

## PRESS RELEASE

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# Oman is to be the Official Partner Country of ITB Berlin 2020

**The World's Leading Travel Trade Show and the Sultanate officially announced their partnership at ITB Berlin**

The Ministry of Tourism and ITB Berlin have announced that the Sultanate of Oman is to be the Official Partner Country of the World's Leading Travel Trade Show in 2020.

**Tourism Minister, H.E. Mr. Ahmed bin Nasser Al Mahrizi** said: "ITB Berlin is the leading platform for the global travel industry. With this partnership we will be able to draw major attention to our country as a travel destination. We are greatly looking forward to presenting Oman as a destination to such a wide audience in 2020." The Minister and **Dr. Buck, Senior Vice President Travel & Logistics, Messe Berlin**, cemented relations at this year's ITB Berlin with an official agreement. "Oman is a travel destination with many facets and for several years has been an important exhibitor at ITB Berlin", said Dr. Martin Buck. "With the Sultanate we are delighted to have found such an attractive partner for the 2020 show."

The Sultanate of Oman with its more than 5.000 years of history is regarded as an exclusive and sustainable travel destination and has a great hospitality culture. The country has a lot to offer: diverse and attractive landscapes, pristine beaches, desert, impressive mountains as well as exclusive hotels. Activities, such as fishing, surfing, canoeing and diving round off the range of tourism attractions.

As the Official Partner Country of ITB Berlin 2020, Oman will, among a range of other events, organise the opening ceremony on 3 March at the CityCube Berlin. From 4 to 8 March 2020 a colourful and wide-ranging program and numerous events will ensure that visitors get an opportunity to find out more about the Sultanate.

### About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110.000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and the [ITB Social Media Newsroom](http://www.itb-berlin.com/social-media-newsroom).

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