

Spafax renews IFE partnership with Oman Air for four-year agreement



Renata Rached, Vice President – Guest Experience, Loyalty and Brand at Oman Air and Henry Gummer, MD Europe at Spafax sign an extended inflight entertainment agreement in Oman

[Spafax](#) has renewed its inflight entertainment (IFE) partnership with [Oman Air](#) for an additional four years, extending a relationship that began in 2020.

Under the renewed agreement, Spafax will continue to deliver a comprehensive scope of services designed to engage passengers, while expanding its use of data, insight, and strategic tools to further elevate the ARIA (Oman Air's IFE platform) experience. The first content cycle under the renewed term is planned for this month, marking the next chapter of a long-standing collaboration focused on a premium passenger experience.

For passengers, the renewed partnership means a more intuitive, curated and enjoyable IFE experience. ARIA will continue to evolve with more relevant content across films, series, music and regional programming, supported by smarter content placement that makes discovery easier and more seamless. By better understanding how guests engage with entertainment across routes, cabins and languages, Oman Air aims to deliver a more personalized and thoughtfully designed onboard experience.

While the core service offering remains familiar to guests, the renewed partnership places greater emphasis on performance-led programming, data-driven decision-making, and brand development. Spafax will expand its use of Spafax IQ, its IFEC data analytics platform, to support ARIA's evolution.

"Spafax has been a trusted partner in supporting ARIA since its launch," said Renata Rached, Vice President – Guest Experience, Loyalty and Brand at Oman Air. "This renewed agreement enables us to continue enhancing our onboard entertainment in a way that reflects Oman Air's premium positioning and commitment to delivering a high-quality guest experience."

Spafax IQ provides detailed insight into passenger engagement across routes, cabins, languages, navigation paths and content categories, informing programming strategy, optimizing onboard promotion, and aligning content investment with passenger preferences and viewing behavior.

In parallel, Spafax and Oman Air are exploring opportunities to extend ARIA's visibility beyond the cabin, including plans for a dedicated entertainment website integrated into the airline's wider digital ecosystem. This initiative reflects a shared ambition to strengthen ARIA as a recognizable brand touchpoint across the end-to-end passenger journey.

"This renewal is a strong vote of confidence in both our partnership and the people behind it," said Niall McBain, CEO, Spafax. "This next phase allows us to make greater use of data and insight to ensure onboard entertainment feels even more relevant, engaging, and aligned with what guests value most."

Spafax and Oman Air will continue working closely on rollout planning ahead of the February content cycle, with further details to be shared as initiatives progress.