



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

Established a partnership with **Santani Wellness** Resorts, to introduce realm of wellness tourism in the Al Dakhiliyah 02

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

Celebrated the launch of OMRAN Group's first

Launched the **Intajee** e-platform to drive local content by connecting Omani producers to the tourism supply chain

Organized the first OMRAN Hackathon, engaged more than **100** talents to create innovative solutions for tourism sector



Empowering Small and Medium Enterprises (SMEs)

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

Total spending on SMEs amounted to **19** million Omani Rivals

Achieved **40%** ICV index, reflecting our strong support for SMEs

02

03

34.7% of total spending was allocated to SMEs, reinforcing our commitment to the national economic ecosystem



We continue to advance and achieve with steady strides

Reinforcing Oman's position on the global tourism map

01

OCEC welcomed **1.8** million visitors from over **100** countries

02

Visit Oman participated in 18 international exhibitions and signed 123 agreements with trade partners in the target markets to increase inbound tourism

03

Oman Sail athletes brought home over **75 medals** from regional and international sailing events 04

Oman Tourism
College received
Conditional
Accreditation from
the Oman Authority
for Academic
Accreditation and
Quality Assurance of
Education (OAAAQA)

0!

Occupancy rate in the Marina Bandar Al Rowdha **80%**



