

نلتقدم بثقة
Moving Forward
With Confidence



OMRAN Group in 2024

Remarkable Efforts and Achievements
Driving Sustainable Tourism Development





Positive Financial Performance

A reflection of operational excellence and a high standard of innovation and efficiency

Revenue

58,345,067

OMR

Net Profit

25,228,565

OMR

Foreign Direct Investments

156,880,000

OMR



Operational Excellence Across the Group's Resorts and Hotels

World-Class Hospitality Experiences Reflecting the Authentic Spirit of Omani Hospitality

Total number of guests: **820,365**

(**6%** growth compared to 2023)

Occupancy rate: **45%**

(**2.6%** growth compared to 2023)



Key Milestone in Hospitality Field

Official Opening of JW Marriott Muscat



Investment and Business Development

Diligent Efforts to Accelerate Growth and Strengthen the Tourism Sector's Infrastructure

01

Announced the development partnership of the first **Club Med** Resort in the Middle East

02

Established a partnership with **Santani Wellness** Resorts, to introduce realm of wellness tourism in the Al Dakhiliyah

03

Signed a new venture with **Global Leisure & Entertainment** to launch Oman's first Water & Bike Adventure Centre in Khasab, Musandam



Project Development Highlights

Reaching Advanced Stages in Our Journey to Execute High-Quality Projects and Develop Tourism Destinations

01

Phase 1 of the Madinat Al Irfan Masterplan Successfully Completed and Celebrated

02

95% Completion Achieved for the Sustainable City Infrastructure

03

85% Completion Achieved for Commercial Building No.1 in Madinat Al Irfan

04

60% Completion Reached for Nikki Beach Resort & Spa Muscat Project

05

Over **60** Million Safe Man-Hours Achieved and Celebrated





Tourism Experiences

Enriching tourism experiences that contribute to the diversification of tourism products and services

Introduced **Oman Downwinder**, Oman's first kitesurfing competition to reinforce its position as a destination for water sports and outdoor adventures

Organized the **Rummana 2.0** agritourism event, which welcomed over **51,000** visitors and empowered **44** local SMEs

Developed Oman's **first hydroponic farm** at Alila Jabal Akhdar resort

Organized **two festivals** at Wadi Dhayqah Dam and Khasab



Human Capital

We empower our people to confidently lead the future of tourism

Created **370** new jobs for nationals across the Group

Omanization: **95%** in Oman Tourism Development Company SAOC | **53%** across the Group

Completion of **3** leadership programmes for the Group's employees



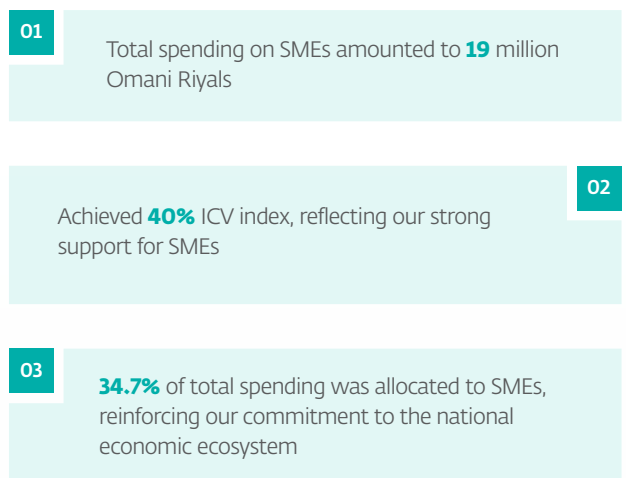
Sustainability, Research, Development & Innovation

We advance sustainability pathways and invest in research, development, and innovation to shape a sustainable tourism future



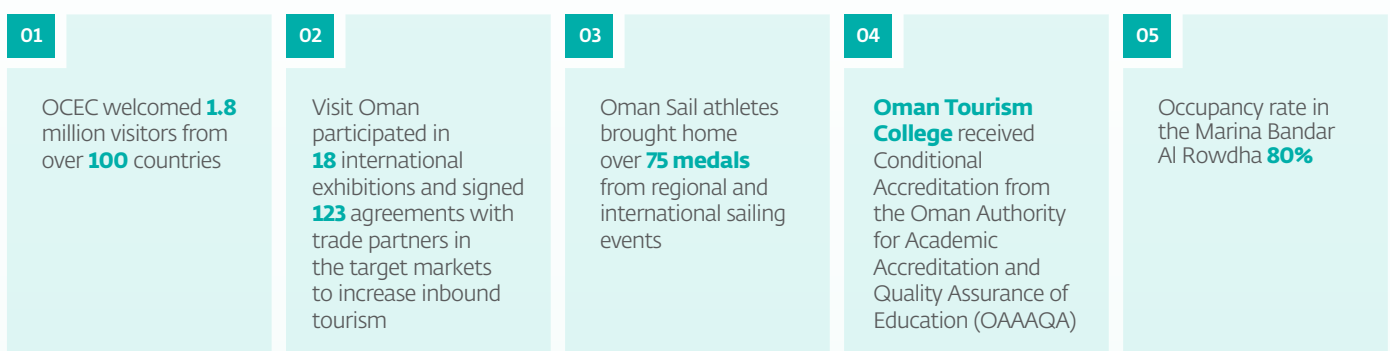
Empowering Small and Medium Enterprises (SMEs)

Ongoing Efforts to Enhance In-Country Value (ICV) by Supporting SMEs and Promoting National Industries



We continue to advance and achieve with steady strides

Reinforcing Oman's position on the global tourism map





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OMRAN