



 "Elevating Oman to the higher strata of progress that it deserves is a national duty and an immense responsibility to be shouldered by each and every citizen."

His Majesty Sultan Haitham bin Tarik



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2023 & Beyond

Chairman's Message

Welcome to our Annual Review, and I am pleased to share with you that 2022 has been an exceptional year.

Let me start by saying that I am so proud of the contributions of our talented pool of colleagues. We faced the challenges of Covid-19 and, together, side by side, overcame all the challenges strewn on our path. This is the story of teamwork that created opportunities and values for our stakeholders and clients to navigate towards success in the last 12 months.

As one team, we successfully increased the number of visitors, which helped us diversify our revenues. In our efforts to diversify and focus on sustainability, I am proud to say that our talented team added new assets and developments to our business portfolios, such as Alila Hinu Bay in Mirbat, DusitD2 Naseem Resort and Jumeirah Muscat Bay. Each provides unique and unparalleled tourism experiences in Oman. This

was followed by the success of the World Cup 2022 Programme and Salalah Eat.

The streams of these diversifications increased the number of visitors by about 350 per cent and boosted our revenues by nearly 40 per cent in 2022 compared to a year earlier. I am also thrilled to report that in 2022, we secured sustainable projects worth USD 1 billion in Yiti, developed by Diamonds and AIDA.

We can look back at 2022 with pride as a year of significant improvements in our business ventures to expand our operational network. We will take this positive experience for another year and march forward to build more sustainable projects to diversify our investments.

Oman is surrounded by natural beauty, unique culture and heritage, and this has always been our focus to attract more tourists for a sustainable future.

I would like to reiterate that our commitment to expand further to bring in more visitors remains a core vision, and we would like to assure our stakeholders that we are heading for another year of growth and success.

I am signing off by thanking the Ministry of Heritage and Tourism as well as Oman Investment Authority (OIA) for their steadfast support. Both have been instrumental in their support of our success. I would also take this opportunity to show our gratitude to the Board of Directors, stakeholders, the Management Team and above all, my talented pool of colleagues whose resilience and hard work have yet again been our instrumental success.

Eng. Mohammed bin Salim Al Busaidi Chairman of Board of Directors



BOARD OF DIRECTORS



Eng. Mohammed Salim Al Busaidi Chairman



Eng. Mohammed Abu Bakar Al Ghassani Vice Chairman



Dr Khalfan Mohammed Al Barwani Hilal Abdul Rasool Al Zadjali Chairman of the Audit and Risk Committee



Member



Omar Salim Al Hashmi Member



Hisham Ahmed Al Sheedi Member



Seif Al Din Mazen Al Amad Member

MANAGEMENT TEAM



Hashil Obaid Al Mahrougi Chief Executive Officer



Hilal Masoud Al Jadidi Chief Human Capital Officer



Mohammed Khamis Al Ghufaili Chief Operating Officer



Mohammed Murtadha Al Eissa Chief Corporate Planning and Communications Officer



Saif Ali Al Hinai Chief Development Officer



Saif Sulaiman Al Yaarubi Chief Financial Officer

Our Mission and Vision

Vision

We aim to increase the number of tourists in Oman as a driver to our economic growth.



Mission

To combine authentic tourism to showcase our outstanding heritage, unique culture and natural surroundings.



The Values of Trust

OMRAN Group's three core values are deeply embedded in the respect of nature, culture and communities whilst remaining true to the underlying commitment to sustaining economic benefits to Oman.





KNOW-HOW

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



RESPECT

Drawn from the natural respect ingrained in the Omani people, we respect not just our own people but also the communities in which we work.



BEYOND

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

OMRAN Group's Portfolio



Master Developments

5



Hospitality Assets

29



Strategic

Partnerships

8



Subsidiaries

5

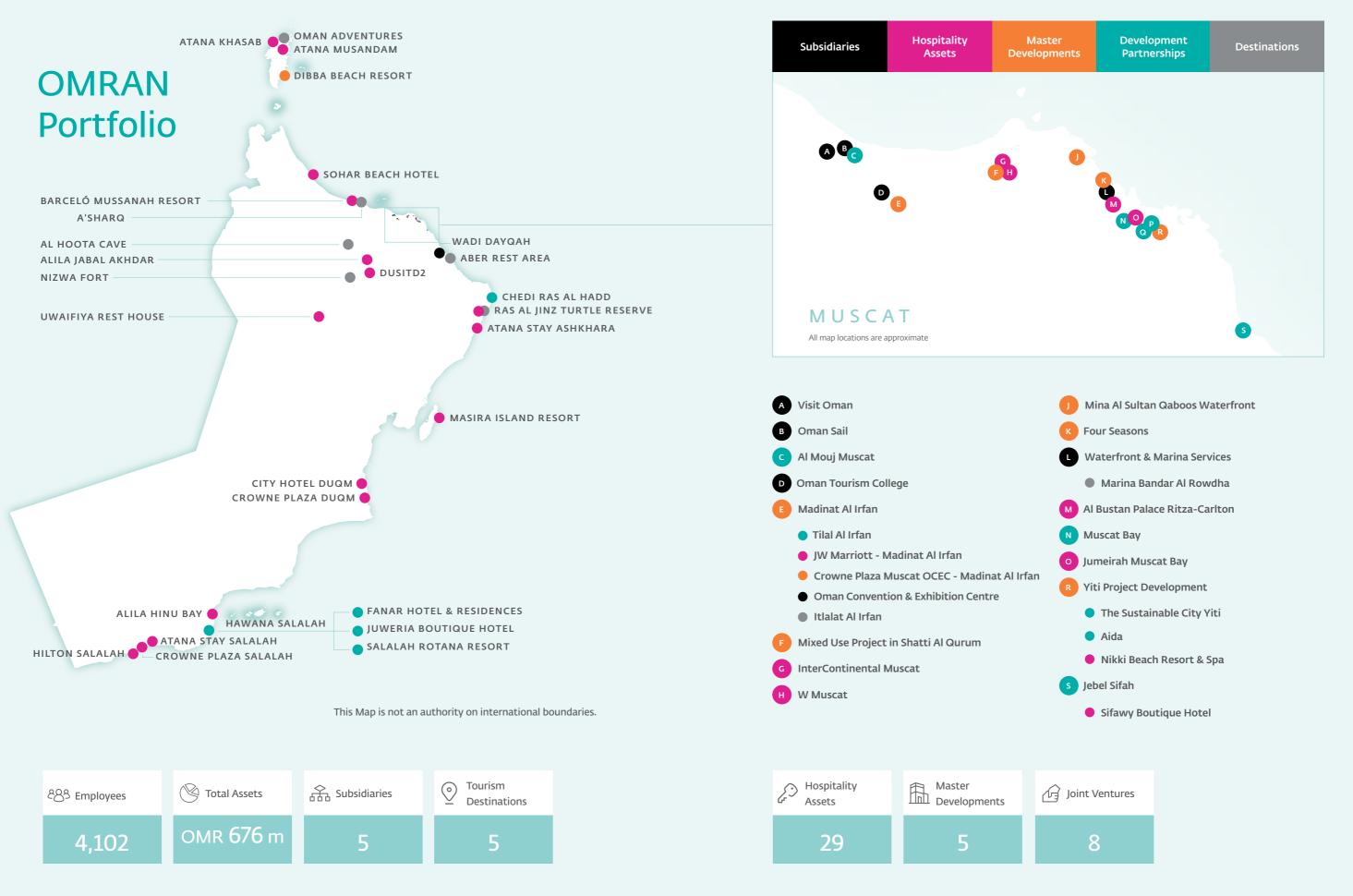


Nature & Heritage Attractions

5



Portfolio
OMR **676 m**



Notable Achievements





Financial Summary

Increase in Revenues **39%**

Reduction of Net Loss 7%



ICV Contribution

Total ICV Spend
OMR **5,901,480**

KPIs

Achieved 108%



Sustainability Impact

Excessive Food Collected **2,713.2** kg

Paper Recycled 407.1 kg





Programs Launched Under #IAmTourism

Graduation of Medhyaf Trainees **124**

Developments



Hotels Officially Opened **3**



Projects Under Development **10**



FDI Secured
USD 1.5 Billion

(OMR 577.5 Million)

Awards

Ras Al Jinz Turtle Reserve









Key Figures



Events Hosted **215**



1.2 Million



Delegates Welcomed

10,000 from 85 countries

Key Events and Conferences



27th Muscat International Book Fair



31st Congress of the International Federation of Journalists



21st edition of GHEDEX – Global Higher Education Exhibition



Oman Sustainability Week



Oman Petroleum and Energy Show



Global HSE Conference and Exhibition



Oman Health Exhibition and Conference

UFI GLOBAL CONGRESS

89th UFI Global

Congress



Muscat International Ophthalmology



11th Muscat International Jewellery Exhibition



Spartan Race Muscat Trifecta



World Athletics Race Walking Team



Football Fan Festival 2022



COMEX



Future Tech Expo and Summit

Oman Sail

Established in 2008, Oman Sail has contributed significantly to putting Oman on the worldwide sailing map; by hosting global sailing races and attracting local and international professional sailors to compete in such events. In addition, Omani teams have represented the country at prestigious international events, providing opportunities for tourism revenue growth and showcasing the Sultanate of Oman's natural beauty and hospitality.

Under OMRAN Group's banner, Oman Sail has proved to be a leading organisation in promoting sailing sports and youth development programmes and boosting tourism in Oman through its remarkable achievements over the years.

Key Figures

International and Regional Events Hosted **9**

Participating Sailors 285

Participating Nations 37

Awards Earned



Sultanate of Oman
Gold Medal
RS Venture Connect World
Championship 2022



Oman Sail

Gold Award

Best Sports Event

Organiser of the Year



Oman Sail **Silver Award**Best Sports Event of the Year 2021



Oman Sailing Team

Seven Medals Each

GCC Championship, Kuwait & Al Bareh
International Regatta 2022, Bahrain

Achievements

Oman Sail's 'SailFree' Programme had a successful sailing season in Europe and Japan in 2022 24 individuals alongside five companies have been successfully trained through the 'Sawaedna' internship programme

Successfully conducted several Team Building Programmes



Visit Oman

Visit Oman is an innovative digital travel booking gateway that connects international travellers with the best of Oman's rich and diverse tourism offerings. It is committed to enhancing the reputation of Oman as a world-class tourist destination.

In 2022, Visit Oman continued to make great strides towards increasing high-quality inbound leisure traffic to Oman. One key strategy was engaging with trade partners and events across key source markets. These efforts were aimed at promoting Oman's tourism industry and showcasing its unique cultural heritage, breathtaking landscapes, and vibrant local communities.

To further expand its reach, Visit Oman signed strategic partnerships with leading global travel and tourism platforms such as Almosafer App, Voyage Privé, Hotelbeds, and Skyscanner. These partnerships help promote Oman as a top tourist destination and allow international travellers to easily plan their entire trip to Oman and make all necessary bookings through the Visit Oman platform.

In 2022, Visit Oman also formed a unique partnership with the UnderTheDoormat Group, opening government-approved short-term rentals in Oman.

Furthermore, in anticipation of the Qatar 2022 World Cup, Visit Oman launched a new portal for end consumers to book travel to Oman.

In addition to providing travellers with a comprehensive range of activities and attractions to match their tastes and preferences, the platform also makes it easier for international travel agents and tour operators to find the perfect travel packages for their clients.

Visit Oman has always remained dedicated to its values of focus, quality, trust, connected choice, and simplicity. Moreover, with its continued focus on building strong, strategic, and commercial partnerships, Visit Oman is well-positioned to promote Oman's tourism industry and attract more visitors to the beautiful country.



Key Figures



Invested

215 Hours in Direct Interactions



Signed Agreements with

112 Tourism Suppliers



Held

300 Trade Meeting

Participations



5 Exhibition



9

Poadshows



10

Familiarisation Trips



T2O+

QQ Workshops

#HalfTimeForOman Campaign

'Oman World Cup Programme' (Statistics)



366.6M+
Total Impressions



48.9M+
Total Engagements



51,635Competition Entries



291,550



7.5M+Total Reach

OMRAN GROUP'S SUBSIDIARIES 2022 YEAR IN REVIEW



Located along the Gulf of Oman near the Al Hajar Mountains, Marina Bandar Al Rowdha is a popular leisure destination in Muscat. The multi-purpose marina offers a leisure pool, a family restaurant, and various water sports and aquatic activities, making it an ideal destination launch spot for fishing and diving trips.

In addition to being a top-class facility, Marina Bandar Al Rowdha has achieved many milestones, including positive earnings, since being transferred to OMRAN Group in 2017. In 2022, Marina Bandar Al Rowdha achieved one of its highest occupancies in history. The management of Marina Bandar Al Rowdha believes in being socially responsible and regularly engages in CSR projects. They support the international boating community and conduct research activities on-site. The marina also offers a flat rate for berthing to local fishing boats, provides a free berth to ESO, and carries out staff engagement activities in collaboration with Group entities such as Oman Tourism College and Oman Sail.

Marina Bandar Al Rowdha believes that its most significant strength is its staff. Therefore, it heavily invests in staff

engagement activities and enhancing their skill sets by enrolling them in training programmes. Omanisation also increased from 60% to 77% as of 2022 end.

Marina Bandar Al Rowdha has undoubtedly become a prominent leisure destination in Muscat, offering various water sports and aquatic activities, a leisure pool, and a family restaurant. With its positive earnings, social responsibility initiatives, and focus on staff engagement, Marina Bandar Al Rowdha continues to set the benchmark for other marinas in the region.

Oman Tourism College

Oman Tourism College (OTC) is a leading institution in Oman that specialises in tourism and hospitality. The college provides students with the knowledge, skills, and aptitude required to meet the challenges of the dynamic and fast-growing tourism sector. With undergraduate degrees in tourism and hospitality management, event management, tourism marketing, and Business Enterprise, OTC equips students with various career opportunities.

The hallmark of OTC's training is the hands-on experience and individual practice it offers to every student. This is achieved through various simulation labs, training kitchens, and internships in related industrial stakeholders and other professional settings. The college also offers professional development and vocational courses, with customised programs designed and delivered by specialist staff to meet the specific needs of OTC clients.

OTC's vision is to be Oman's leading provider of tourism-related education, supporting the sustainable growth of the country's tourism sector. It aims to develop student's knowledge, skills, and aptitude through stimulating learning experiences and exposure to research and scholarly activity in partnership with industry and education providers to benefit the local community and be successful professionals in a rapidly changing global society.

The college has achieved significant success over the years, remaining competitive in the market by adapting to the changes and trends of the industry. OTC was also heavily involved with the Midhyaf training-for-employment programme, working in cooperation with the hospitality assets of OMRAN Group and leading hospitality institutes and academies to train the participants. Additionally, OTC launched various training programmes, including a tour guide training programme for Al Amal School for the Deaf and a professional training programme for tour guides in cooperation with the Ministry of Tourism.

Overall, OTC has made a significant contribution to the tourism sector in Oman and continues to equip its students with the skills and knowledge necessary to thrive in the dynamic and growing tourism industry.

Key Figures







Total





Wet Berth Jet-Ski Berth Total

65

Key Figures



Total Number of Students over 1.050



Total Number of Graduates 400



MoUs Signed



Scientific Trips and Guest Lecturers **↑**70%



Community Engagement Services and Activities **40%**



Research and Scholarly **Activities 45%**



Planning for Success

Taking the Right Steps for Tourism Development

OMRAN Group is committed to the promotion and development of Oman's tourism industry. The Group's strategy is to effectively communicate with the media, both externally and internally, without compromising its culture and heritage while providing opportunities to investors in this important sector. OMRAN Group also pledges an unwavering commitment to its partners and stakeholders alongside whom they work to reach their sustainable growth targets.

Expectation Targets

OMRAN Group's commitment in 2022 was to increase opportunities and deliver better tourism services to strengthen Oman's economy. In this respect, the Group has reached every milestone as planned during the blessed year. In 2022, the Group worked hard to ensure that it was aligned with its growth expectations and, together with its stakeholders and partners, achieved all business targets and more.

Events and Partnerships

As part of OMRAN Group's efforts to promote authentic and memorable tourism experiences across the length and breadth of the Sultanate of Oman, it participated in a number of events, including the World Cup 2022, the International Hotel Investment Forum (IHIF), Arabian Travel Market (ATM), World Travel Market (WTM), and World Travel & Tourism Council (WTTC).

Local Content

OMRAN Group managed to bring local content into focus to promote Oman's attractions, including historical sites, heritage, culture, landmarks, beaches and beauty spots, using the tools at its disposal, including the local and overseas media. The Group's websites highlighted all the charms even in the country's remotest areas, while its in-house publications touched on all the elements a tourist needs to explore this blessed nation.

OMRAN Group's Milestones in 2022

In 2022, OMRAN Group bounced back solidly and recovered from Covid-19 to get back on track. The highlights of its operations include:

- The inauguration of the dusitD2 Naseem Resort, Jabal Akhdar.
- The opening of the Alila Hinu Bay in Mirbat
- The opening of the Jumeirah Muscat Bay



CORPORATE PLANNING & COMMUNICATIONS



Social Responsibility

OMRAN Group highly values Social Responsibility, which was a core focus throughout 2022. The Group cares for the communities it works with and respects their culture and heritage. They also respect the diversity in communities without any conscious bias. In 2022, the Group invested sufficient resources, both in human capital and financially, to preserve the local way of life in areas where it operated.

OMRAN Group's Sustainability Campaigns

Focus areas









60+
campaigns
implemented

Sustainable Workplace Initiative



Recycled paper **407.1 KG**



The initiative started in **Nov 2022**

Sustainable and Eco-Friendly Communities

In 2022, OMRAN Group focused on eco-friendly communities, and its plans have been based on reducing carbon emissions to protect the communities it serves. The Group's Eco-Friendly initiatives align well with the United Nations 2030 Agenda for Sustainable Development.

OMRAN Group, in 2022, continued working to establish a sustainable and safe environment for communities supporting Oman's development for a sustainable economy. As it stands now, the Group is fully committed to ensuring its communities lead a healthy life within the high-quality developments it builds for them. In its strategic vision for its projects, OMRAN

Group is committed to achieving a high degree of sustainability by designing and implementing integrated and sustainable projects that are environmentally friendly, adding significant value to local communities and creating spaces in complete harmony with neighbouring areas.

The Group considers sustainability a crucial element in all its future activities and operations. This extends beyond solely protecting the ecosystem through environmental initiatives while also striving to foster a harmonious coexistence with surrounding communities through innovative services offered within an ecological framework.

Committed to the Community and Environment



OMRAN Group's sustainability efforts extend to its social investment initiatives. In line with its core values, the Group implemented several initiatives and programmes to reduce the environmental footprint and support the local community. Below are two recent examples of OMRAN Group initiatives:

Waste Management

The Group implemented several initiatives throughout 2022 to reduce its environmental impact:

- To encourage employees to stop using plastic bags and bottles, the Group distributed an environmentally friendly kit to each staff member. This resulted in the use of plastic bottles at OMRAN HQ reducing from 57,600 single-use water bottles to zero, which is an impressive feat. The Group also worked with all the owned hotels to reduce their environmental footprint by deploying green practices and tools to limit the use of plastic.
- As part of the Group's sustainable workplace initiative, the team launched a paper collection programme under the umbrella of 'Be'atee.'

 This initiative aimed to reduce the amount of paper used within the organisation while also supporting a good cause. The programme is a collaboration between OMRAN Group and the Nida Al Khair Charity team, an NGO that collects

paper for recycling and sells it. The success of the initiative is reflected in the impressive total amount of paper collected, which amounted to 254kg. The funds generated from the sale of this paper are then used to support families in need.

Oman Food Bank

OMRAN Group remains committed to reducing food waste and supporting the local community. In pursuit of this goal, the Group partnered with Oman Food Bank to improve food waste management across its properties in Muscat. Launched in April 2022, this partnership led to the collection and distribution of over 2.7 tonnes of excess food before the end of the year. Building on this success, the Group is excited to announce that it will expand the initiative to its properties in Salalah. The hotels in the area have already signed agreements to participate in the programme, enabling even more communities to benefit from the initiative.



Time: **April** to **December 2022**



Excess Food Collected - **2,713.2 kg**



Meals Distributed - **4,522**



Driving Sustainable Growth Through Local Content Investment

Aiming to foster growth and development in Oman's tourism industry while supporting the national In-Country Value (ICV) goals, OMRAN Group has taken instrumental steps to evolve its Local Development Investment Policy launched in 2015. It moved towards implementing a broader Local Content Investment (LCI) framework to generate substantial returns for the local economy. The new approach holistically incorporates the UN Sustainable Development Goals. It also aligns with the national ICV goals and the sustainability framework of the Group, which primarily revolves around the four pillars of Environment, Economy, Cultural Heritage, and Society.

This will help OMRAN Group further embed ICV into its core operations and support the growth of the national economy. In the following pages, you will find a few examples of ICV initiatives launched by OMRAN Group in 2022.

Local Content Investment

OMRAN's Local Content Investment framework (LCI) incorporates sustainable socioeconomic growth with OMRAN Group's comprehensive Sustainability Pillars.

Vision

To be the leader of local content Investment in the tourism sector across the region



Mission

To optimise the local content Investment in the tourism sector and support the growth of the local economy through our instrumental business activities across the tourism value chain









Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all





Build resilient infrastructure, promote inclusive and sustainable Build resilient infrastructure, promote i industrialisation and foster innovation

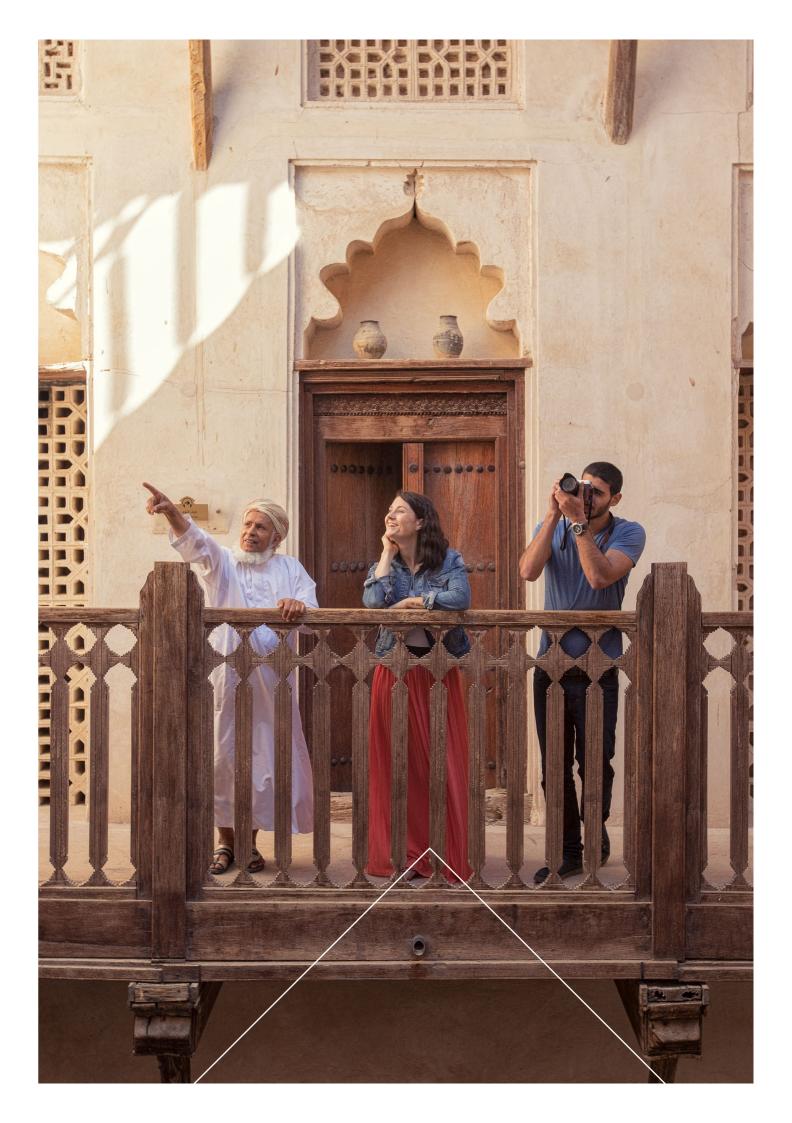












CORPORATE PLANNING & COMMUNICATIONS

Corporate Governance and Ethical Standards

OMRAN Group's values are built on the principles of transparency, accountability, and security. It shares a collective vision founded on ethical business practices and a strong corporate governance framework in compliance with the Omani Government Business Regulations. In 2022, the Group rigidly maintained the values of its corporate governance guidelines throughout the year with all stakeholders without compromising its ethical standards.

Supporting SMEs

Total SMEs Supported 637

Contracts Below OMR 10,000

566

▲ Contracts Above OMR 10,000

'1

Total Spend

SMEs

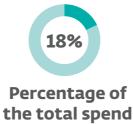
OMR 5,901,480

23%

Percentage of the total spend

Riyada Card Holders

OMR 4,548,674





ICV Alignment across the Group

In 2022, OMRAN Group remained committed to cultivating a strong ICV culture across all its entities and undertook various initiatives to foster ICV alignment throughout the organisation. One critical step was the implementation of OIA ICV Guidelines, which provided a framework for ICV compliance and helped establish internal procedures to support ICV implementation. Additionally, the Group conducted a series of ICV training sessions, which saw 40 employees

participate and gain valuable insights into integrating ICV into their day-to-day work. Moreover, the Group identified and appointed 20 ICV Champions, whose role was to support ICV implementation within their respective entities and ensure that ICV considerations were embedded into all relevant processes and decisions. These collective efforts played an essential role in strengthening the Group's ICV culture and ensuring that ICV remained a key priority across all its operations.



'Intajee' e-marketplace

OMRAN Group is developing a dynamic B2B e-marketplace that brings together an ecosystem of suppliers who provide 'Omani-made' products and services to the Group, including its subsidiaries, hotels, and industry partners. The e-marketplace will open up vast opportunities for SME suppliers and maximise the use of made-in-Oman products and local services by OMRAN Group entities.

 $\frac{1}{36}$

CORPORATE PLANNING & COMMUNICATIONS

Unleashing Oman's Potential Events and Partnerships Driving Sustainable Tourism Growth

Excitement Awaits: Oman's Remarkable Events and Experiences

OMRAN Group continued to leverage its expertise and resources to promote authentic and memorable tourism experiences that respect Oman's traditional culture and environmental values.

Through its extensive participation in conferences such as the International Hotel Investment Forum (IHIF), Arabian Travel Market (ATM), World Travel Market (WTM), and World Travel & Tourism Council (WTTC), the Group has established strong relationships with international industry leaders and stakeholders. These connections have enabled the Group to boost Oman's tourism offerings to a broader audience and generate interest from potential investors.

OMRAN Group's marketing campaigns also played a vital role in enhancing Oman's tourism sector. Campaigns such as 'Double Your Delight,' the Fourth Edition of 'WithinOman,' 'Oman Match Ready, ' and 'Half Time for Oman' have effectively captured the attention of potential visitors and inspired them to explore the country's diverse offerings.

Through these achievements and by showcasing the Sultanate of Oman's unique offerings to the world, OMRAN Group has contributed to its economic development while preserving and promoting its rich cultural heritage.





Scan or tap to know more



Oman World Cup Programme

The Oman World Cup Programme was about promoting Muscat, and the entire country, as the satellite city of choice for both regional and international visitors for the duration of the World Cup 2022. With events and activities designed to create an unparalleled experience for visitors, the highlight of the programme was the Football Fan Festival, which drew in nearly 92,000 football fans. Over 90 SMEs across 60 categories and nearly 300 volunteers were involved in its organisation and running.

Of the 64 World Cup matches broadcast at the festival, the largest single match attendance was for the finals between France and Argentina on 18 December 2022. It saw over 5,800 fans cheering for their favoured teams, with the energy and excitement felt by everyone who attended, locals and international visitors alike. With the festival's success, the country has displayed its ability to offer world-class events.

The Oman World Cup programme also offered unique benefits to 'Hayya' cardholders, including a free 60-day multientry visa, fast-track service at the airport, daily shuttle flights to Qatar courtesy of Oman Air, Special airfare, accommodation and transportation offers and discounted tour packages, making it easier for visitors to explore everything Oman offers. More than 20,000 hotel rooms were made available to accommodate visitors, and over 200 tourism products were available for their enjoyment.

With the Oman World Cup Programme, Oman showcased its potential as a key player in the international sports tourism scene. Coupled with its rich heritage and culture, proximity to other countries, and excellent travel infrastructure, the programme positioned Oman as a must-visit destination for families, sports enthusiasts, and adventure seekers.

2022 YEAR IN REVIEW CORPORATE PLANNING & COMMUNICATIONS

'Salalah Eat' Food Festival

The Salalah Eat food festival in 2022 was a resounding success, drawing in large crowds over its ten-day run at the Hawana Salalah Resort. The festival was a showcase of the country's culinary scene, helped promote local tourism and provided a stimulating environment for SMEs and local talent to increase visibility. Its success highlights the strong potential of Oman's tourism industry and the importance of supporting local small and medium enterprises in the sector. Moreover, 'Salalah Eat' is just one of a series of carnivals organised by the OMRAN Group in collaboration with related authorities such as the Ministry of Heritage and Tourism, the respective governor's offices, and several private sector companies.



'Salalah Eat' by the Numbers



Ran for **10** days at the Hawana Salalah Resort



Included 10 entertainment shows



Over **70** food and beverage providers, including **55** SMEs



Over **50,000** visitors from

The Spartan Races

The Spartan Races held in Oman, including Spartan Salalah and Spartan Muscat, were tremendous successes, collectively drawing in nearly 3,000 participants from over 75 countries worldwide. These extreme athletic events drew adventure and sports enthusiasts to the country, adding to Oman's popularity as a prime global tourist destination. The partnership between OMRAN Group and Spartan Arabia proved to be a winning combination, with both races selling out and attracting over 4,500 attendees, a number that surpassed all expectations.



Spartan Race - 2022 Muscat Trifecta Weekend:



Over 2,000 racers from over **10** cities around the world



Over **3,500** attendees, including spectators



Over **300**

Spartan Race - Salalah:



Over 900 racers from over **75** countries around the world



Over **1,300** attendees, including spectators



Over **100** volunteers

Art & Culture

OMRAN Group has always been committed to preserving and promoting Oman's rich art, culture, and heritage as a key pillar of its sustainable tourism strategy. One of the ways it does this is through the 'Creatourism' programme, which celebrates and promotes local talent by providing creative entrepreneurs and small and medium enterprises (SMEs) with opportunities to participate in the tourism sector.

By supporting and showcasing local artists, designers, performers, and craftspeople, the Group is not only preserving and promoting Oman's unique cultural identity but also contributing to the growth of a vibrant and diverse creative economy. Through the Creatourism programme, it aims to create a platform that connects local talent with tourists and visitors, enabling them to discover the country's rich cultural heritage while also contributing to the development of a purple economy that values and supports creative and cultural industries.

The programme does so by empowering arts management entrepreneurs and supporting

the development of new tourism experiences through the operation of shops and supervising exhibition grounds. It also includes establishing artistic and cultural activities and exhibitions in several tourist facilities. While the programme was launched in 2021, it made headway in 2022 with The Art Space 'Makan Studios' launch at InterContinental Muscat Hotel.

It began with a competition to manage and operate the InterContinental Muscat Art Space was the first initiative launched under the 'Creatourism' programme. 'Makan Studios' won first place and was ultimately given the responsibility of managing and operating the art space. The space now serves as the ideal art venue for tourists, hotel guests and creative arts professionals in Oman whilst showcasing a wide range of innovative works inspired by local artistic elements and cultural heritage.

Initiatives such as these demonstrate OMRAN Group's commitment to recognising and nurturing promising local talent and implementing its sustainability framework in every facet of its operations in Oman.



Main Areas of Sponsorship:



Tourism



Art & Culture









2022 YEAR IN REVIEW



Creating Unforgettable Guest Experiences

Recovering Strong

OMRAN Group's hospitality sector operations have shown resilience and adaptability during the recovery period following the pandemic. The year 2022 saw a marked improvement in many aspects of OMRAN Group's operations compared to 2021, including increased occupancy rates, greater demand for local tourism, and the successful launch of new properties. The Group's commitment to providing world-class hospitality experiences remained steadfast, and its focus on sustainable development and community engagement continues to guide its decision-making journey. Below is an overview of some of the Group's hospitality sector highlights in 2022.

dusitD2 Naseem Resort - Jabal Akhdar

In 2022, OMRAN Group officially inaugurated the dusitD2 Naseem Resort, Jabal Akhdar, a stunning resort designed to attract nature and adventure seekers to Oman. The resort features over 250 rooms with breathtaking views of the Al Hajar mountain range. It also offers a range of hotel facilities and activities inspired by the natural characteristics of Jabal Akhdar, including the nation's first 8,000 sqm Adventure Park.





Alila Hinu Bay in Mirbat

Also, in 2022, OMRAN Group opened Alila Hinu Bay, a boutique eco-resort with views of the Arabian Sea in Mirbat, Salalah. The five-star resort, the second under the Alila Hotels & Resorts luxury brand in the Sultanate of Oman's, embraces sustainability through its architecture and the balance it maintains between tradition and modernity. Alila Hinu offers 112 rooms with high-end villas and recreational facilities. Visitors are also treated to an incredible spectrum of marine life and lush greenery to explore and enjoy. They can also visit Khor Rori, the largest nature reserve in the area, among other natural wonders just beyond the resort.

Jumeirah Muscat Bay

Jumeirah Muscat Bay, a 206-room five-star beach resort, was officially opened in 2022. It is located 15 minutes from Muscat and is nestled within the secluded Bandar al Jissah beach at Muscat Bay, a joint venture between OMRAN Group and Saraya Oman Holding Company. Built with an investment of 60 million Omani Rials, it is the country's first luxury resort by the Jumeirah Group and boasts three swimming pools, a kids club, spas and sports facilities.



OMRAN Group Hospitality Management In Numbers





Occupancy **↑ 25%**





F&B
Revenue
45%





Omanisation 42%



Employees 2,500



OPERATIONS

2022 YEAR IN REVIEW



Partnering for Success

Business Development

Encouraged by Oman Vision 2040, OMRAN Group embarked on a strategic project with its partner, Diamond Developers, to begin the construction of the USD 1 billion Yiti Resort, the Sustainable City, that spans a million square metres.

Also, in 2022, the Group launched its second project, AIDA, with its partner DarGlobal. It is a 3.5 million square metres residential project fully integrated with shopping arcades and a Golf Course in the middle of the community.

Our Development Partners













DARGLOBAL





Scan or tap to know more

Becoming an Investment Partner of Choice

OMRAN Group is committed to being the investment partner of choice in the region, working towards boosting Oman's economy through partnerships with renowned regional and international investors.

OMRAN Group actively seeks private investors to collaborate in planned projects to support the strategy, ultimately creating

a critical mass of new business in areas commonly regarded as 'tourism clusters'. The Group has already successfully entered into development partnerships with regional and international key market players. These partnerships are aimed at creating sustainable socioeconomic benefits for the country.

Investment Opportunities

The Group's commitment to driving foreign investment into Oman through creating Integrated Tourism Complexes (ITCs) and other tourism clusters, with the help of the government and private sectors, is evidenced by three main investment opportunities identified for 2022.



Madinat Al Irfan East Business Park

A vibrant section of the Madinat Al Irfan project; comprising three land plots with a total land area of 16,809 sqm identified for commercial use with a focus on office space.



Yiti and Yenkit Development' Phase 3'

This project is intended to offer multiple land parcels with identified uses, including hospitality, residential, mixed-use developments, entertainment, retail, and other activities.



Oman Adventures centre - Musandam

This project aims to position the Governorate of Musandam as a unique adventure and leisure destination at both a local and regional level. The 'zipline project' is only the first phase of the centre's development, which will cater to several adventure sporting and athletic activities in future.

OMRAN Group's investment strategy is evident in its commitment to forging relationships with renowned regional and international investors and driving sustainable socioeconomic benefits for the country through developing the

tourism sector. By creating partnerships and identifying investment opportunities, OMRAN Group aims to position itself as a leading regional investment partner, contributing to Oman's overall economic growth and development.

Fuelling Growth Through Strategic Partnerships

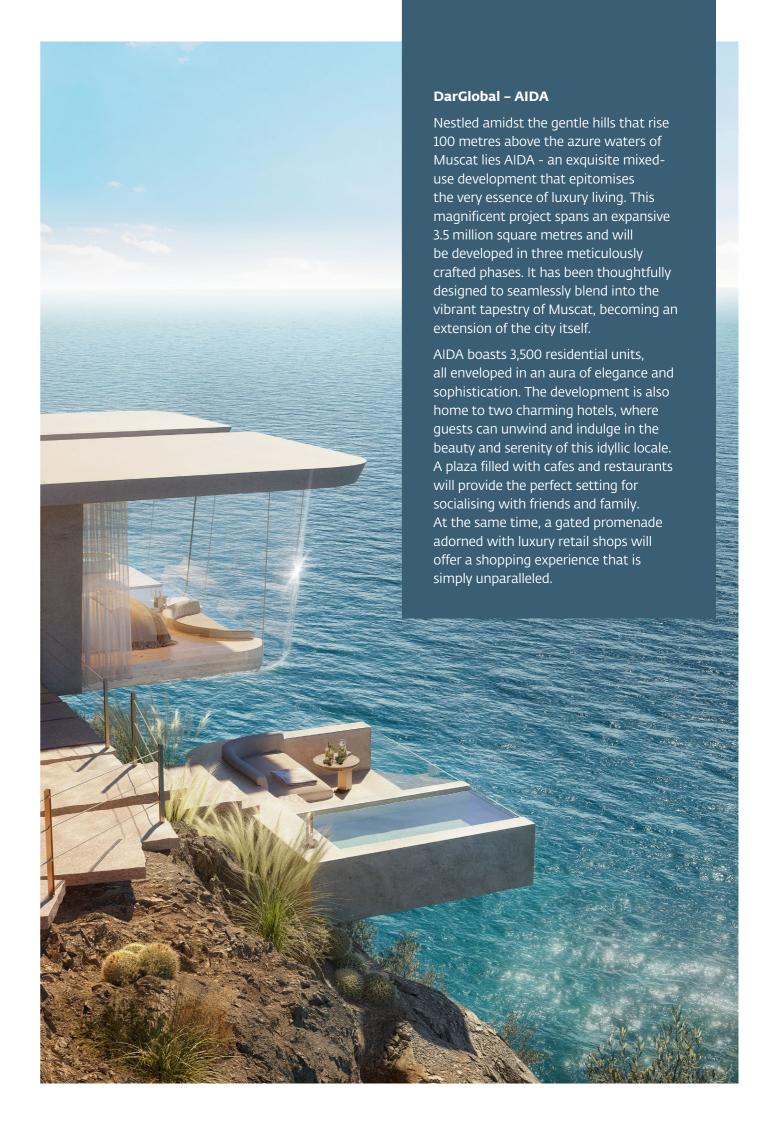
2022 also saw OMRAN Group update its internal investment policies, guidelines and processes to align with Oman Investment Authority's directions. With these in place, the Group continued to establish multiple strategic partnerships with industry leaders to drive the development of Oman's tourism sector in line with the objectives of Oman Vision 2040. Below are two of the most prominent partnerships it established in 2022.



Diamond Developers The Sustainable City - Yiti

OMRAN Group partnered with Diamond Developers to launch 'The Sustainable City – Yiti' in 2022. With an investment value of nearly one billion US dollars and spread over an area of one million square metres, the project is a fully integrated, urban, mixeduse development. It is an iconic destination that embraces the highest sustainability standards and aims to achieve carbon neutrality by 2040.







Driving Positive Change

How OMRAN Group Prioritises Sustainability and Local Economic Growth

OMRAN Group is committed to responsible tourism and has established an integrated sustainability framework with four key pillars: Economy, Society, Environment, and Cultural Heritage. The Group works closely with all stakeholders, partners, SMEs, and local communities to positively impact people's lives, the economy, and the environment while preserving Oman's traditions.

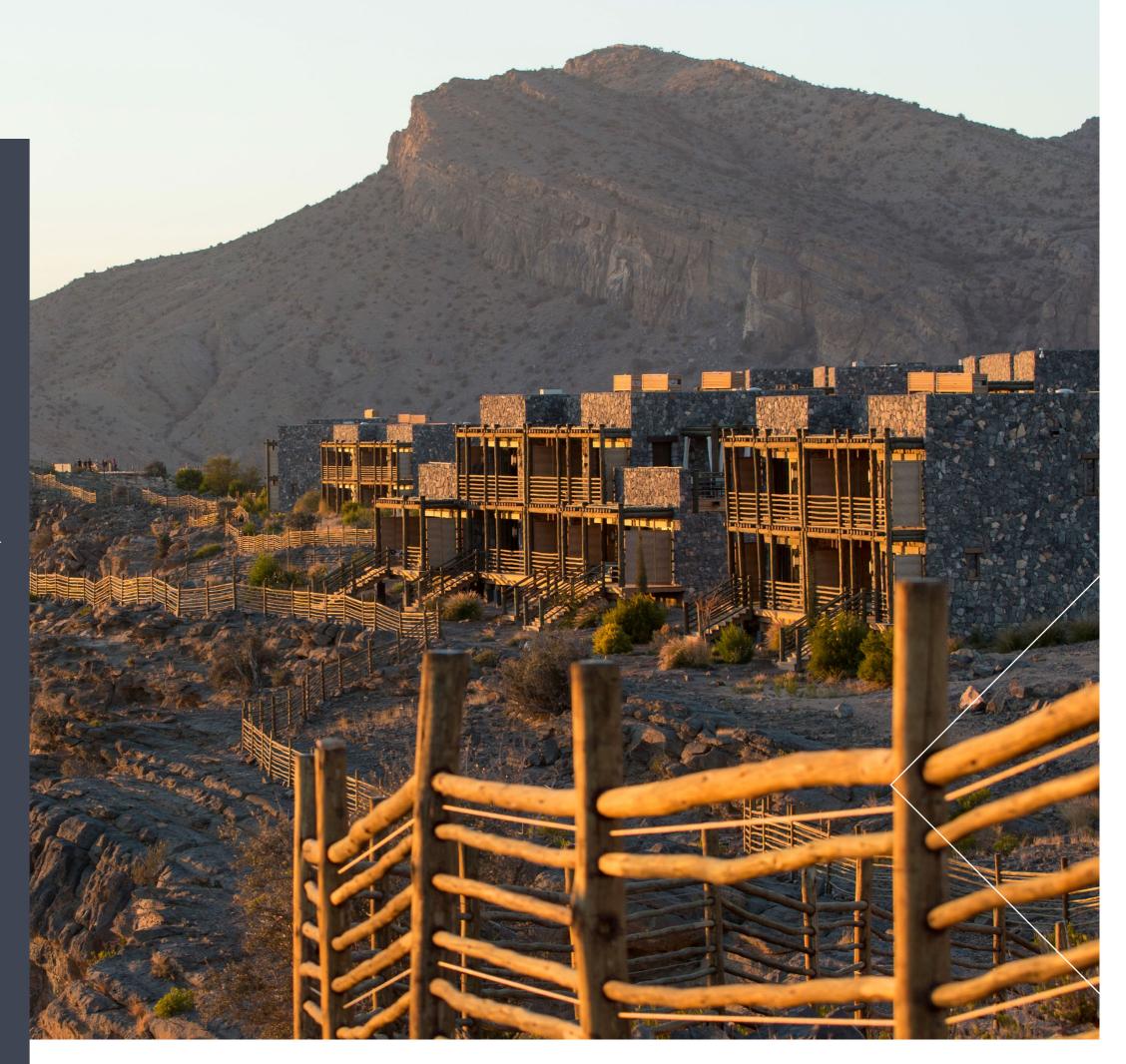
OMRAN Group understands the importance of protecting and conserving the environment for future generations. Therefore, all its developments adhere to stringent environmental regulations to limit the negative impact on the Sultanate of Oman's natural resources and reduce its carbon footprint.

OMRAN Group developments support SMEs by developing a more robust local supply chain, working with local skills and talent, and enhancing the overall destination experience. It collaborates with local businesses on projects it develops, owns, and operates.

One of the most notable examples of OMRAN Group's commitment to sustainability is the Sustainable City Yiti. Contracts of more than 150 million Omani Rials have been awarded to local companies, creating more than 900 direct jobs throughout the development lifecycle and providing fertile ground for diverse business opportunities for local SMEs.

One development that exemplifies OMRAN Group's commitment to local development investment is Commercial Building 1, where contracts of approximately 15 million Omani Rials were awarded to local companies. The project's development, construction, and operation have created numerous jobs for Omanis and opportunities for local businesses to participate in the supply chain. The zipline line project in Musandam is another prime example, which has proven very successful, resulting in significant economic benefits for its local community for a relatively small investment. Moreover, the project helped increase the tourism profile of Musandam and created new employment opportunities for the local community.

Through such initiatives, OMRAN Group is committed to creating sustainable, positive, and long-lasting impacts on Oman's economy, society, environment, and cultural heritage.



OMRAN GROUP'S DEVELOPMENTS

Bringing Oman's Vision to Life



Tourism plays a significant role in the multi-faceted areas of development in the Sultanate of Oman, and OMRAN Group serves as the government's executive arm responsible for the sector's growth and development. The Group is a catalyst for the sector, working closely with the Ministry of Heritage and Tourism and other government entities to identify priorities, destinations, and untapped opportunities, which will maximise the potential of the Sultanate's tourism sector.

The Group actively fulfils the sector's realisation of becoming an engine of GDP growth through Oman's unique tourism assets, lifestyle communities, experiences and destinations. To expand the sector's capacity, OMRAN Group continues to develop strategic tourism destinations across the country. These include large-scale integrated developments such as Madinat Al Irfan and Yiti Integrated Tourism Development and world-class hospitality assets like Alila Jabal Akhdar, W Muscat and many more, all of which

have set a new benchmark for authentic local hospitality in the Sultanate.

2022 was an important year for OMRAN Group as it continued to push the boundaries of tourism diversification and hospitality in the Sultanate. The Group added several ambitious and innovative new developments to its portfolio, including the Four Seasons Resort Muscat, Nikki Beach Resort and Spa Muscat and Oman Adventures. These developments further solidify OMRAN Group's commitment to cementing Oman's position as a world-class tourism destination; whilst creating sustainable economic growth and enhancing social well-being.

OMRAN Group is integral to Oman's tourism sector, driving growth and development through strategic planning and responsible practices. The Group's roster of developments showcases the country's authentic culture and heritage by providing unique experiences for visitors.

Driving Tourism Growth

OMRAN Group continues to push the boundaries of Oman's tourism and hospitality sector with a portfolio of ambitious and innovative developments. This section provides an overview of some of the Group's key ongoing projects and their progress towards achieving the vision of establishing Oman as a global tourism destination.

Nikki Beach Resort & Spa Muscat

Nikki Beach Resort & Spa Muscat is a noteworthy addition to Oman's luxury hospitality sector, currently being developed as part of the Sustainable City - Yiti. The 5-star resort will be operated by Nikki Beach Hotels and Resorts (NBHR), and will feature 140 hotel rooms and 30 villas. It will offer an array of dining concepts and facilities, including a beach club, three luxurious restaurants, swimming pools with panoramic views, Nikki Spa, and other amenities. In 2022, exciting progress was made on the

project's construction, with the hotel's superstructure now completed and the overall progress reaching its halfway mark. The current focus is on finishing the mechanical, electrical and plumbing works.

2022 saw Nikki Beach Resort & Spa Muscat receive the 'Best New Hotel Construction & Design Award' for the Marina Hotel Arabia at the International Property Awards. It was also shortlisted for the 'Best Future Project of the Year' in the Architecture Leader Awards 2022.



OMRAN GROUP'S DEVELOPMENTS

Four Seasons Resort Muscat

The upcoming Four Seasons Resort in Muscat is a highly anticipated development, awarded the 'Future Project of the Year' in the Architecture Leader Awards 2022. Designed to achieve a LEED certification, the project will include 200 hotel keys, 100 branded residences, food and beverage outlets, a marina village, and more.

The tender of design and supervision for this spectacular resort has been floated, and the team is currently working on designs. With the project's unique location at Al Bustan in Muscat, unparalleled amenities, easy access to some of Oman's most spectacular tourist attractions and exceptional design, the Four Seasons Resort in Muscat is sure to become one of Oman's most sought-after destinations.



Al Irfan East

Madinat Al Irfan East is integral to the Madinat Al Irfan project, supporting the tourism sector by establishing modern, mixed-use developments that help position Oman as a leading MICE and business tourism hub. Central to these efforts is the Oman Convention and Exhibition Centre (OCEC), which is connected to several businesses, hospitality assets, and components. Madinat Al Irfan East also includes the Crowne Plaza Muscat OCEC Hotel, the first JW Marriot Hotel in Muscat, and a 16,809sqm Business Park consisting of three commercial land plots, one of which

houses the award-winning Omantel headquarters. Also being developed here is the Commercial Office Building 1. Designed to achieve LEED and WELL certifications, it will offer 16,725 sqm of modern and sustainable office.

Construction of Commercial Building 1 is underway, with progress being made on several fronts. The foundation works are being redesigned, and the contractor has excavated 90% of Basement 2. With these updates, the completion of Commercial Building 1 is on track. Upon completion, it is expected to be a modern and sustainable addition to Madinat Al Irfan East.



Health, Safety and Environment (HSE)

OMRAN Group's HSE Programme in 2022 proved its worth by working around the clock throughout the year without any incidents. The Group took every precaution and continues to do so to ensure its employees, stakeholders, partners and

communities around its projects are kept safe at all times. The Group will continue to work hard with clear HSE objectives to avoid risks, carrying out its operations in a protected environment where safety is the prime objective.



53.8 million safe

man-hours LTI-free as of 2022

OMRAN Group's HSE objectives are:

- Prevent accidents
- Pollution-Free Environment
- Comply with legal requirements
- Promote values of health and safety
- Ensure the welfare of the employees in the workplaces
- Ensure its communities live in harmonious, risk-free environments



OMRAN GROUP'S DEVELOPMENTS

Tourism Beyond the Traditional

OMRAN Group plays a vital role in diversifying Oman's tourism industry through its strategic developments across the country. Below is an overview of the Group's developments in 2022 that were aimed at expanding and diversifying the sector while creating unique and authentic experiences for visitors.



Oman Adventures - Musandam

The Oman Adventures in Musandam is a fully integrated adventure centre developed by OMRAN Group in collaboration with the Ministry of Heritage and Tourism and the Musandam Governor's Office. The project's first phase, the Musandam zipline, was completed and handed over to the operator. The zipline spans 1,800 m, starting at Jebel Fitt and ending at a platform connected to the Atana Khasab Hotel, offering breathtaking views of Khor Qada and the Mokhi area. OMRAN Group is currently in the process of activating the subsequent phases. Once fully operational, the centre will offer a range of adventure activities and leisure tourism experiences to visitors from Oman and worldwide. Furthermore, an access road to the launch platform was developed as part of the project. A road was also extended to Taff ar Rakhm and its surrounding areas as part of the Group's commitment to the local community.

Governorate of Dhofar

OMRAN Group has worked closely with Dhofar Municipality to execute multiple destinations to enrich tourism experiences through public services and recreational facilities. These projects include the Eteen and Jarzeez public facilities, Itlalat Darbat Waterfalls, Maghsail Beach, and Itlalat Hamreer. Most of the infrastructure work for these projects was completed in 2022. The projects are expected to be fully completed before the 2023 Khareef season, providing visitors with a more diverse and enjoyable experience in the Governorate of Dhofar.



Wadi Dayqah

OMRAN Group developed and activated water sports and adventure tourism activities at Wadi Daygah in 2022. This initiative is part of a broader development plan being implemented at the Wadi in collaboration with the Ministry of Heritage and Tourism and the Ministry of Agriculture, Fisheries and Water Resources. This development plan aims to leverage Wadi Dayqah's popularity and enhance its appeal to tourists. The launch of water sports activities is just part of the first phase of this plan. More projects will soon be underway to make Wadi Daygah a must-visit destination for adventure seekers and nature enthusiasts worldwide.



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Development Agreements

OMRAN Group has been working with the governors' offices across Oman to strengthen tourism development and identify investment opportunities. Board members and executive management have visited all the governorates to explore opportunities and reinforce cooperation between OMRAN Group and the governors' offices. As a result of these visits, development agreements have been signed to develop a range of tourist destinations in various governorates, including Al Dakhliyah, South Al Sharqiyah, Al Buraimi, Al Dhahirah, North and South Al Batinah, and Al Wusta. These projects will diversify tourism offerings across Oman and create new opportunities for visitors to explore the country's unique culture, history, and natural beauty.



AUMAN CAPITAL



OMRAN Group focuses on developing people and managing them for long-term prospects. It prioritises developing the skills of its employees and is fully committed to their welfare.

The Group's employees are at the heart of its operations as it moves on to build better tourist prospects for the country, deeply integrated with strategic decision-making that impacts the entire organisation.

In addition, OMRAN Group is working to build future-ready employees from Universities by empowering them with the proper training to handle any challenging situation.

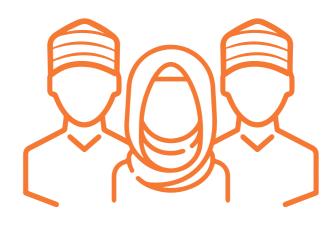
With this in focus, the Group has implemented various programmes and initiatives for employee development. These include training, mentoring, and coaching programmes designed to enhance its employees' knowledge, skills and abilities, ensuring they can perform their duties effectively and efficiently.

OMRAN Group believes a proper inclusive workplace is one where all employees are valued and get the opportunity to reach their full potential. Therefore, the Group's core belief is to support its staff and provide them with the right tools to grow and nurture their competitiveness in a lucrative environment that rewards their contributions.

Our Human Capital values are:

- Attracting a diverse talent to encourage innovation for sustainable business growth
- Promoting a workplace diversity where ideas give a competitive edge
- Encouraging the skills of its workforce to make a positive impact on operations
- Motivating employees to work in harmony with the communities and stakeholders they work for





Numbers related to HC in OMRAN Group

Omanisation Rate



Retention Rate







Number of Employees OMRAN Head Office

4F0

150

OMRAN Group

3,588

HUMAN CAPITAL 2022 YEAR IN REVIEW

IAmTourism

The tourism industry has consistently shown its resilience in bouncing back from economic slowdowns, serving as a vital catalyst for job creation and economic recovery. It comes as no surprise that Oman has a long-term strategic goal for the sector; this involves the creation of 535,000 jobs. To facilitate this goal, OMRAN Group, in cooperation with the Ministry of Heritage and Tourism and other partners in the tourism sector, has launched numerous initiatives, projects, and programmes that aim to enhance In-Country Value (ICV) through human resource development and the creation of direct and indirect job opportunities in the tourism and hospitality sector.

One such programme is #IAmTourism, which serves as an umbrella for all training and development initiatives aimed at supporting the tourism sector in Oman. It includes several programmes, such as Midhyaf, the graduate development programme, the pathways programme (Masarat), the 'Tadreeb' training programme, and Graduates Employment Initiative.

As a comprehensive programme covering all aspects of tourism training and



development, #IAmTourism will continue to include future initiatives organised by the Group in collaboration with other relevant authorities for the growth and prosperity of the tourism sector in Oman. Through these initiatives, OMRAN Group will continue to provide the necessary national competencies to fill career opportunities offered by the tourism sector.







Masarat is a programme aimed at equipping new graduates with professional skills, knowledge and practical experience careers. It prepares graduates for future professional roles within OMRAN Group by offering various tasks and projects to enhance their training journey. The ultimate goal of the Masarat programme is to foster talent and provide a skilled workforce for Oman's tourism sector.



Midhyaf is a training-for-employment programme launched by OMRAN Group in partnership with the Ministry of Labour. to improve their chances of success in their The programme aligns with the objectives of Oman Vision 2040 and the National Tourism Strategy to serve as a sustainable platform that supports Omanisation efforts and empowers Omani competencies in the tourism and hospitality sector. In its first edition, completed in 2022, over 120 job seekers graduated from the programme and were given opportunities to work in several group hotels and resorts.



The Tadreeb programme is tailored for students who wish to undergo training at top institutions to meet their academic needs. The programme's duration ranges from two to three months, depending on the requirements of their respective college or university, and is concluded with a certification from OMRAN Group.



OMRAN Group fully supported the Ministry of Labour's initiative to provide employment opportunities to new graduates seeking careers in this dynamic and rapidly evolving sector.







Driving Performance Through Development

In 2022, OMRAN Group launched many initiatives to develop and nurture its employees' potential. From training programmes to performance management and the streamlining of policies, here are three of the most prominent initiatives that played a crucial role in empowering the organisation's workforce in 2022:

Bravo Programme

OMRAN Group designed the Bravo Programme to recognise and reward staff for their hard work and contributions towards achieving the Group's objectives and for enhancing workplace etiquette, practices, and activities that lead to improved performance and positive outcomes. This programme also aims to encourage staff to develop innovative ideas that can help enhance the Group's work environment, attract investments, and achieve cost savings. In 2022, the Group awarded 39 employees for going the extra mile.





Midhyaf First Batch Graduation

In conjunction with Oman's celebration of Omani Youth Day, OMRAN Group celebrated the graduation of the first batch of 124 youth from the 'Midhyaf' hospitality training programme. They were subsequently hired by OMRAN Group's hospitality assets, showcasing the Group's commitment to employing Omani nationals in the tourism sector.

Employees Group Mobility Policy

OMRAN Group implemented a job turnover and mobility policy among its subsidiaries to ensure continuous on-the-job training and ease the transfer of expertise. The policy clarified the foundations and practices to help employees move between Group subsidiaries while gaining new skills and knowledge. Forty-eight employees have benefited from implementing this policy in 2022.







FINANCIAL SNAPSHOT

OMRAN Group's Results in 2022

Oman's tourism industry has demonstrated remarkable resilience in the past few years, which is reflected in OMRAN Group's financial results for the fiscal year ending 2022. The Group is proud to report a significant increase in its total revenues, which have surged by 39% to OMR 45 mn compared to the previous year's OMR 33 mn. This growth has mainly been driven by the rebound of the hospitality and travel industry after the lifting of Covid restrictions. In fact, the Group's Hotel portfolio, which is its primary revenue contributor, has since bounced back to pre-Covid levels.

OMRAN Group is also pleased to mention that operational cost efficiencies implemented during the Covid era have been seamlessly carried forward, resulting in a reduction of net loss by 6% to OMR (32) compared to the previous year's OMR (34). Moreover, its share in profit/losses in Associates has improved, supported by profits reported in Al Mouj. OMRAN Group expresses its gratitude to all stakeholders, including our Board of Directors, employees, partners, and customers, who have supported it in achieving these remarkable results.

TOTAL ASSETS OMR in Millions



SHAREHOLDER'S EQUITY OMR in Millions



TOTAL LIABILITIES OMR in Millions

2020	141	
2021	161	
2022	180	

REVENUES OMR in Millions



Revenues have increased by 39%, mainly due to the rebound of the hospitality and travel industry after the lifting of Covid restrictions.

OPERATIONAL PROFIT / LOSSES OMR in Millions

2020	(12.5)	
2021	(12)	
2022	(13)	

Better management of operational cost across the group due to the continuation of efficiencies implemented during the Covid period.

NET PROFIT / LOSSES OMR in Millions

2020	(110)	
2021	(34)	
2022	(32)	

Embracing a Promising Future

OMRAN Group stands at the forefront of Oman's thriving tourism landscape, propelled by its unwavering commitment to sustainability and advancement. The past years have been filled with remarkable achievements and visionary initiatives that will leave an indelible mark on the country's tourism industry for years to come.

The Group's relentless pursuit of innovation has paved the way for a multitude of captivating projects poised to redefine the boundaries of tourism in Oman. Through collaborative efforts with governors' offices across the nation, it has forged strategic partnerships and solidified development agreements, opening doors to a diverse range of tourist destinations across various governorates. These upcoming ventures will ensure a year-round appeal, transcending seasonal limitations and captivating visitors from around the globe.

Furthermore, the Group's unwavering dedication to diversifying the tourism sector has led it to embrace burgeoning avenues such as ecotourism, sports tourism, creative tourism, and adventure tourism. OMRAN Group takes immense pride in its involvement in groundbreaking endeavours, including the Yiti Integrated Tourism Development, Madinat Al Irfan Business Park, and Oman Adventures centre in Musandam.

Looking ahead, the Group's primary objective remains unwavering and will serve as its guiding compass, empowering it to thrive as a business and confidently make informed decisions. OMRAN Group's foremost objective is establishing itself as the Centre of Excellence for tourism development, solidifying its position as the Partner of Choice. Through the delivery of strategic projects, the Group aims to foster and stimulate tourism growth in Oman by attracting strong partners, securing private equity capital and foreign direct investment, and optimising sustainability, in-country value creation (ICV), and research, development, and innovation (RDI) across the Group and the industry as a whole.

Additionally, OMRAN Group is committed to achieving financial sustainability as a standalone business and a cohesive group. By maintaining a sound financial footing, the Group can unlock new opportunities, invest in its projects, and ensure the long-term success and viability of its endeavours.

Equally important is the Group's dedication to nurturing the future leaders of the sector. Building a performance and results-driven organisational culture is essential for their growth and prosperity. Through adopting an environment that encourages excellence, innovation, and collaboration, the Group empowers its team members to thrive and contribute meaningfully to its collective success.

With these strategic objectives at the core of its mission and an unparalleled pipeline of developments and boundless potential on the horizon, the Group eagerly anticipates the bright future that lies ahead for the sector.

Together, OMRAN Group is poised to illuminate Oman's path towards a prosperous future, guided by its vision, passion, and unwavering optimism.





Oman Tourism Development Company SAOC ${\sf KNOW\ HOW\ .\ RESPECT\ .\ BEYOND\ /\ {\it omran.om}}$

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