SALAMAIR CONTINUES EXPANSION WITH 15TH AIRCRAFT “BARR AL HIKMAN”

News / Airlines



SalamAir announces the arrival of its 15th aircraft, a brand-new Airbus A321neo, named “Barr Al Hikman” after the famous coastal area located in the Sultanate of Oman, often referred to as the Maldives of the Middle East, known for its natural beauty and abundant wildlife.

Mohamed Bin Abdullah Al Khonji, Chairman of SalamAir, commented: “We are delighted to welcome Barr Al Hikman, our 15th aircraft, to our expanding fleet. SalamAir is committed to making air travel more affordable while supporting Oman’s aviation and tourism goals. This newest addition to our fleet marks the start of executing our strategic plan to reach 25 aircraft by 2028. SalamAir continues to support the aviation ecosystem in advancing Oman Vision 2040 by increasing tourism levels and contributing to the Sultanate’s economic diversification. We underscore the importance of public–private collaboration and complementarity to grow tourism for the benefit of Oman.

Part of SalamAir’s strategy since 2024 has been to focus on unserved routes. We firmly believe that Vision 2040 will be achieved through ambitious, forward-looking growth. For example, the

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United Arab Emirates operates more than 560 aircraft with a population of around 11 million, while Qatar operates about 230 aircraft with a population of around 3 million. By comparison, both Omani airlines combined operate no more than 46 aircraft with a population of around 5 million, which shows Oman's substantial headroom for growth. By working together through codeshare and other forms of cooperation, seeking to complement rather than compete, both Omani airlines can be part of the growth story. With our 15th plane delivered, we are inaugurating a new phase in our growth journey. With our fleet now of 15 aircraft, the airline can begin to expand that demand further while opening new markets, including our long-term plan to establish a base for two to three aircraft in Salalah. A Salalah base supports balanced regional development, bringing more visitors to Dhofar and stimulating year-round tourism and employment."



Adrian Hamilton-Manns, Chief Executive Officer of SalamAir, said: "This new aircraft will enable SalamAir to expand its network by increasing frequencies to Nairobi; launching new services to Sudan, Ethiopia and Somalia; strengthening our presence in the Kingdom of Saudi Arabia via Abha; resuming Beirut; and launching service to Medan in Indonesia. With a growing list of previously unserved destinations across the region, SalamAir plays a key role in supporting the Sultanate of Oman's efforts to expand transport links, making it easier for people to travel to Oman and for residents to have direct access to more destinations. Our 15th plane is a launchpad for growth. It will be used to open new routes and to add more seats to high-demand destinations like Salalah. SalamAir's OMR 9.99 domestic fare, launched in November 2024, has proven to be hugely popular and has stimulated new travel demand. Over the past year, the airline has transformed into a leading low-cost airline in the region, and this growth will continue. This expansion will allow SalamAir to offer more competitive fares, add new routes, and expand flights in line with market demand. It will also create 182 jobs, increasing our workforce by 24% over the next 12 months, taking the company from 750 employees today to higher levels that further strengthen our contribution to the national economy."

With this addition, SalamAir further cements its role as a key pillar of the Sultanate's aviation and tourism sectors, expanding its route network, strengthening Oman's position as a regional travel hub, and opening wider opportunities for tourism, trade, and cultural exchange. These initiatives

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align with Oman Vision 2040 by diversifying the economy, empowering the private sector, and positioning Oman as a connected and sustainable regional hub.

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