

GROWTH
THROUGH
TOURISM



عمان
OMRAN



Oman Tourism Development Company SAOC
KNOW HOW . RESPECT . BEYOND
omran.om



عاشراً من التقدم
YEARS OF GROWTH



Contents /

- 2 Portfolio
- 4 About us
- 6 Our Values
- 8 OMRAN Operating Framework
- 16 Subsidiaries
- 20 OMRAN Destinations
- 22 Sustainability & Local Development Investment
- 24 Our People
- 25 Awards
- 26 Looking Ahead



OMRAN's Portfolio

- OMRAN Developments
- Hospitality Assets
- Development Partners
- Subsidiaries
- Destinations



3 Muscat
The capital city of Oman is renowned for its striking blend of modern infrastructure, business and enterprise alongside the beauty of cultural Omani landmarks.

- Madinat Al Irfan
- Oman Convention & Exhibition Centre
- JW Marriott OCEC
- Crowne Plaza Muscat OCEC
- InterContinental Hotel Muscat
- W Muscat
- Jebel Sifah
- Mina Al Sultan Qaboos Waterfront
- Muscat Bay
- Marina Bandar Al Rowdha
- Oman Sail
- Oman Tourism College
- Majlis Al Jinn Cave



4 Al Dakhiliya
Situated on the western slopes of the Al Hajar Mountains, Al Dakhiliya has a rich heritage as a key trade route of Oman. The governorate features stunning nature reserves, wadis and mountain views.

- Alila Jabal Akhdar
- Nizwa Fort
- Al Hoota Cave
- Harat Al Bilad

5 Al Sharqiyah
With beautiful shorelines and consistent year-round temperatures, Al Sharqiyah is home to a reservation for the world's most endangered turtles. The excellent sea conditions also make it one of the region's best destinations for watersports.

- Ras Al Jinz Turtle Reserve
- Atana Stay Al Ashkhara
- Masira Island Resort

7 Dhofar
Historically known as the land of frankincense, Dhofar has been a prominent destination for thousands of years as one of the most importance trades of the ancient world. Now, the region has blossomed, with monsoon tourism, a unique climate, springs and world heritage sites, such as the Al Baleed Archeological site.

- Hawana Salalah
- Crowne Plaza Salalah
- Atana Stay Salalah

SULTANATE OF Oman



1 Musandam
Located on the Musandam Peninsula, the jagged coastline features fjords that project into the Strait of Hormuz, and is home to an abundance of marine life including dolphins. The region is filled with adventure and exploration, with popular activities including, diving, trekking, dhow cruises and mountain safaris.

- Atana Musandam Resort
- Atana Khasab Hotel
- Dibba Beach Resort

2 Al Batinah
Spanning the coastline from the capital to the UAE border, Al Batinah features stunning beaches, wildlife and mountains.

- Sohar Beach Hotel
- Millennium Resort Mussanah



4

5

6



6 Al Wusta
Named the 'central region', Al Wusta is home to the great Jiddat al Harasis desert, which showcases untouched wildlife, and stretches to the Port of Duqm. Duqm is fast becoming one of the Middle East's most important maritime locations, due to its important geographical location and excellent connections.

- City Hotel Duqm
- Crowne Plaza Duqm

7

This Map is not an authority on international boundaries. Source: National Survey Authority

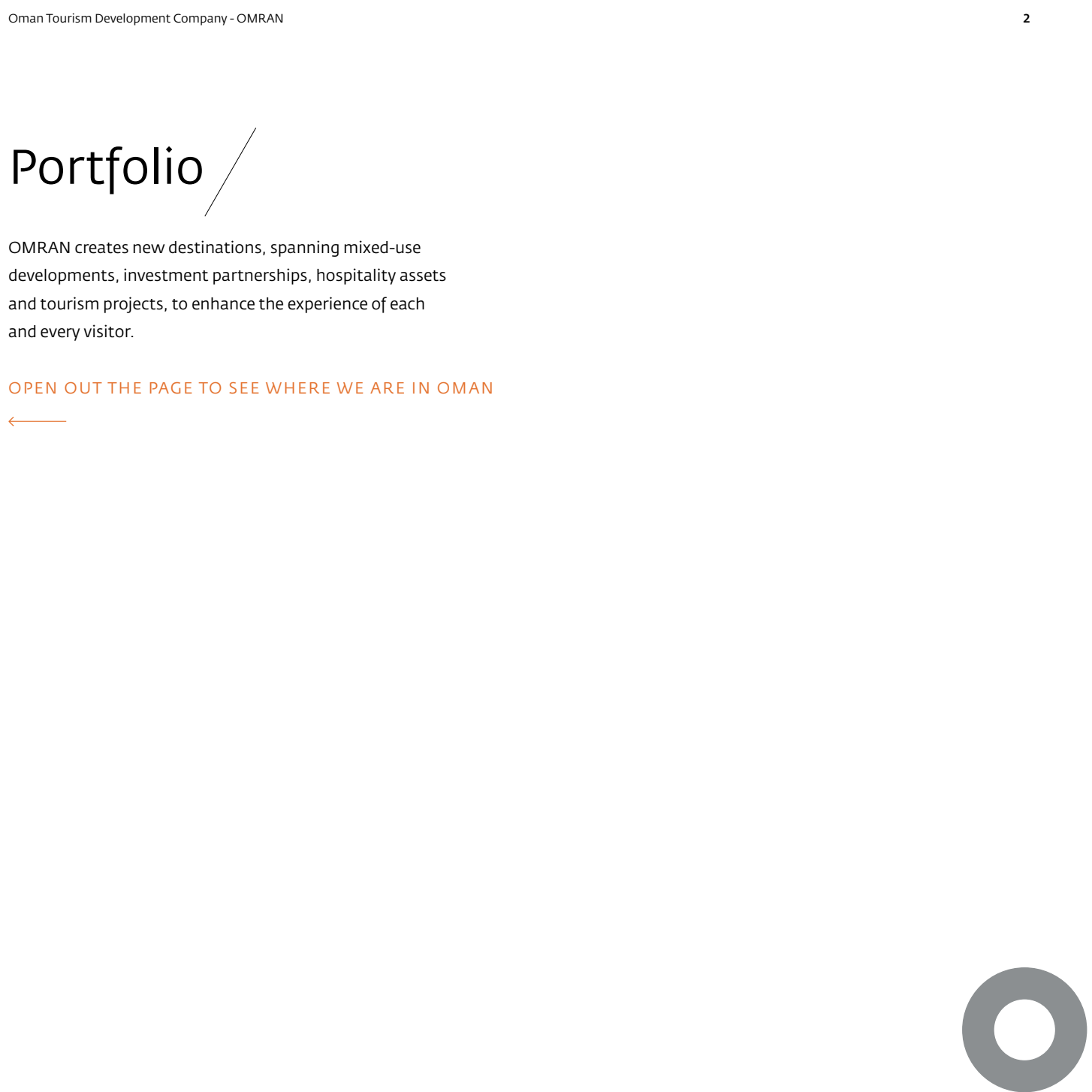
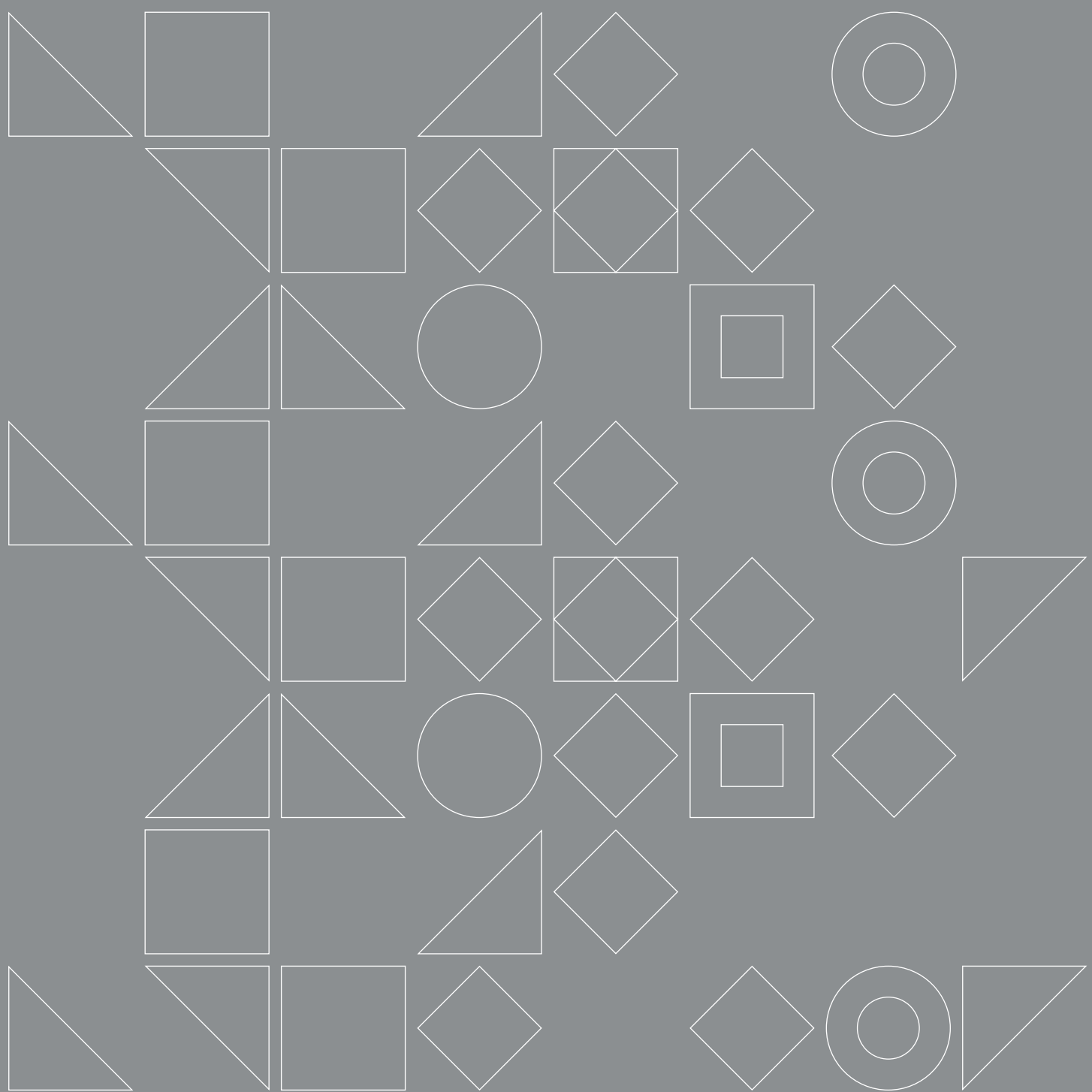


Global Hospitality Partners



Development Partners





Portfolio /

OMRAN creates new destinations, spanning mixed-use developments, investment partnerships, hospitality assets and tourism projects, to enhance the experience of each and every visitor.

OPEN OUT THE PAGE TO SEE WHERE WE ARE IN OMAN



About Us

Our Story, Our Beginning

Oman Tourism Development Company (OMRAN Group) is the Sultanate's executive arm responsible for tourism development. The company was established by the Omani Government in 2005 to unlock the potential of the country as a global tourism destination by pioneering the country's key anchor tourism projects and encouraging private investment in the sector.

Inspired by Oman's natural beauty and indisputable hospitality, we strive to create sustainable and authentic tourism assets, lifestyle communities and destinations that drive economic growth and diversification.

With our aim to fulfil Oman's vision 2040, tourism development is the key pillar of our growth program. As we celebrate our 15th anniversary, we are proud to have achieved significant socio-economic benefits for Oman by improving the capacity, expanding the scope and nurturing the potential of its rapidly growing tourism sector.

We achieve our mandate by acting as a catalyst that brings together the strength of government and the entrepreneurship of the private sector. We work with all stakeholders, partners, SMEs and local communities to positively contribute to the development of both the environment and people's lives while respecting the traditional culture and environmental values of Oman.

OMR 186 Million

In Foreign Direct Investment

OMRAN &
Subsidiaries Omanisation:

78%

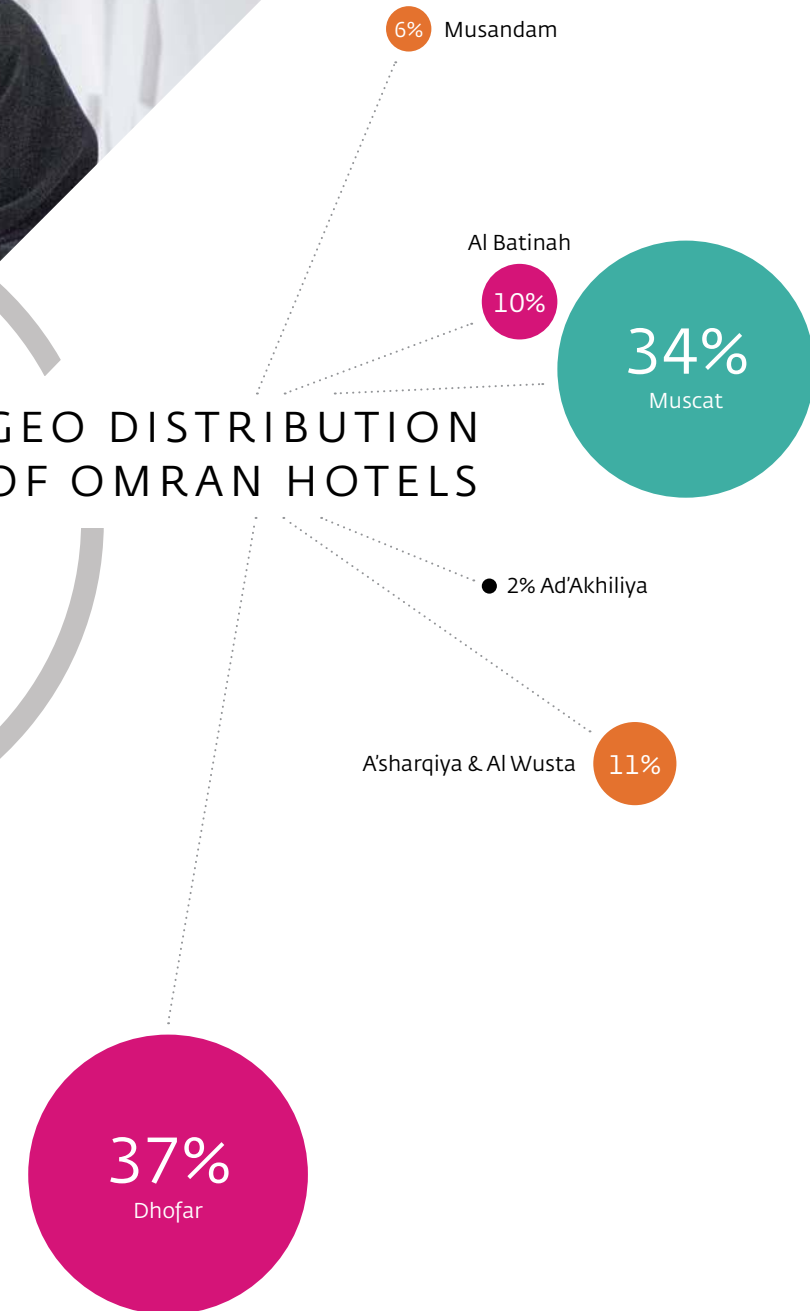
OMRAN
GROUP
EMPLOYEES
2308



22%

OMRAN Room Keys to Branded
Hotels in the Market

GEO DISTRIBUTION OF OMRAN HOTELS



Our Values

Our key values highlight the importance of sustaining communities and culture, respecting nature, and supporting the socio-economic growth of the country.

A forward-thinking company, OMRAN remains one step ahead of competition by ensuring that each project is aligned with the overall goal of building a better Oman, for both residents and visitors alike.

By focusing on developing the skills of Omani nationals and prospects for local communities, as well as maximising local development investment and working with local SMEs.



Know How

As an Omani company, we understand the people, government, heritage and environment like no other company

Beyond

With a passion to push forward for a better future for Oman, we push the boundaries of what is expected and what can be achieved

Respect

Derived from the respectful nature ingrained in the Omani people, we respect not just our own people but also the communities in which we work





OMRAN Operating Framework /



TOURISM

Guided by Vision 2040, OMRAN works closely with the Ministry of Tourism to:

- Support the long-term strategic goals of the Sultanate
- Deliver the National Tourism Strategy 2040

The National Tourism Strategy 2040

Contributing to the economic diversification of the Sultanate, the National Tourism Strategy 2040 has been designed to have a strong impact on:

- Omanisation
- Foreign Direct Investment
- GDP contribution
- Local In-Country Value
- Enhancement of the Quality of Life
- Oman Global Competitiveness

Legislation & Execution

As this sector presents huge potential, OMRAN currently has basic facilities across all priority tourism cluster plans and is working together with the Ministry of Tourism to define the framework of the legislative and the execution aspects of the National Tourism Strategy.

Tanfeedh

OMRAN fully aligns its efforts with Tanfeedh's development guidelines to enable Oman's tourism industry to realise its full and extraordinary potential as a contributor to the economic growth of the nation.

MASTER DEVELOPER

OMRAN

- Acts as the master developer for major government strategic infrastructure projects within the wider tourism strategy objectives
- Master plans designated government lands to unlock their future potential and open up investment opportunities.

OMRAN Projects

- Madinat Al Irfan
- Muscat InterContinental Urban Re-development

As part of our commitment to strengthen and diversify Oman's tourism sector, these projects provide a significant contribution to the Sultanate's tourism infrastructure development, and are recognised as strategically important to the future of the country.

■ JW MARRIOTT MUSCAT AND OCEC AT MADINAT AL IRFAN



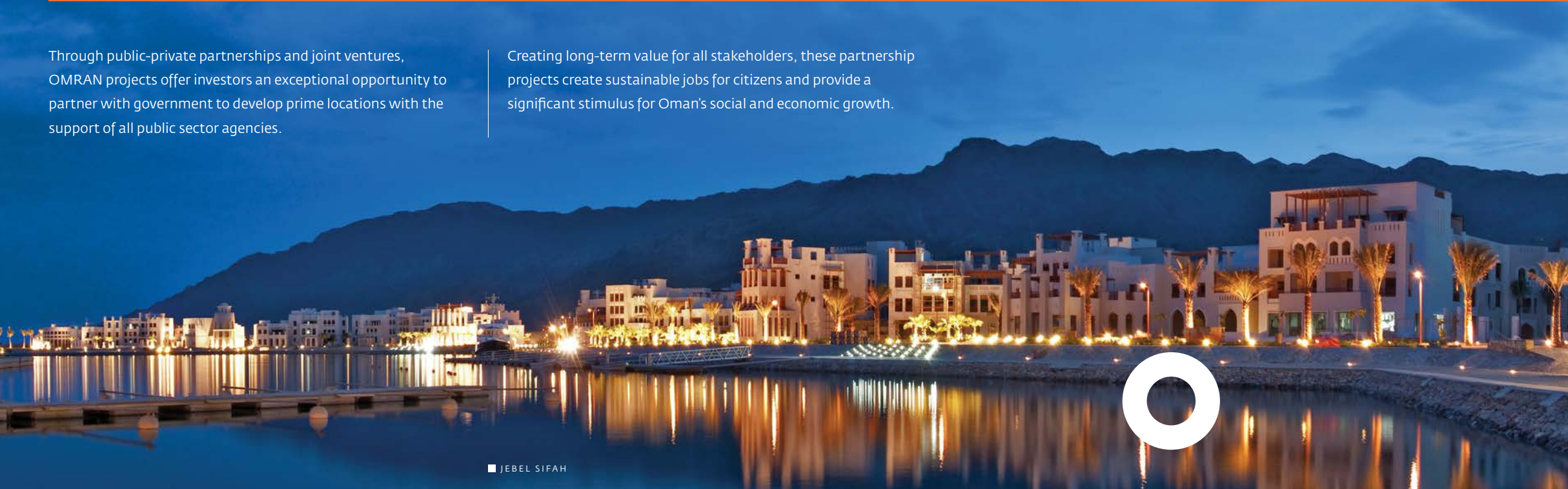
■ MUSCAT INTERCONTINENTAL URBAN RE-DEVELOPMENT



DEVELOPMENT PARTNERSHIPS

Through public-private partnerships and joint ventures, OMRAN projects offer investors an exceptional opportunity to partner with government to develop prime locations with the support of all public sector agencies.

Creating long-term value for all stakeholders, these partnership projects create sustainable jobs for citizens and provide a significant stimulus for Oman's social and economic growth.



■ JEBEL SIFAH



■ MINA AL SULTAN QABOOS WATERFRONT

- Muscat Bay
- Jebel Sifah
- Hawana Salalah
- Mina Al Sultan Qaboos Waterfront
- Madinat Al Irfan
- Ras Al Hadd Tourism Development

■ RAS AL HADD TOURISM DEVELOPMENT



Integrated Tourism Complexes

In partnership with leading real estate developers in the region and in accordance with national strategic objectives, OMRAN has established world-class Integrated Tourism Complexes across the Sultanate. Offering GCC and non-GCC nationals the opportunity to buy into the Oman's enviable lifestyle, demand for property in OMRAN's ITCs continues to grow.

■ HAWANA SALALAH

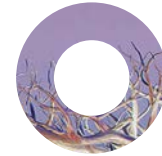


HOSPITALITY

OMRAN owns and oversees the management of a growing portfolio of hospitality properties across Oman, playing a major role in improving the quality of these important national assets ensuring a wide range of tourism services offering for domestic and international tourism alike.

Through the spotlight created by the highly regarded local and global brands of our high-profile hotels and resorts, we enhance the marketing of Oman's beautiful destinations and exceptional tourism offer.

As we provide enjoyable lifestyle experiences for local and international visitors, we bring operational efficiency as well as a wealth of benefits to both the tourism industry and the country's economy.



■ ALILA JABAL AKHDAR



■ JW MARRIOTT MUSCAT

Meeting market demand, we are in the process of delivering a number of additional hotels following considerable interest from the private sector. Completed hotels, as well as hotels under development, are available for further investment.

Opening up an increased number of interesting opportunities for investors, OMRAN is exploring the development of a Hotel investment fund structure creating the possibility for institutional investors to participate in OMRAN's real estate value creation.

With 24 hotels and resorts, OMRAN is the largest company in the region in terms of hospitality assets owned, encompassing over 3,800 hotel rooms ranging from luxury retreats, eco reserves and large-scale beach resorts to convention and city centre business hotels and road side lodges.

International brands

- InterContinental Hotel Muscat
- Millennium Resort Mussanah
- Crowne Plaza Hotel Duqm
- Crowne Plaza Resort Salalah
- Crowne Plaza Muscat OCEC
- W Muscat
- JW Marriott Muscat
- Hilton Salalah
- Al Baleed Salalah by Anantara
- Alila Jabal Akhdar
- Jumeirah Muscat Bay
- Rotana Salalah

Local brands

- Atana Musandam
- Atana Khasab
- Atana Stay Salalah
- Atana Stay Al Ashkhara
- Masirah Island Resort
- City Hotel Duqm
- Ras Al Jinz Turtle Reserve
- Dibba Beach Resort
- Sifawy Boutique Hotel
- Al Fanar Salalah
- Juweirah Salalah
- Sohar Beach Hotel

Subsidiaries /

OMRAN Group aims to develop profitable, sustainable and distinctive assets that impact the overall growth of the Sultanate. That is why, it has relevant organisations and is now managing new assets which have been handed over to it, as part of governmental restructuring to streamline the activities in the tourism sector. Currently, OMRAN is a proud owner of Oman Sail, Oman Tourism College and Marina Bandar Rowdha and we manage other tourism assets on behalf of the government.



OMAN CONVENTION
& EXHIBITION CENTRE
مركز عُمان للمؤتمرات والمعارض



Oman Convention and Exhibition Centre

The Oman Convention & Exhibition Centre is located in its own fully integrated precinct at the heart of Muscat within Madinat Al Irfan. The Centre which is owned & master-developed by OMRAN ensures a flow of the meeting spaces to suit the most discerning conference and exhibition organisers. It also incorporates expansive concourse areas to enable ease of large delegations with floor to ceiling windows overlooking landscaped gardens and water features.

The Precinct provides the facilities necessary to host successful international, regional and local events and provides a world-class stage for the enjoyment of delegates, visitors and the local community.

Oman is renowned for its traditional warm and welcoming hospitality. This will be supported by the highest quality standards and service excellence provided by venue operator, AEG Ogden, one of the world's leading convention and exhibition centre management companies.



Oman Sail

Leveraging Oman's natural resources and contributing to social and economic diversification through sports tourism and sailing, Oman Sail became part of the OMRAN family in 2016.

Oman Sail uses sports to promote the Sultanate of Oman internationally and to boost in-bound tourism in accordance with the Ministry of Tourism 2040 Strategy. It also engages the youth of Oman from grassroots levels through national teams, onto Olympic competition. And in addition to this, Oman Sail works to create businesses in the sports and adventure sector, building foundations for future sustainability.



Oman Tourism College (OTC)

Becoming a part of OMRAN's portfolio in 2016, OTC is the only institution in Oman specialising in tourism and hospitality. OTC successfully equips students with the skills required to meet the challenges of today's dynamic and fast-growing tourism industry.

The college opens up a wide variety of career opportunities through its undergraduate degrees in tourism and hospitality management, event management, and tourism marketing along with a range of professional development and vocational courses. Bespoke programs are also designed and delivered by specialist staff to meet the specific needs of OTC clients.



Marina Bandar Al Rowdha

Situated along the Gulf of Oman near the Al Hajar Mountains, the Marina Bandar Al Rowdha is a prime leisure marina in Muscat. Ideal for water sports and aquatic activities, Marina Bandar Rowdha has proved a popular launch point for fishing and diving trips as well as dolphin watching safaris and coastal cruises. With a leisure pool and family restaurant, the marina can also be enjoyed in its own right as a day trip or event destination. Marina Bandar Rowdha is currently managed by Waterfront and Marina Services, a subsidiary of OMRAN Group.

OMRAN Destinations



Nizwa Fort

Nizwa is Fort one of the most visited cultural attractions in the Sultanate. This monument boasts magnificent architecture and rich history.

In 2017, Nizwa Fort became one of several heritage sites under supervision of OMRAN Group. As part of its In-Country Value goals, OMRAN assigned Bawader International, an Omani company based in Nizwa, to handle the daily operations of the Fort and enhance the visitors' experiences through authentic cultural activities and events.



Al Hoota Cave

Estimated to be over two million years old and located at the foot of Jabal Shams, the stunning Al Hoota Cave would have stayed hidden were it not accidentally stumbled upon by a shepherd hundreds of years ago. Today the cave is the first and only one in the Arabian Peninsula that has been equipped to facilitate tourist visits. With just over 500m of the cave made easily accessible, a visit to this natural jewel is a truly unforgettable experience.

As one of the projects that lie under its direct supervision, this once-in-a-lifetime experience at the Al Hoota Cave is carefully curated by the OMRAN Group. The experience was itself designed to provide visitors with a perfect blend of entertainment and learning; resulting in a fun yet knowledgeable experience that is perfectly suited for families and visitors of all ages.



Harat Al Bilad

Harat Al-Bilad in Wilayat Manah is considered as one of Oman's most popular archaeological sites. It dates back to the 5th Islamic (Hijri) century and has been preserved well by previous generations.

Harat Al Bilad is a historically important cultural treasure. Now carefully restored and open to the public, the four mosques, 376 houses, and almost 250 wells of this exceptional architectural masterpiece, which dates back over nine centuries, give a window into Oman's vibrant heritage and shed light on the lives of the forefathers.

In 2018, OMRAN signed an agreement with The Ministry of Heritage and Culture to manage Harat Al-Bilad project as part of the government framework in which OMRAN has been tasked to execute the tourism development plans in the country.



Majlis Al Jin Cave

Majlis Al Jinn is one of the largest cave chambers in the world. This natural wonder is located on the Salmah Plateau. The base of the cave is 624,000 square feet, the size of nearly 11 football fields. However, the only way to get in is through one of three tiny openings at the top, all of which have been formed over time as the accumulation of rainwater dissolved the limestone covering. To enrich the tourism offering at this spectacular natural asset, the government has tasked OMRAN to manage and develop Majlis Al Jinn Cave. In addition to base jumping opportunity, the company plans to gradually expand the adventure and tourism offerings in the site, build modern facilities, and ultimately transform it into a thrilling National Geopark with year-round activities.



Sustainability & Local Development Investment /

OMRAN is committed to building a sustainable future for the Sultanate, by implementing environmentally and economically-friendly policies to each of our construction and development projects.

Every OMRAN project maintains a focus on the preservation and rejuvenation of Oman and its natural beauty. In order to reduce harmful emissions into the environment, we incorporate green practices into each development, from the construction phase right through to the day-to-day use of the building.



Our exemplary work in sustainable tourism demonstrates our dedication to the future of the industry. By working with globally recognised organisations, such as the US Green Building Council, we have ensured that our projects meet global standards.



In Country Value

OMRAN's projects have made a significant contribution to the Sultanate's socio-economic development through job creation for Omanis and supporting the increasing number of small and medium sized enterprises (SMEs).

By investing in the strategic vision of OMRAN, we aim to develop a stronger local supply chain, working with local skills and talent, and consequently improving the quality of our end product.

Our multi-use developments across the Sultanate provide new opportunities for local communities to create businesses, increase skills to meet the needs of the growing tourism industry, generate revenue and boost the local economy.

We invest in the development and support of local companies and the communities in which we operate for a prosperous and robust economy. By actively engaging SMEs in both Oman's tourism and MICE sector, OMRAN provides local organisations with the experience and opportunity to work at a global level, raising standards and nurturing talent, to increase the national Omani offering. Not only does this increase job creation, it provides enterprises with the training required to compete with international brands.

Our People

80% of OMRAN employees are Omani nationals



Training & Development

We consider our employees our most valuable asset and recognise their needs and professional aspirations. This is why we make every effort to provide them with relevant training and opportunities to empower them to achieve their goals, and in turn, they support our mission with their high-quality performance and refined service.



144 Employees in OMRAN

Omanisation

As part of its ongoing commitment to enhance local development investment, OMRAN places huge importance on supporting local talents in tourism and hospitality sectors. The company effortlessly identifies opportunities to train, guide, enable local workforce, as well as provide meaningful employment opportunities for Omanis across its portfolio of projects, hospitality assets, destinations and development partnerships.



Awards

Our commitment to the growth of the tourism industry, strategic approach and sustainable practices has been recognised by prestigious global bodies and media organisations. We are proud to have been acknowledged for our hard work at local, regional and international level, and look forward to what we can achieve in the future.

OMRAN

- World's Leading Tourism Development Company - World Travel Awards 2019
- Forbes Middle East's top 25 companies in Oman 2019
- Business Vision Awards Programme (UK) - OMRAN: Outstanding Contribution to National Economic Growth – Oman 2018
- Award and recognition by the Ministry of Tourism and Arab Tourism Organisation for efforts in development of the tourism sector (2018)

LEED Certified OMRAN Properties:

- Oman Convention & Exhibition Centre (OCEC)
- Alila Jabal Akhdar
- Atana Musandam

Hotel Awards

Alila Jabal Akhdar:

- Best Pool: Andrew Harper Grand Awards (2018)
- Favorite Hotel of the Year: Andrew Harper Grand Awards (2018)
- Best Honeymoon Destination Within Oman: Bride & Groom Wedding Industry Awards (2018)
- Nominated for Travel + Leisure World's Best Awards (2018)
- Winner Favorite Hotel: Condé Nast Traveler (2018)

Crowne Plaza OCEC:

- National Winner: MEED Leisure and Tourism Project of the Year 2018

W Muscat:

- Best Luxury Hotel Project, Dossier Construction Awards 2018



■ WORLD TRAVEL AWARDS 2019



■ ALILA JABAL AKHDAR



■ CROWNE PLAZA OCEC



■ W MUSCAT

Other awards

- Best Sustainable Project (Atana Musandam 2014) • Asia CSR Awards Best environment friendly CSR project 2014) • Construction Week Awards (Best Hospitality Project, Atana Musandam 2015) • H.H. Sheikha Fatima Bin Mubarak Corporate Social Responsibility (CSR) Medal - GCC 2015 Emirates • GBC: Green Hotel: Alila Jabal Akhdar 2016



Looking Ahead



Over the past 15 years, we have proudly played our part in building a sustainable framework for Oman's tourism industry. We have been active in fulfilling the sector's realisation to become an engine of GDP growth through our world-class infrastructure and assets.

With a robust portfolio of integrated tourism assets comprising five-star hotels, resorts, leisure facilities and residential properties - fortified by both private and public partnerships, Oman's tourism sector is moving forward rapidly and positively.

Looking ahead, we are inspired by the projects we currently have under development. OMRAN is ready to welcome more opportunities that will attract local and foreign investors. The impact we have made, and been making, on the investment environment in the Sultanate is a big contribution to the diversification of Oman's economy.

While we continue our efforts to deliver capacity for the hotel sector, launch investment-rich destinations and enhance visitor experience, OMRAN will be laser-focused on improving the domestic and international tourism market, marking Oman as one of the most visited destinations in world.



In line with Omran's sustainability policy, the paper we have used for this report is Lenza Top Recycling Super. It is recycled paper produced of 100% recovered fibre. Manufactured without optical brightening agents and chlorine bleaching. High whiteness is achieved thanks to a special converting process for recovered fibre.



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