – they choose to hang out with friends and enjoy each other's company at Jakarta's hundreds of cafes, restaurants, karaoke lounges, cinemas, street food stalls and nightclubs.

Jakarta has a nightlife culture that you shouldn't miss if you have an opportunity to spend several days in the J-town, says one Jakarta tourism guide.

And after all this food, shopping and nightlife, as mentioned, you can head off into the rest of Indonesia for a well-deserved break!

Travel Token: Indonesian Batik

An Indonesian Batik is length of colourful fabric that is decorated with a special 'applied wax' dyeing technique. The applied wax resists dyes and allows the artist to selectively colour the fabric in beautiful, traditional patterns. Batiks are often used as clothing, decorative wall-hangings, picnic blankets, or as attractive throws to decorate pieces of furniture. They also make for convenient and affordable travel souvenirs or gifts.



There is always something on the go in the city



The beauty of Jakarta's traditional dress

Jakarta: City Facts

Oman Air flies four times a week between Muscat to Jakarta.

Visa Requirements: Visitors to Indonesia must obtain a visa from one of the Indonesian diplomatic missions unless they come from one of the visa exempt countries or one of the countries eligible for a visa on arrival. All visitors must hold a passport valid for 6 months.

Languages: Bahasa Indonesia is the official language in Jakarta, but many of the hundreds of Indonesian indigenous languages are also spoken. English is widely spoken by those working in the tourism industry.

Currency: The Rupiah (Rp) is the official currency of Indonesia, where 1 Rupiah is divided into 100 Sen. (Although inflation has rendered all coins and banknotes denominated in Sen obsolete). Coins are available in denominations of 100, 200, 500, and 1 000 Rp (25 and 50 Rp are rarely used). Banknotes come in denominations of 1 000, 2 000, 5 000, 10 000, 20 000, 50 000, and 100 000 Rp.

1 Indonesian Rupiah (IDR) = 0.000028 Omani Rial (OMR)

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Zurich: Riding the Rhine Falls

At 150 metres wide and 23 metres high, the Rhine Falls, just north of Zurich, are Europe's largest waterfalls. By night or by day, they are one of Europe's most spectacular natural phenomena, and they continue to be a much-loved tourism attraction. Here's how best to experience them.



Climb 'The Rock': What would the Rhine Falls be without the magnificent chunk of rock in the middle of the powerful, flowing masses of water? The boat ride and climb up 'The Rock' is the not-to-be-missed highlight of a visit to the Falls.

The Rhine at night: The Rhine Falls can be especially beautiful during the night time, when they are illuminated with colourful lights or, during special occasions, when they are lit up with firework displays.

Rhine Falls by boat: From the shoreline of the Rhine, it's possible to hop on a boat, and let an experienced captain steer you through its wild, churning waters, and moor you in the middle of the Rhine Falls, so you can ascend the famous Rhine Falls Rock and have unforgettable views of the watery panorama from its observation deck.

Explore the Rhine Falls Adventure Park: This is where, among other water and tree-top adventures, you and your kids can take a 'flight' on the Panorama Express – a 460 metre-long stretch of cable car line with incomparable views of the Rhine Falls.

See the Falls from a medieval castle: Schloss Laufen Castle is perched on the banks of the Rhine overlooking the Falls themselves, and visitors can climb up to a special viewing platform (or ride a glass elevator), for breathtaking views.

The Rhine Falls are a short 30 minute to 1 hour trip by road (or 50 minutes by train) from central Zurich. The region is filled with restaurants and eateries, historical buildings, parks and walking trails, and a handful of souvenir shops. Group and individual tours with professional guides are also available via various tourism operators.



Jabrin Fort

LATITUDE: 22° 54' 54" N
LONGITUDE: 57° 14' 56" E

Jabrin is a small town in the Ad Dakhiliyah Governorate of Oman, a few minutes' drive from Nizwa, and about 200 kilometres by road from Muscat. It is home to the magnificent, well-preserved Jabrin Fort, which is considered a classic example of Oman's architectural and military heritage.

1. Jabrin Fort was built by the Imam Bil'arab bin Sultan, who ruled in the region from 1679 until he died in 1692. He was the third of the Yaruba dynasty of Imams of Oman, and his tomb now lies peacefully inside the fort near the main entrance.
2. The fort is in fact a large, multi-story structure, which houses many rooms, courtyards and staircases, and a labyrinth of secret passageways.
3. There are spectacular views of the surrounding plains and date plantations from the fort's main towers.
4. Besides its role as a defensive establishment in the past, Jabrin Fort was also a centre for learning, astronomy, medicine and Islamic law.
5. While Jabrin Fort isn't the largest of its kind in Oman, it is one of the most beautiful and well preserved, and it has a lavishly decorated exterior and interior.
6. Two of the highlights of the fort are the 'Sun and Moon Room', which was where the Imam met important visitors, and the 'Imam Protection Room', which was built in a way that allowed his personal bodyguards to hide under while he met untrustworthy guests.
7. Throughout the fort, the rooms are fitted with traditional carpets, homeware items and period-style furniture.
8. Many of the fort's ceilings feature painted Islamic inscriptions and calligraphy, and much of the exterior of the fort features carved wooden fittings. These architectural details make the fort an authentic expression of Omani craftsmanship.
9. One of the interesting features to be seen inside Jabrin is the traditional falaj water channel that runs throughout the fort.
10. The nearby Bahla Fort and Nizwa Fort are another two of Oman's magnificent forts – both of which are also masterpieces of military design and engineering.

Jabrin Fort is open from Saturday to Thursday (9am – 4pm), and on Friday (8am – 11am). Visitors are charged a small admission fee. The fort is well signposted with info signs, but professional guides can also be arranged via several tourism operators in Oman.



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Anti-Ageing Foods

Can we modify our eating habits, in order to have a greater chance of maintaining a healthy and active lifestyle well into our later years? Wellness experts say of course we can – and we must!



‘Many of us, and many of our children, are going to be living longer. But to enjoy and make the most of these extra years, we will need to remain healthier, for longer’

Studies show that the average age people are living to these days, in almost all countries of the world, is increasing. This means that many of us, and many of our children, are going to be living longer.

But to enjoy and make the most of these extra years, we will need to remain healthier, for longer. To do this, according to a study by the American Journal of Clinical Nutrition, we will need to pay closer attention to the lifestyle we are living right now, when we’re younger.

And, the two most controllable parts of our lifestyle are firstly, our physical health and fitness. And secondly, our diet and eating habits.

Now, let’s just assume you have the physical activity part in place, and you’re waking up at 4am every day to run 6 kilometres, then heading for a gym workout and yoga session in the evening. (Of course you are!).

What about your diet? Here is a selection of anti-ageing foods that you can add to your diet right now, to begin looking good and feeling better – hopefully well into the future!

Natural Greens: Green leafy vegetables (spinach, broccoli, cabbage etc) contain substances like folate, calcium, and other nutrients that promote bone health, protect against cognitive decline, help prevent age-related eye problems, and also help reduce the risk of cancer, according to studies.

Whole Grains: Whole Grains, which by definition contain all the essential parts and naturally-occurring nutrients of the entire grain seed, are rich in fiber, vitamins, minerals, and antioxidants. And nutritionists say that these can contribute in lowering the risk of age-related illnesses such as cardiovascular disease and cancer.

Berries: Blueberries, blackberries, cranberries and other berry types are rich in antioxidant compounds that are known to provide a wide range of anti-ageing benefits, say researchers. For example, studies have shown that blueberries slow age-related damage to brain cells and protect memory-associated brain regions from oxidant and inflammatory damage.

Olive Oil: Nutritionists say that Olive oil not only has properties that can decrease the risk of heart disease, but they also report that it can promote blood sugar and insulin regulation, which is particularly beneficial to those with type 2 diabetes.



Salah Airport

Oman Airports



Duqm Airport



Muscat International Airport



Sohar Airport

Oman Airports Management Company (OAMC) is a private company owned by the governmental of Oman. It's responsible for the management and operation of Muscat International Airport, Salah, Duqm and Sohar Airports.

The infrastructure of the airports such as the terminal buildings, cargo buildings, runways, aprons and car parking is directly under OAMC's management.

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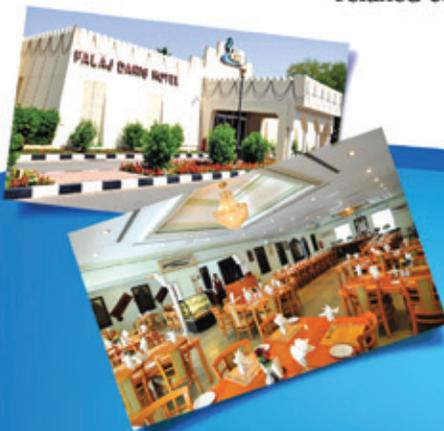




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Tomatoes: Lycopene is a compound found in tomatoes that researchers say can help protect our skin against sun damage, protect against damaging bacteria (and specifically promote teeth and gum health), and also help protect our bodies against certain toxins.

Nuts: Nuts – walnuts, almonds, hazelnuts Brazil nuts etc – are a rich source of unsaturated fats, as well as vitamins, minerals and other phytochemicals, including antioxidants. They are also rich in Selenium, which is an antioxidant that is said to inhibit skin ageing.

Red Grapes: The skin of red grapes contains an anti-inflammatory substance called resveratrol, which has been shown to help keep your skin looking good, and also help in protecting you from UV radiation damage that may lead to skin cancer.

Fish: Not only is fish a really good source of protein, but it is also commonly known to be a great source of omega-3 essential fatty acids. These factors, along with the powerful antioxidants that many ‘cold water fish’ (sardines, salmon, tuna, rainbow trout etc) contain, are said to promote heart health, inhibit inflammation, act as natural anti-depressants, and help keep your skin looking young and radiant.

Avocado Pears: The special type of sugars (called D-mannoheptulose sugars) that are found in avocados have been shown to improve the skin by boosting collagen formation. Avocados also contain amino acids and carotenoid anti-oxidants that reportedly promote skin preservation and rejuvenation.



Go Green: Healthy Green Tea

We have all heard that green tea is great for our health. Among many other claimed health benefits, here are some of green tea's anti-ageing properties:

- Green tea is loaded with polyphenols, which function as powerful antioxidants that reduce the formation of free radicals in our body (which are known to play a role in ageing).
- Studies show that the so-called catechin compounds in green tea can potentially lower the risk of the development of Alzheimer's and Parkinson's disease.
- Some controlled trials show that green tea may also lower the risk of the development of type 2 diabetes.

Customer Retention Strategies: How to keep the customer!

Successful customer retention is important for growing a successful and sustainable business. Here's how to do it!

A retained customer is valuable because they tend to spend more, cost you less, make valuable references to new potential customers, and make your business more sustainable in the long run. Here are some ways to attract them, and keep them.

Make it easy for customer's to return: When you make life easier for your customers, there's obviously a greater chance they'll hang around for repeat business. An 'easy life' for your customer can mean many things, but a good start, say marketing experts, is 1. Making it easy for them to communicate with you; 2. Making product education and advice easily available through various channels of communication; and 3. Making it easy for them to navigate your business's online (including mobile) support platforms and social media.

Establish yourself as the expert: Reinforcing your reputation as the authority and expert in your field means that your customers will naturally choose you as their go-to option. Besides actually becoming an expert in your field, businesses can communicate their status as experts in their industry in a number of ways. For example, writing, blogging and speaking about the subject (and their products); or re-branding and re-focusing their product into something that serves their target market more effectively.



Use the principle of 'Reciprocity': In business terms, reciprocity is the psychological principle which describes the human tendency to want to give something back when something is received. When done right, the reciprocity principle can be a powerful tool for customer retention. For example, when you give customers something that is useful to them, or



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that makes them feel special (like free educational articles on your website, or free VIP entry into an event that you have organised), there is a likelihood that they will respond more favourably when it comes to buying your products or services.

Implement anticipatory service: Anticipatory service is a pro-active approach to customer service where you set out to address a customer's need before they realise they have one. (Or to solve a problem they have before it happens). Examples of anticipatory service could be a company emailing a client to let them know one of their invoices will soon be due for payment; a pharmacy notifying a customer that their new medication prescription is ready for collection; or an entertainment company notifying fans a few days before a music concert, that there will be free transport buses running to and from the venue, due to predicted traffic congestion.

Create a community: Due to the amount of online social media platforms available today, businesses right now are in a better position than ever before to create a strong sense of community or 'tribe' surrounding their product. Marketing experts say that this is an effective way to start a conversation with your customers and encourage positive feedback and constructive criticism. Also, marketers say that a powerful, positive 'social proof' influence is felt when someone finds out that others are doing the same thing, and this is a great way to retain customers and clients.

Customer Service: The Golden Rules

There's no escaping the fact that exceptional customer service attracts more repeat business from your customers and clients. But how to achieve it? Here are 6 Golden Rules:

- Always strive to be a great listener
- Welcome feedback from your customers about your product
- Thank your customer for their business when you get a chance
- Identify and anticipate your customer's needs
- Be prepared to help customers understand your business's systems
- Know when and how to apologise, should something go wrong





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Khalid Abdullah Al Abri

Khalid Abdullah Al Abri is an Omani photographer, videographer and event organizer. He is an active administrator and member of the Photographic Society of Oman, and has recently presented many workshops and lectures on his adventures in photography, and some of the techniques he uses when recording his images. His work is characterised by its bold use of colour and light, and the results are almost always magnificent. Khalid was also the president of the photo society at the Sultan Qaboos University.

More of his work can be viewed via: [instagram.com/khalidal3bri](https://www.instagram.com/khalidal3bri)





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Savvy Traveller

The Sultanate of Oman is on the eastern end of the Arabian Peninsula. It borders the United Arab Emirates in the northwest, Saudi Arabia in the west and Yemen in the southwest. It also has two enclaves – the Musandam Peninsula and Madha – which are separated by the UAE. Oman’s 3 165 kilometre coastline spans the Gulf of Oman in the north and the Sea of Oman (which forms part of the Arabian Sea) in the east.



For the traveller, the Sultanate of Oman has a large variety of experiences:

- A wide variety of pristine beaches and islands
- Spectacular mountains, canyons and wadis
- World class diving, snorkelling, and other water sports
- Turtle, dolphin and whale watching
- Wildlife tours in the Sultanate’s nature reserves and biodiversity spots
- Cultural sites including forts, ancient tombs and prehistoric cities
- Desert safaris and adventures
- A large variety of markets and souqs
- Museums and art galleries
- Trekking, rock climbing and caving adventures
- Horse and camel racing events
- Golf courses
- Various festivals, including the popular Muscat Festival and Salalah Festival.

There are currently four UNESCO World Heritage Sites in the Sultanate of Oman

- Aflaj Irrigation Systems
- Frankincense Trail
- Archaeological Sites of Bat
- Bahla Fort

Sultanate of Oman: Fact Sheet

Area	: 309 500 km2
Population (2014)	: 4 000 345 (1 767 396 expatriates)
Language	: Arabic (official) English (widely spoken)
Capital	: Muscat
Local Time	: GMT +4
Currency	: Omani Rial, which equates to US\$ 2.58



Currency

The local currency is the Omani Rial (referred to as RO or OR or OMR). It is further divided into 1000 Baizas. Currency denominations are available in 50, 20, 10, 5 and 1 Rial and 500 and 100 Baiza notes. Coins are available in 50, 25, 10 and 5 Baizas.

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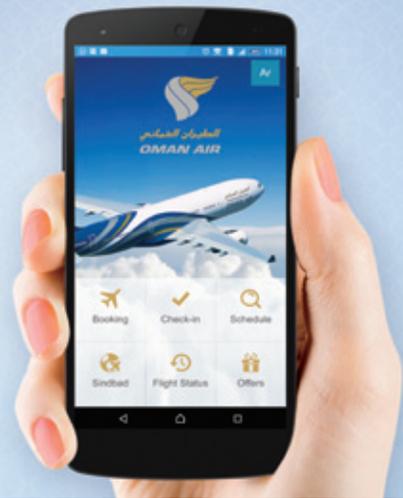
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Oman Air welcomes VIPs and media on its inaugural flight to Dhaka

Oman Air welcomed VIPs and journalists aboard its celebratory inaugural flight from Muscat to Dhaka last November.



The new route has been in service since 25th October with four flights per week on Sunday, Tuesday, Thursday and Friday. Frequencies will increase from 1st of December 2015, with flights on Mondays and Wednesdays being added to the schedule. Oman Air will serve customers on the new route using the award winning Airbus 330.

The inaugural flight was preceded by a cake-cutting ceremony at Oman Air's First and Business Class check-in

area at the Muscat International Airport attended by Chief Guest, His Excellency Hamed bin Khamis Al Amri, Under Secretary of the Ministry of Manpower for Employment, who joined the flight to Dhaka. The Oman Air delegation was led by Chief Operating Officer Abdulrahman bin Harith Al Busaidy, and some media delegates.

A gala dinner function was also held for the high-ranking dignitaries from Bangladesh and Oman taking part in the launch ceremony.

The chief guest from Oman HE Hamed bin Khamis Al Amri, was joined by HE Nurul Islam B.S.C, Honourable Minister at the Ministry of Expatriates Welfare and Overseas Employment, Bangladesh. Throughout the three-day stay, guests were offered a range of tours and experiences which gave them a unique insight into what the huge diversity and natural beauty of Bangladesh offers for visitors.

Awards for Oman Air's Business Class Lounge

Oman Air's Muscat Business Class Lounge has once again garnered international acclaim, and been named as one of the best five airport lounges in the world.

The Oman Air Business Class Lounge was awarded a top-five position in Hipmunk's list of 'The Top 20 Airport Lounges in the World', and furthermore, it was also nominated as the highest-placed lounge in the Middle East region.

Founded in 2010 and based in San Francisco, Hipmunk's website and mobile apps offer its customers a fast, easy way to plan travel. The company also publishes a digital magazine, Tailwind, in which the 'Top 20 Airport Lounges...' listing was published. The list has since been published by a number of international titles, including Travel Daily News and travelpulse.com.

Hipmunk worked with online information specialists Priceonomics to analyse data from Skytrax, the independent airline and airport quality experts. Thousands of travellers



have posted comments on the Skytrax website about airport lounges and have ranked them on a range of services, such as comfort, Wi-Fi, drinks, food, and staff friendliness.

Oman Air to Fly Double-Daily to key Indian Sectors

Oman Air is set to increase frequencies on four of its key destinations to India. The number of flights from Muscat to Goa will increase from six per week to one a day. And in a major move for the national carrier of the Sultanate of Oman, daily flights from Muscat to Bangalore, Kochi and Trivandrum will increase from daily to double-daily.

The additional flights will offer a total of 5 131 more seats to the four named destinations, and will be operated using

Boeing 737-800 and 737-900 aircraft. Once the uplift in frequencies has been introduced, Oman Air will operate a total of 126 frequencies per week between Muscat and its destinations in India.

Oman Air flies to 11 destinations in India, and 19 destinations in total to the Indian subcontinent, including the core lands of India, Pakistan, Bangladesh, Nepal, Sri Lanka, and the Maldives.

Oman Air continues support for the Sultanate's SMEs

Oman Air has continued its support for small to medium-sized enterprises (SMEs) in the Sultanate by participating in the Oman SME Summit. The event was held at the Al Bustan Palace Hotel, Ritz Carlton recently and aimed to 'reinvigorate the SME market in Oman'.

As the Official Airlines Partner of the Oman SME Summit, Oman Air enjoyed a high profile throughout the event. Furthermore Oman Air's Chief Executive Officer, Paul Gregorowitsch, played a dynamic role in the proceedings and took part in a panel discussion. The panel considered the rules and regulations which apply to SMEs in Oman, SME's contribution to the National Economy and the importance of training prior to setting up an SME.



Oman Air hosts Global Conference for Airport Services Managers



Staff, including more than 50 airport managers from around the world, converged at Muscat's Golden Tulip Hotel to attend Oman Air's Airport Service Managers Conference. The theme for the global, three-day event mirrored Oman Air's vision statement: "To Become the Best".

The packed, three-day event offered a wide range of team-building workshops and Q&A sessions. It also featured

presentations by various departments and strategic business units from Oman and from within Oman Air's wider global network. Furthermore, the event gave participants an opportunity to showcase their strengths and performance potential, whilst also sharing experiences with, and learning from, colleagues. And the event concluded with a forward planning session, at which Oman Air's proposed deliverables for the coming year were outlined.

However, the centrepiece of the conference was an awards ceremony which recognized many of the high achievers in Oman Air's international Airport Operations team. Five objective awards were made, each of which was judged against operational Key Performance Indicators. In addition, seven subjective awards were made in recognition of the individual performance of the Airport Service Managers. Meanwhile, two Special Recognition Awards celebrated those members of the Airport Operations team who had 'gone the extra mile' in the performance of their duties.

Oman Air's CSR Initiative wins Aviation Business Awards acclaim

Oman Air has been awarded Corporate Social Responsibility Initiative of the Year at the 9th Aviation Business Awards. The award was presented in recognition of Oman Air's work to make air travel easier for people on low incomes. A total of 15 categories were celebrated at a glittering ceremony, which was held at Dubai's Park Hyatt Hotel on Sunday 25th October.

Oman Air's recognition follows a long-term programme which has increased access to air travel for people living on low incomes in Oman. The programme consists of two elements. The first element of the programme is the availability of

discounted fares for all Omani citizens. The fares apply to all destinations within Oman Air's growing global network, and they can be booked via the airline's website at omanair.com.

The second element enables Omani citizens with special needs, who are on low-incomes and require airline tickets, to purchase discounted tickets. Tickets can be used for travel to seek medical treatment or educational support, or for any other reason that will have a positive impact on the customer's medical, educational or social welfare.



Crossing the Empty Quarter: The Ultimate Omani Adventure

This month, on the 10 December, a small team of Omani adventurers will leave Salalah to guide an Englishman across the Arabian Peninsula's famous Rub Al Khali 'Empty Quarter' to Doha, in Qatar. The expedition will celebrate His Majesty Sultan Qaboos Al Said's 45th year as the ruler of Oman; and also commemorate the same journey that was done by the Omani-British team of Bin Kalut and Thomas, 85 years ago.

Ask any visitor who comes to enjoy Oman each year what the highlight of their visit was, and the reply will often revolve around the night they spent out under the stars in the Sharqiya Sands desert. It is an experience that is quite simply, unique.

Several hundred kilometres to the west of these Sharqiya Sands, close to the border with Saudi Arabia, lies the largest sand desert – and one of the emptiest regions – on earth, the Rub Al Khali, or Empty Quarter. Turn the clock back some 85 years, and an event took place in this Empty Quarter that was to make front page news all around the world.

Around 1930, with both the North and the South Poles having recently been conquered, and with a world fascinated by the exploits of T E Lawrence of Arabia, the race was on to become the first European to cross the Empty Quarter – the biggest sand desert on earth. There were two people intent on securing this crown at the time; Harry St John Philby, advisor to Ibn Saud in Saudi Arabia, and Bertram Thomas, advisor to His Majesty Sultan Taimur in Muscat.

The story goes that secretly, after making several practice journeys on camels with local tribespeople, Thomas made his move, firstly by boat from Muscat to Salalah, and then by identifying his champion, an impressive local Omani called Saleh Bin Kalut Al Rashidi Al Kathiri, who Thomas managed to persuade to gather camels, provisions and a team of local people to guide him across the sands to Doha.

On 10 December 1930 they set off, heading north into the mountains above Salalah, and some 60 days later, exhausted and hungry – but elated – Bin Kalut and Thomas stepped

into the mud-brick fort of Doha where they were welcomed by the Emir of Qatar. Despite all of the hospitality however, the challenge was not yet over. Whilst you can now enjoy access to emails on your Oman Air flight, in 1930 communication technology was very different.

For 60 days, Bin Kalut and Thomas had not been able to communicate with anyone where they were; so they still had to announce their news to the world, and stake their claim. That involved a dhow trip to Bahrain, where there was a Telegraph office that enabled them to declare that the Empty Quarter had been crossed, and that the race had been won. The news spread like wildfire, and telegrams of congratulations flooded in from King George in London, and Sultan Taimur in Muscat.

Now, this month, the team of two Omani's Mohammed Al Zadjali and Amour Al-Wahaibi, and the Executive Director of Outward Bound Oman, Mark Evans, will follow in the footsteps of Bin Kalut and Thomas, to complete what should be a very spectacular and very significant Rub Al Khali 'Empty Quarter' crossing.

You can be part of the Crossing the Empty Quarter journey by logging onto the expedition website crossingtheemptyquarter.com and following their progress.

The author of this article is Mark Evans (markevans.global), the Executive Director of Outward Bound Oman (outwardboundoman.com).

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