



Gulf Air Announces Its Strategic Partnership with ‘Shop Bahrain’

Manama, Bahrain January 10, 2017: Gulf Air, the national carrier of the Kingdom of Bahrain, has recently announced its strategic partnership with the third edition of ‘Shop Bahrain’, the Kingdom’s largest nationwide festival that aims to stimulate the national economy and attract tourists to Bahrain.

‘Shop Bahrain’ - features a unique line-up of events and entertainment, a fantastic shopping experience and numerous prizes to be won. The 30-day event is aimed at celebrating the Kingdom’s hospitality and tourism offering, reinforcing Bahrain’s position as a tourist destination – in particular for visitors coming from the neighboring GCC countries – due to its close proximity.

Commenting on the strategic partnership, CEO of Bahrain Tourism and Exhibitions Authority, Sheikh Khalid bin Humood Al Khalifa: "We thank Gulf Air for their on-going support and efforts to promote the third edition of ‘Shop Bahrain’ through different marketing channels that will increase the festival’s exposure on a regional and global level and encourage travelers to join the festival in the Kingdom and get the chance to win valuable prizes."

Gulf Air Chief Executive Officer, Mr. Maher Salman Al Musallam, added: "We are delighted to be among ‘Shop Bahrain’s’ strategic partners. Our close cooperation is in line with Gulf Air’s commitment, as the Kingdom’s national carrier, to supporting touristic and family oriented initiatives that aim to revitalize the national economy."

Gulf Air will support the festival by providing discounted airline tickets and promoting ‘Shop

Bahrain' through different marketing channels. Prizes that will be provided by the national carrier include round-trip economy class tickets to any of the GCC countries and round-trip business class tickets to the Capital City of Sri Lanka, Colombo that will be added to its network of destinations as of January 19th 2017.

The third edition of 'Shop Bahrain' is co-organized by Bahrain Tourism and Exhibitions Authority and Tamkeen. Shoppers and visitors can learn more about 'Shop Bahrain' through the website: www.shopbahrain.com or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube. The Festival organizers have also launched a dedicated whatsapp channel on 38999111.

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About "Shop Bahrain":

The third-edition of the Bahrain Shopping Festival "Shop Bahrain" focuses on stimulating the retail and tourism sector in a 30-day celebration of family-fun activities, events, and shopping experiences. This nationwide festival offers a unique fun-filled shopping experience that attracts visitors from Bahrain and the neighboring countries. Shop Bahrain is co-organized by Bahrain Tourism and Exhibitions Authority and Tamkeen and is held in partnership with stakeholders from the public and private sectors.

About Gulf Air:

Gulf Air, the national carrier of the Kingdom of Bahrain, commenced operations in 1950, becoming one of the first commercial airlines established in the Middle East. Today, Gulf Air is a major international carrier serving 40 cities in 23 countries spanning three continents. The airline operates one of the largest networks in the Middle East, with double daily flights or more to 10 regional cities, in addition to select destinations in the Indian Subcontinent and Europe, from its hub at Bahrain International Airport. Gulf Air serves all its destinations with a combination wide and narrow body fleet totalling 28 modern aircraft. Renowned for its traditional Arabian hospitality, evidenced by the airline's signature family and business friendly products, Gulf Air is committed to being an industry leader and developing products and services that reflect the evolving needs and aspirations of its passengers.

Gulf Air connects Bahrain to the world and, as such, is a key national infrastructure asset, serving as a powerful driver for the economy and supporting the Kingdom's on-going economic growth.

Gulf Air has been the Title Sponsor of the FORMULA 1 GULF AIR BAHRAIN GRAND PRIX ever since it made history as the first Formula 1 Grand Prix to be held in the Middle East in 2004. In addition, the airline has been Official Carrier of the biennial Bahrain International Airshow since it was first held in 2010.