

**Arab Aviation & Media Summit 2013**

**Event Report**

**Salalah, Oman**

**July 25-27, 2013**

# قمة العرب للطيران والإعلام ٢٠١٣

## Arab Aviation and Media Summit 2013

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## 1. About Arab Aviation and Media Summit 2013

Since Air Arabia first organized the first *Arab Aviation and Media Summit* in 2011, the Arab world's aviation and tourism industry has gone from strength-to-strength. Underscored by its effect on job creation and bilateral trade, the sector continues to be regarded as a catalyst for economic growth, and yet the industry still faces significant challenges that constrain growth.

It was against this backdrop that the 2013 edition of the *Arab Aviation and Media Summit* was held from June 25-27, 2013, in Salalah, Sultanate of Oman. Themed "Aviation and Tourism: Enabler of Economic Growth," this year's summit was organized in association with Oman's Ministry of Tourism, Airbus, CFM and CNBC Arabia.

Launched with an objective of creating constructive dialogue between industry business leaders and the media community, this year's summit has once again shone a spotlight on key opportunities and challenges currently faced by the aviation and tourism sector in the Arab world.

This year, the Summit brought together high profile panels of speakers and a wide network of editors and media representatives from across the region to discuss how the aviation and tourism communities can work even closer together for the benefit of economy as a whole. The Summit served as a timely platform from which to discuss and assess the advantageous position enjoyed by the aviation and tourism sectors in the Sultanate of Oman.

Arab Aviation and Media Summit is the only aviation industry conference dedicated for media representatives in the Arab region.

## 2. Execution

### 2.1 Communication Planning

- Developed event themes and discussion topics for panel discussions
- Distributed press releases announcing the 2013 partners, venue and event date
- Identified and invited speakers
- Partnered with CNBC Arabiya to develop and run promotional TVC's for one full week prior to the event
- Used social media effectively to further promote the event
- Identified moderators for the event
- Invited over 100 editors and media representatives
- Arranged air travel for all participants

### 2.2 Eminent panelists at AAMS 2013

- Her Excellency Maitha bint Saif bin Majid Al-Mahrouqi, The Undersecretary, Ministry of Tourism, Sultanate of Oman
- Ahmed Issa Sulaiman Al-Zadjali, Director of Aviation Regulation and Standards & Change Management Office, Public Authority of Civil Aviation, Oman
- Mohammed Shikely, Marketing Manager, Oman Air
- Adel Ali, Group, Chief Executive Officer, Air Arabia
- Andrew Gordon, Director Strategic Marketing and Analysis Market Forecast, Airbus
- Micheal Herrero, Area Manager Gulf, IATA
- Antoine Medawar, Vice President, Amadeus
- Awadh Al Ketbi, Regional Representative, ICCA Middle East & President of Al Ketbi Consulting
- Subhodeep Pal, Head of Operations and Innovations, Simplifying
- Alan Devereux, Managing Director, CaveChalk social media

## 2.3 Panel discussions

### PANEL #1

#### ***Changing trends in aviation and tourism, and its impact on economic growth***

##### *Discussion Points:*

- Assessing the current impact of Aviation and tourism on the Arab economy
- The Oman experience in the global tourism scene
- Salalah is emerging as a key touristic market. How is Salalah different within the Arab tourism experience?
- The role of Airports and Civil Aviation being a key facilitator to aviation & Tourism?
- What does Airbus Global Market Forecast (GMF) highlight about Arab and MENA aviation?
- How does an airline boost the economy – job creation, trade and economic ties
- Aviation and tourism – a pillar of the modern economy and a key driver of both supply and demand in global and local markets
- The Primary and secondary impact of Avia-tourism on the economy

##### *Panelists:*

- H.E Maitha Al Mahrouqi, Under Secretary – Ministry of Tourism, Sultanate of Oman
- Eng. Ahmed Issa Sulaiman Al-Zadjali, Director of Aviation Regulation and Standards & Change Management Office, Public Authority of Civil Aviation, Oman
- Mohammed Shikely, Marketing Manager, Oman Air
- Andrew Gordon, Director of Strategic Marketing & Analysis Market Forecast, Airbus

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### **PANEL #2**

#### ***The future of Arab travel and tourism - challenges & opportunities***

##### *Discussion Points:*

- Is Arab tourism heading in the right direction? How?
- Current challenges and the opportunities that exist
- Is Arab aviation capitalizing on existing opportunities and maximizing growth?
- What is the Aviation & Tourism growth expected in the next decade?
- The human factor – are we doing enough to prepare for the right manpower needed?

##### *Panelists:*

- Adel A. Ali, Group Chief Executive Officer, Air Arabia
- Awadh Al Ketbi, Regional Representative ICCA Middle East & President of Al Ketbi Consulting
- Micheal Herrero, Area Manager Gulf, IATA

### **PANEL #3**

#### ***Travelling online – technology and social media influence on modern travel***

##### *Discussion Points:*

- Will technology drive competition and customer demand?
- Latest trends in aviation and tourism technology
- The Amadeus experience – how the MENA region differs from the rest of the world
- How does social media affect the way we travel now-a-days?
- How tech advanced Arab tourism is compared to advanced economies?
- What's the next big technology to expect when it comes to travel and tourism?

##### *Panelist:*

- Antoine Medawar, Vice President, Amadeus
- Shubhodeep Pal, Head of Operations and Innovations, Simplifying
- Alan Devereux, Managing Director, CaveChalk social media

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## Arab Aviation and Media Summit 2013

### 2.4 Attendance

Sr	Organisation	Name
<b>UAE</b>		
1	Arab Economy Magazine	Reem Al Mahmood
2	CNBC Arabia	Nabeel Hood
3	CNBC Arabia	Lubna Jehad Bouza
4	CNBC Arabia	Ali Fattouh
5	CNBC Arabia	Naji Khoury
6	Air Arabia	Housam Raydan
7	Air Arabia	Arin Bazdekian
8	Asdaa Burson Marsteller	Ajith Henry
9	Asdaa Burson Marsteller	Iman Ahmad
10	Asdaa Burson Marsteller	Tamem Al Kintar
11	Gulf Today	Inyat Rahman
12	MEED	Rebecca Spong
13	Mergermarket	Lucia Dore
14	Cargo Village/Airport Cities	Paoula Popova
15	Business News	Mohammed Salman
16	Al Hayat	Dalal Abu Ghzaalah
17	Al Akhbar	Reda Helal
18	Al-Ahram	Maged M. Monir
19	Arroya	Hawari Ajal
20	Snob/Business Pioneer	Bassam Dou
21	Snob/Business Pioneer	Wafaa Azzam (Bassam Dou's wife)
22	Saneou Al Hadath	Yasir Al Ameer
23	Al Watan	Dr. Abdulrahman Al Shameri
24	Al Watan	Ahmed El Neimy
25	Al Arabyia Radio	Siham Osman
26	Jai Hind TV	Elvis Chummar
27	Jai Hind TV	Sujith Sundaresan
28	Reporter TV	Saneesh Thavarool Puthiyedath
29	Reporter TV	Sreejith Lal kodiyl
30	Al Iqtisad Al Islami Magazine	Abdulwahab Abdelkader Ismail
31	Manorama TV	Iype Vallikadan
32	Oasis Living/Emiratestimes.com	Samer Albahri
33	Manorama TV	Sreedharan Punchakara
34	Bloomberg	Deena Kamal
35	Ministry of Tourism, Oman	H.E Salim Nasser Said Al-Aufi

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Sr	Organisation	Name
36	Ministry of Tourism, Oman	Sheikh Abdulla Bin Saif Al Mahrouki
37	Ministry of Tourism, Oman	Mohammed Bin Ahmad Ali Alrouas
38	Ministry of Tourism, Oman	Sheikh Abdulla Bin Aqeel Ibrahim
39	Ministry of Tourism, Oman	Sheikh AbdulKhaleq Bin Aamir Mansour Alrouas
40	Ministry of Tourism, Oman	Sheikh Saeed Bin Ali Bin Nafl Al Ms-haly
41	Ministry of Tourism, Oman	Sheikh Muslim Bin Suheil Jadad
42	Ministry of Tourism, Oman	Sheikh Abdulla Bin Salem Alrouas
43	Orient Planet PR	Jessy Chami
44	Tawasol Solutions FZE	Wael Tawkif
45	Amadeus	Margarita Macovscaia
46	Vantage Holdings	Tariq Qureshi
47	Airbus	Fouad Attar
48	Airbus	Somas Appavou
49	Airbus	Hania Tabet
50	Airbus	Betrant Lestime
51	CNBC Arabia	Edward Matte
52	Ministry of Tourism, Oman	Khalid Al Zadjali
<b>Oman</b>		
53	Times of Oman	Aftab kola
54	Muscat Daily	Gulam Ali Khan
55	Oman Economic Review	Mohammed Nafie
56	Al Sayraat	Mohamed Osman
57	Al Shabiba	Adil Al Yafei
58	Al Watan	Ahmaed Abu Ghanema
59	Observer	Kaushak Singh
60	Azzaman	Vinod Palatty
61	Al Khazeena Mag	Abdulwahhab Ali Abdullah
62	Oman TV	Amour Al Shanfari Salalah Crew
63	Al Bayan Al Emaratiya	Mohammed Saleh Darwish Al Balushi
<b>Kuwait</b>		
64	Kuwait Times	Hussain Al Qatari
65	Kuwait Times	Badreyah Darweesh
66	Al Watan	El Amir Ahmed
67	Al Rai	Mohammed Jamouss
<b>KSA</b>		
68	Al Riyadh	Saad Al Ghamdi
69	Saudi Gazette	Saleh Fareed
<b>Bahrain</b>		



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Sr	Organisation	Name
70	Akhbar Al Khaleej	Karim Hamed
71	Al Watan	Hasan Abdulnabi
72	Al Ayam	Abbas Al Radhi
73	Al Wasat	Ali Fardan
74	Gulf Daily News	Avinash Saxena
75	The Gulf Magazine	Jennifer Gnana
<b>Jordan</b>		
76	Jordan Times	Omar Obaidat
77	Al Arab Al Yawm	Ahmad Ne'amat
78	Al Rai	Saif Al Janeeni
79	Al Ghad	Mohammed Abu Al Ghanam
80	Ad Dustour	Anas Al Khassawnah
<b>Egypt</b>		
81	Al Gomhoria	Hamza El Houzini
82	Al Akhbar	Sherif Dawoud
83	Al Ahram Al Masaaye	Heba Abdelaziz
<b>Qatar</b>		
84	Al Ufuq	Narimane Khalil
85	The Edge	Manpreet Parmar
86	The Edge	Manjinder Singh Parmar
87	Al Raya	Youssef Ali Al Haramy
<b>Lebanon</b>		
88	Al Ousbou3 Al Arabi	Nawal Nasr
89	Al Joumhouriah	Antoine Farah
90	Masculin (Magazine)	Alexandre Armand Paraskevas
91	An Nahar	Violette Balaa
92	Violette's husband	Maroun Balaa
93	The Daily Star	Mohamad El Amin
94	Focus	Kamal Comair
95	Al Mustaqbal	Raed el Khatib

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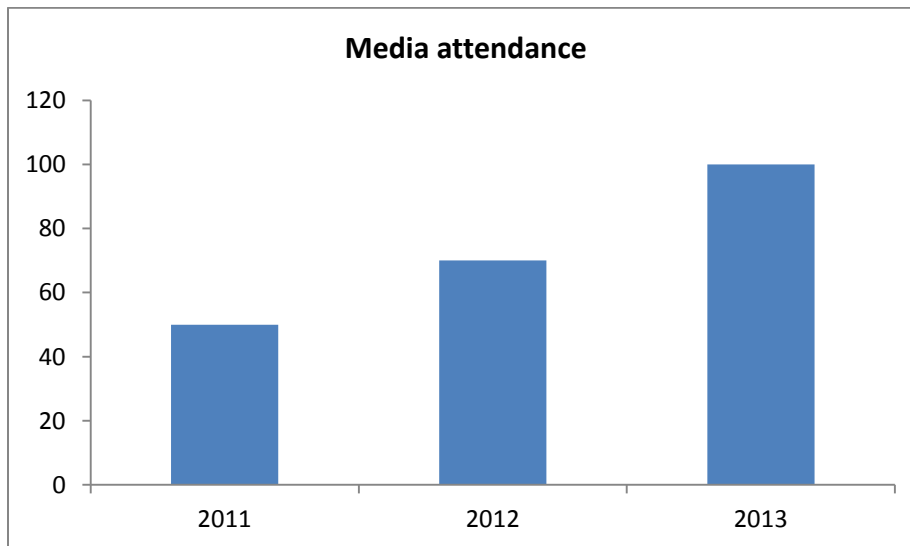
## 2.5 Press releases distributed:

1. Third Arab Aviation Media Summit to take place in Salalah Oman (June 3, 2013)
2. Third Arab Aviation and Media Summit registers over 100 media representatives from Arab region (June 23, 2013)
3. Middle East to drive demand as passenger traffic is forecast to grow 6.2% annually until 2031 (June 26, 2013)
4. Arab Aviation and Media Summit 2013 concludes on a high note in Salalah (June 27, 2013)

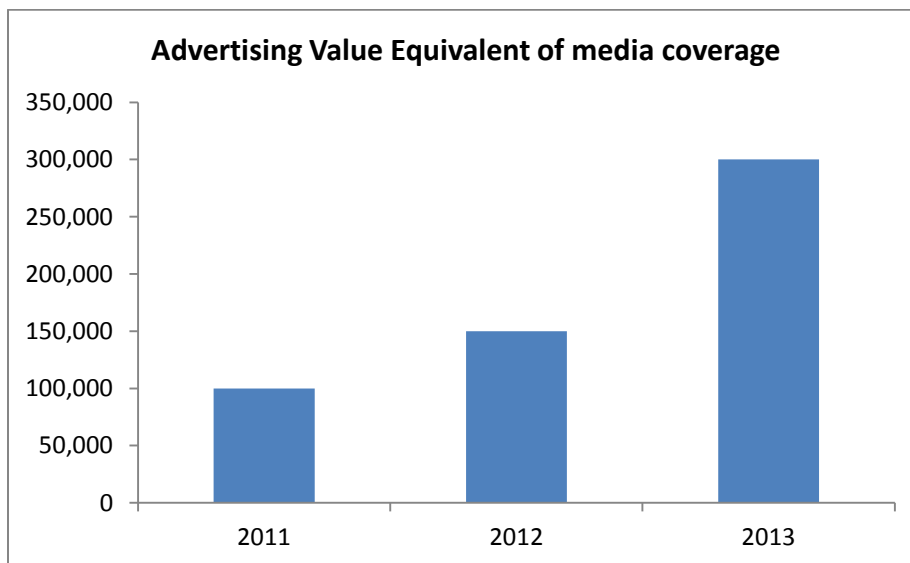
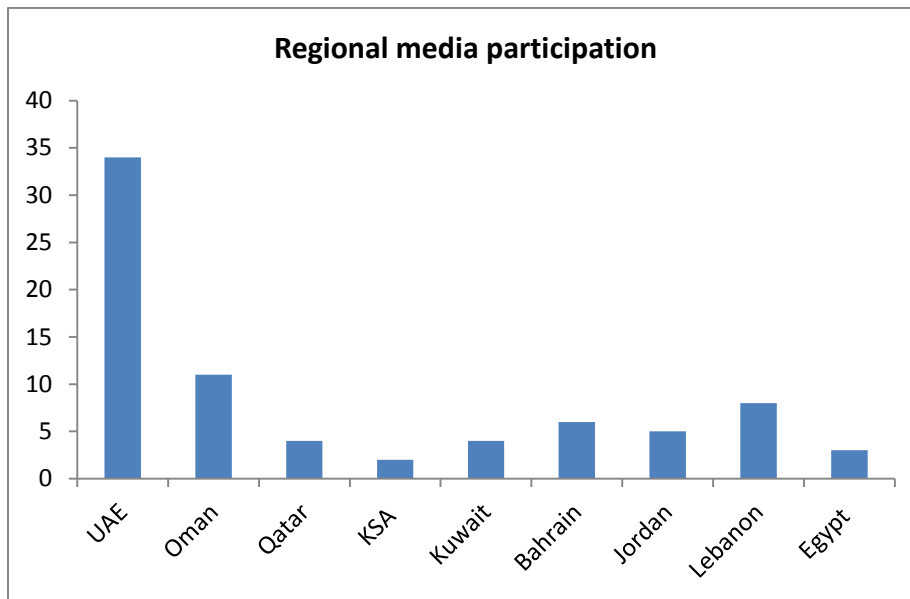
## 2.6 Event wins:

- Over **100 journalists** in attendance from all GCC markets, plus Jordan, Lebanon and Egypt
- 10 journalists attended in 2013 who had participated in previous years
- Over **100** pieces of print, online and broadcast coverage generated, with several magazine news coverage expected in July/August editions
- Generated media coverage worth **AVE of approximately US \$300,000**

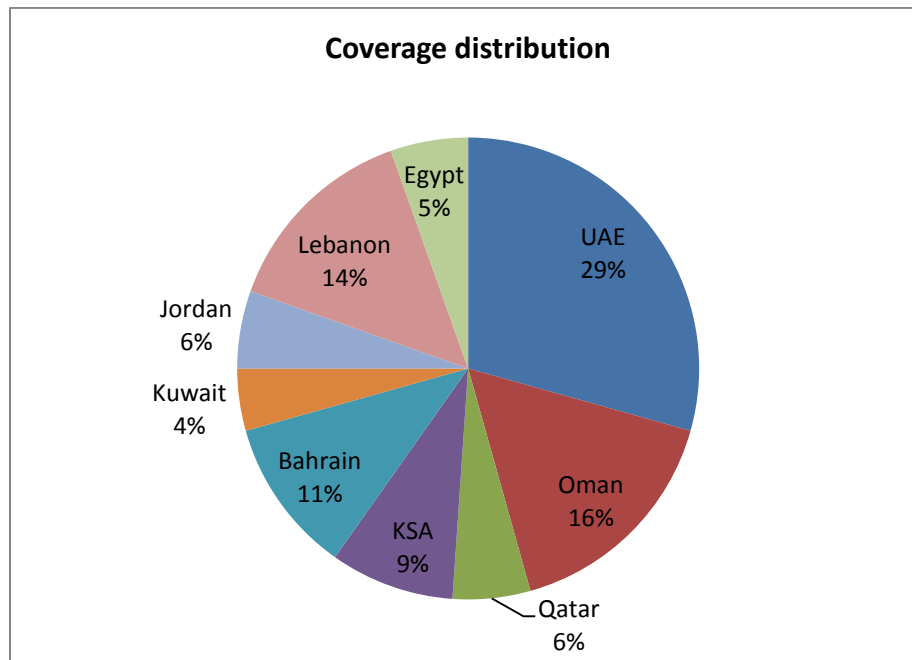
## 2.7 Analysis:



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### **Key outcomes from Arab Aviation Summit 2013**

The consensus among the industry experts gathered for the third Arab Aviation and Media Summit was that the Middle East aviation and tourism sectors continue to play a critical role in driving economic growth across the region. As a hub for both leisure and business travel, the Middle East enjoys a particularly advantageous position, with emerging economies such as the UAE and Oman likely to see significant expansion of their aviation sectors in the future. The event provided a platform for wide ranging discussion on the current trends and challenges faced by the aviation and tourism sector in the wider Arab world, and had a special emphasis on Oman's tourism sector.

Participants at this year's summit shed light on how the aviation industry can best contribute to the development of tourism. With the ongoing development of the tourism infrastructure and expansion of Oman's airports, the Sultanate of Oman sets a great example of how the aviation and tourism communities can work closer for the benefit of economy as a whole, experts noted.

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Her Excellency Maitha al Mahrouqi, Undersecretary of the Ministry of Tourism, who spoke at this year's Summit said: "The ongoing development and expansion of airports in the Sultanate will play a big role in the growth of the industry. Aviation has helped open up Oman, Salalah in particular, to new in-bound markets, and plays a crucial role in the ongoing success of Oman's tourism sector. Today, the tourism sector's contribution to Oman's GDP is 2.4 per cent and is expected to grow at least eight per cent by 2020."

The aviation sector is very important for the growth of the tourism industry and it is very important that the tourism and aviation sectors work in tandem, noted Eng. Ahmed Issa Sulaiman Al-Zadjali, Director of Aviation Regulation and Standards & Change Management Office, Public Authority of Civil Aviation, Oman.

Eminent panelists at the Summit generally conceded that the regional aviation sector has benefited the tourism sector and has fuelled a phenomenal surge in passenger movements and trade within the region, which has, in turn, helped to create jobs and new economic opportunities.

In the Middle East alone, the aviation sector's economic footprint today supports 2.7 million jobs and contributes \$129 billion to regional GDP. The participants are optimistic about the regional aviation and tourism sectors, with increasing numbers of tourists and ongoing industrial diversification expected to drive economic growth in the decades to come. The numerous successful Arab airlines, combined with the emergence of regional low-cost carriers, as well as world-class airport infrastructure, are all expected to further propel this growth further in future years.

At the Summit, Airbus released its latest Global Market Forecast study, which predicted that passenger traffic in the Middle East will increase by 6.2 per cent annually over the next 20 years, with airline fleets expected to grow nearly three times by 2031 to meet this demand.

Presenting the forecast, Andrew Gordon, Airbus Director of Strategic Marketing and Analysis, said: "The Middle East market will witness significant growth in the aviation industry over the next 20 years. Growing economies, increasing numbers of tourists and ongoing economic diversification will drive the development of passenger traffic. Airbus will be uniquely placed to meet demand from airlines in the region with the most modern, efficient and comprehensive product line, ranging from 100 to over 500 seats and catering to every market segment."

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Placing the aviation sector into a global context, the aviation sector continues to be a major driver of the world's economy. In fact, if aviation were a country, it would be a member of the G20, with the 19th largest GDP in the world. It would also be one of the world's fastest growing economies, noted Airbus. The Middle East's aviation sector is growing rapidly and, today, three of the top 20 fastest growing traffic flows include Middle East.

While the aviation and tourism industry is well placed for strong and consistent growth, experts acknowledged that considerable challenges remain. According to business leaders, the Middle East aviation sector is still in a nascent stage. They discussed key challenges faced by the industry and what more needs to be done to fully realise the true potential of the aviation and tourism sectors. The main obstacle is restrictive cross-border movement which has a negative impact on business and leisure travel. The starting point to resolve this situation is the introduction of more liberalised regulations, through negotiation with other governments, allowing the free-flow of cross-border movements.

Speaking on a panel discussion titled, the future of Arab travel and tourism: challenges and opportunities, Adel Ali, Chief Executive Officer of Air Arabia, said: "Nobody doubts the tremendous potential of the aviation and tourism sectors in the Arab world, but there are a number of significant challenges that still need to be addressed if it is to be fully realised. The starting point is the implementation of a full open skies policy, the introduction of more liberalised regulations allowing the free-flow of cross-border movements, and the proliferation of privately owned airlines. Together, this approach would help the Middle East aviation and tourism sector to reach its full potential, which is estimated to be equal to the size of the US economy."

Leading aviation experts at the Summit called on regional governments to create a level playing field by adopting an "open skies" policy in the region. The adoption of a true "open skies" agreement between Arab countries will further encourage intra-regional tourism, and enable regional airlines to achieve growth rates that could outpace carriers from North America and Europe.

The experts have also placed a greater emphasis on the need for increased skilled and trained manpower availability, which is seen as a crucial challenge for the Middle East aviation industry. According to the panel, the regional aviation sector faces an unusual situation where its growth creating jobs which industry participants will soon not be able to fill because the sector does not have enough people with the right skills.

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In addition to investing in technology, innovation and aircraft, the panel urged industry leaders to invest in people in order to meet the needs of the fast-changing aviation sector. Focusing on more engineering-focused education programmes was considered a prerequisite and, clearly, the sector needs to encourage more young people across the region to consider a career in the aviation sector.

Additionally, this year's Summit has shed light on online travel, further reinforcing the role of technology and social media, and their impact on modern travel. A special panel discussion titled, Traveling online; influence of technology and social media on modern travel, brought together social media and tourism experts to discuss the role of technology in driving consumer demand.

Speaking on the panel, Shubhodeep Pal, Head of Operations and Innovations, Simpliflying, said: "Aviation and tourism trends are greatly influenced by social media. Today's traveler goes through five very important steps: they dream, plan, book, travel and finally share their experience through social media. Therefore, social media, if used correctly, can become a very powerful tool to attract and retain new and existing customers."

Antoine Medawar, Vice President, Middle East and North Africa, Amadeus, said: Today's traveler has taken a key role in the booking process and the customer is constantly looking for options that will save time, money and the effort that goes into planning and booking a trip. Undoubtedly, technological innovation is the enabler facilitating online travel bookings and should be deployed to streamline and enhance the consumer experience."

**-Ends-**