

Loyal people of Oman, to safeguard our gains and the accomplishments made on this benign land and to establish a prosperous future for our young generation in all parts of this country, we will spare no effort in utilising all means to realise the objective.

**HIS MAJESTY SULTAN HAITHAM BIN TARIK** 





### **CHAIRMAN'S MESSAGE**



**Azzan Qassim Al Busaidi** Chairman

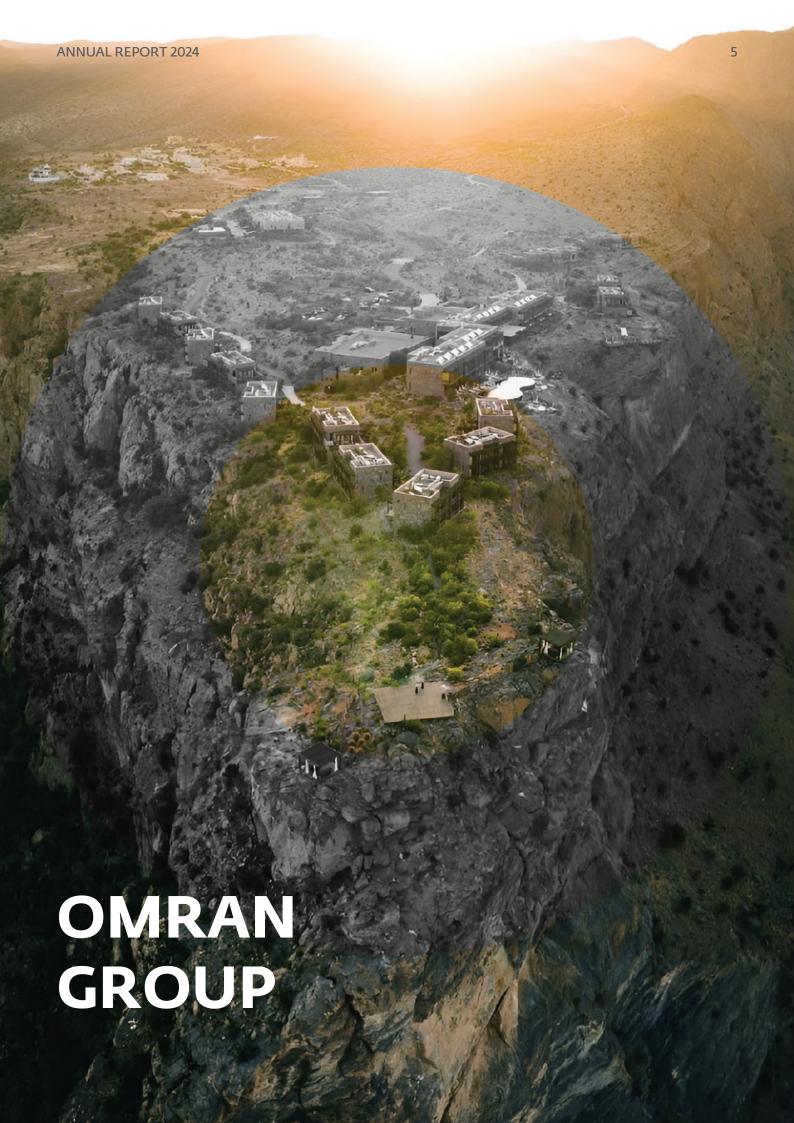
I am pleased to present OMRAN Group's 2024 Annual Review, a reflection of a year marked by tangible progress, strategic partnerships, and growing contributions to Oman's tourism landscape. Oman's steady progress toward a more diversified and resilient economy continues to place tourism at the forefront of national development. The sector supports growth on several fronts, economically, socially, and reputationally, while reflecting the country's distinct identity on the global stage. OMRAN Group plays an important role in advancing the country's tourism sector. In close collaboration with the Ministry of Heritage and Tourism, we help translate strategic objectives into practical developments that contribute to national priorities and unlock long-term value.

In 2024, OMRAN Group's contribution was visible across its portfolio. Our diversified assets welcomed a significant share of the country's total visitors, with growth recorded in both occupancy and revenue, despite the wider regional and international challenges. The opening of JW Marriott Hotel Muscat was a key highlight, adding to Oman's premium

hospitality offering. We continued to diversify our portfolio with new developments focused on cultural, nature-based, and experience-led tourism. These projects reflect changing visitor expectations while also bringing new investment and partnerships into the country. Agreements signed during the year supported Oman's entry into additional source markets, helping to broaden reach and strengthen global positioning.

Our approach remains centred on creating value for the nation. This includes enabling Omani talent, supporting local supply chains, and working with small and medium sized enterprises across the tourism ecosystem. The social and economic impact of tourism is maximised when development is inclusive, regionally balanced, and future-oriented. Sustainability continues to gain greater prominence across our work, in line with the country's strategic directions. From environmentally responsible operations to the adoption of greener hospitality practices, we remain committed to ensuring that our developments support long-term environmental stewardship.

In parallel, we are strengthening international partnerships and expanding our project portfolio to support deeper integration within the global tourism landscape. In this spirit of progress and achievements, I extend my deepest appreciation to His Majesty Sultan Haitham bin Tarik for his thoughtful leadership and enduring vision, which continues to guide the nation's development. I also acknowledge the Oman Investment Authority for its strategic direction, and the Ministry of Heritage and Tourism for its continued collaboration. My appreciation extends to the Board of Directors, executive team, and all OMRAN colleagues for their commitment and dedication.



# **BOARD OF DIRECTORS**



**H.E. Azzan Qassim Al Busaidi** Chairman



**Al Mutasim Said Al Sariri** Vice Chairman



**Hanaa Mohamed Al Kharusi** Member



**Keyth Pisani** Member



**Omar Salim Al Hashimi** Member



**Abdullah Mohammed Al Rashdi** Member



**Ali Mohammed Al Battashi** Member

## THE MANAGEMENT TEAM



**Dr. Hashil Obaid Al Mahrouqi** Chief Executive Officer



**Hilal Masoud Al Jadidi** Chief People & Change Officer



**Mohammed Khamis Al Ghufaili** Chief Operating Officer



**Mohammed Murtadha Al Eissa** Chief Corporate Planning & Communications Officer



**Saif Sulaiman Al Yarubi** Chief Financial Officer

## **OUR VISION AND MISSION**

### **VISION**

To promote the growth of Oman's tourism sector through enabling projects and investments and creating new lifestyle options.

### **MISSION**

To create sustainable and authentic tourism assets, lifestyle communities and destinations that drive economic growth and contribute to the diversification of the economy.

## **OUR VALUES**

# **KNOW-HOW**

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



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.



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



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### **NOTABLE ACHIEVEMENTS**

### **POSITIVE FINANCIAL RESULTS**







### **ICV CONTRIBUTION**







### **ENRICHING HOSPITALITY SECTOR**

Total number of hotels guests 820,365 6% growth compared to 2023

Occupancy rate
45%
2.6% growth
compared to 2023

The official opening of JW Marriott Muscat



### **AWARDS**



The Four Seasons Resort won 'The Best Residential Project' at the 12th annual Dossier Awards for Construction.



Oman Convention & Exhibition Centre: Sustainable Project of the Year at 'The Sustainability Innovation Award' - Dubai.

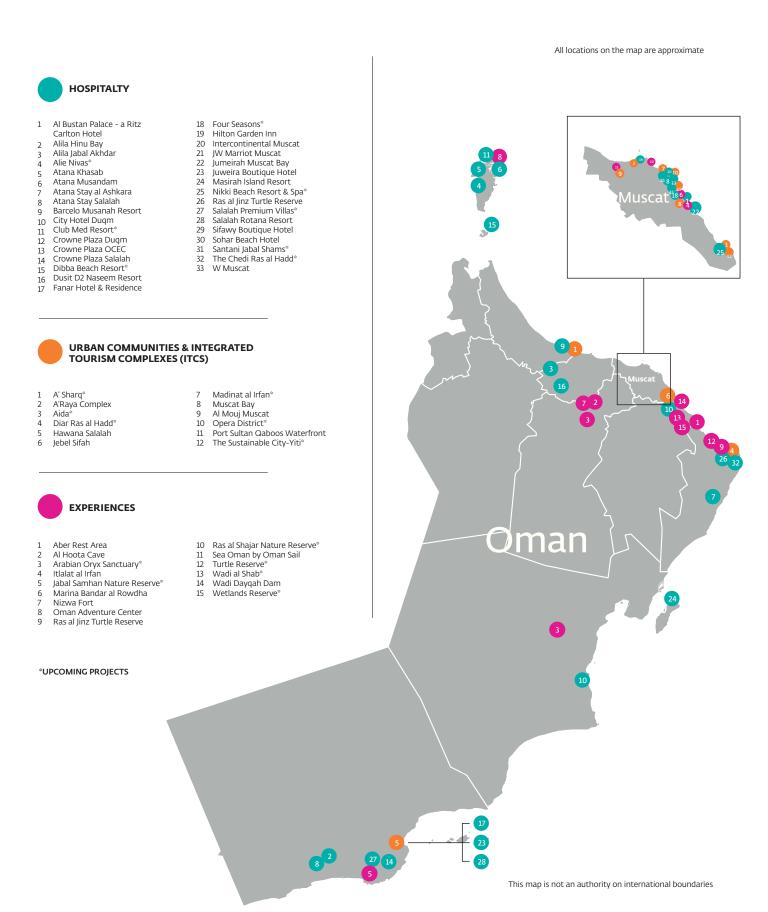


InterContinental Muscat won the 'Oman's Leading City Hotel 2024' at the 31st Annual World Travel Awards.



W Muscat won the 2024 Regional Award for **'Luxury Beachfront Hotel'** presented by the Luxury Hotel Awards UK.

### **OMRAN GROUP PORTFOLIO**







### **OMAN CONVENTION & EXHIBITION CENTRE**

Oman Convention and Exhibition Centre (OCEC) remains a central pillar of Oman's MICE sector, combining advanced infrastructure with the Sultanate's signature hospitality to enhance its appeal as a destination for international conferences and exhibitions.

In 2024, OCEC recorded strong performance, hosting 246 events and welcoming 1.8 million visitors. Among these were 14 prominent regional and international gatherings,

drawing participants from over 100 countries. The Centre also engaged 100 local SMEs over the course of the year, contributing meaningfully to the national business landscape. OCEC's standards of quality and service were recognised with a number of international awards, further cementing its reputation on the global stage. Among these accolades was the "2024 Sustainable Initiative Project of the Year" at the Sustainability Innovation Award in Dubai, awarded for the Centre's solar panel project.

#### **POSITIVE FINANCIAL RESULTS**

246 Events hosted in 2024

Prominent regional and international gatherings

1.8 Million
Visitors
welcomed

100 Local SMEs engaged 2024 Award
International Sustainable
Initiative Project of the Year





### **OMAN SAIL**

In 2024, Oman Sail and its brand SeaOman, marked 16 years of achievement with notable progress across sport, sustainability, and strategic partnerships. The organization's athletes brought home over 75 medals from regional and international sailing events, demonstrating their competitive strength. The Sultanate's reputation as a premier sports destination was solidified through Oman Sail's successful hosting of major international competitions, including the Hockey5s World Cup and Tour of Oman, alongside national events that highlighted the country's diverse landscapes.

The Mussanah Sailing School achieved elite status as a Category A High-Performance Centre, while signature events like Mussanah Race Week reached an important financial milestone by turning profitable for the first time. Oman Sail expanded strategic alliances with national organizations to enhance youth development and sports inclusion programs. Environmental leadership remained central to operations, with SeaOman becoming the first Green Fins Certified Member in the region and Mussanah Race Week earning prestigious Gold Clean Regatta certification. These accomplishments underscore Oman Sail's ongoing contributions to sustainability and youth empowerment, as well as its prominent role in driving national progress and global recognition.

**75+**Medals from regional and international sailing events





# WATERFRONT & MARINA SERVICES

Situated along the Gulf of Oman near the Al Hajar Mountains, Marina Bandar Al Rowdha is a well-loved leisure destination in Muscat. This multi-functional marina features a leisure pool, a family-friendly restaurant, and a variety of water sports and aquatic activities, making it a prime launching point for fishing and diving excursions.

Since its transfer to OMRAN Group in 2017, Marina Bandar Al Rowdha has reached several key milestones, including

consistent positive earnings. Also, the marina occupancy rate reached 80% during 2024. The past year has been successful, and paves the way for greater progress ahead.

These accomplishments are a testament to the team's dedication, innovation, and growth, supported by OMRAN Group's backing. Today, Marina Bandar Al Rowdha stands out as one of the region's most dynamic marinas.

80%
Marina Occupancy
Rate during 2024



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# **OMAN TOURISM** COLLEGE

In 2024, Oman Tourism College (OTC) received Conditional Accreditation from the Oman Authority for Academic Accreditation and Quality Assurance of Education (OAAAQA), a major milestone reflecting its commitment to academic excellence and industry-aligned education. Strengthening its role in the tourism sector, OTC hosted the first "Deraya" forum and a series of workshops in collaboration with key stakeholders including the Ministry of Higher Education, Research and Innovation (MOHERI), Omran Group, and the Ministry of Heritage and Tourism. These events addressed emerging trends, human capital development, and the future of tourism education in Oman.

The College celebrated the graduation of over 340 degree students and more than 500 short-course trainees through its newly launched Oman Tourism Academy, which also certified 301 tour guides and led the implementation of the Najm training program. OTC further empowered the sector OTC played a key role in promoting Musandam as a tourism destination through the "Discover Musandam" and "Al Nuzul Heritage" forums. Strategic partnerships were strengthened through multiple Memoranda of Cooperation signed with SHL Luzern, the Arab Tourism Organization, Americana, and the Musandam Governorate, fostering collaboration in training, education, and tourism development.

These accomplishments reflect OTC's continuous efforts to enhance human capital, preserve heritage, and promote sustainable tourism aligned with Oman Vision 2040. With strong partnerships and innovative programs, the College remains committed to shaping future tourism leaders and supporting the growth of Oman's tourism and hospitality sector.





### **VISIT OMAN**

As part of its ongoing efforts to promote the tourism offerings of the Sultanate of Oman and boost inbound tourism from key markets, Visit Oman participated in over 18 major international travel and tourism exhibitions, including FITUR Spain, ITB Berlin and WTM London. These participations have led to sealing more than 120 agreements with trade partners in the target markets to increase inbound tourism

Additionally, Visit Oman collaborated with MoHT and OMRAN Group launched "Live the Vibe" summer tourism campaign to promote Oman's diverse attractions. The campaign features a user-friendly digital platform for seamless trip planning and booking, showcasing over 100 hotels and 200 local experiences, many curated by local businesses. OMRAN Group also contributed by offering special deals across its resorts, further enhancing Oman's appeal as a premier tourism destination.

18+

Major international travel and tourism exhibitions, (Including FITUR Spain, ITB Berlin and WTM London) 200+

Local experiences showcased

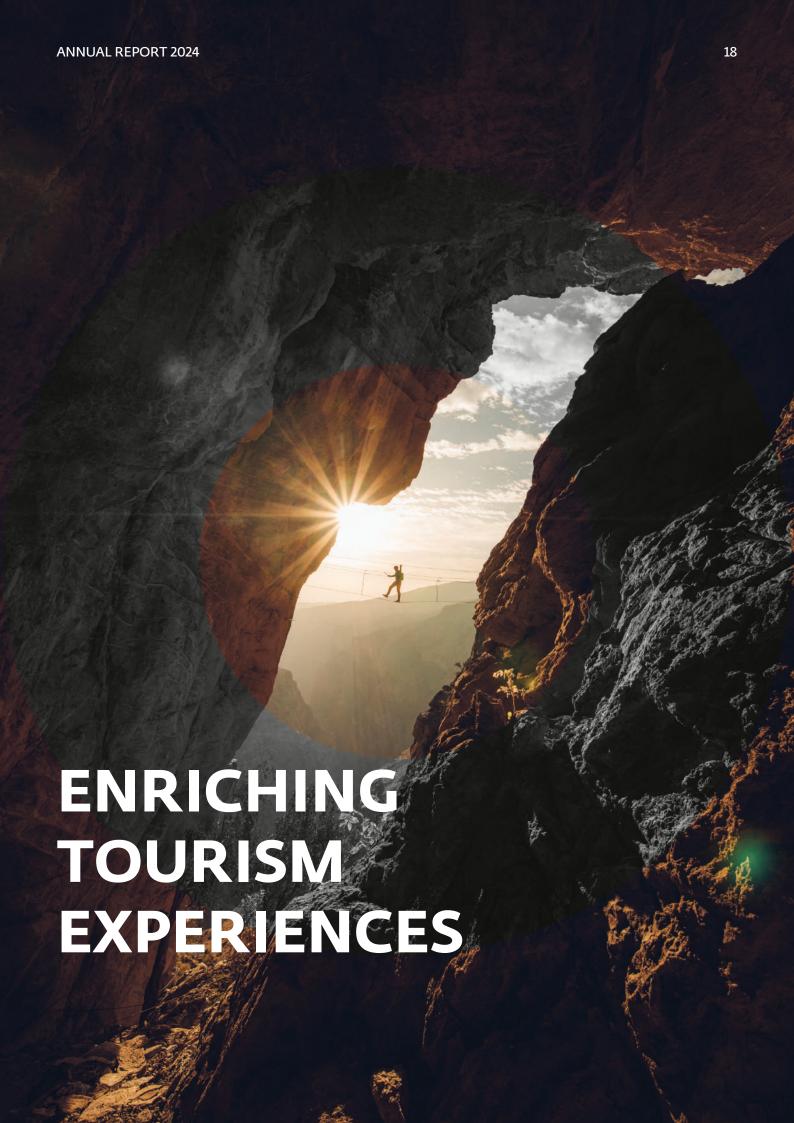
120+

Agreements with trade partners in the target markets

100+

Hotels features on the digital platform





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### **HOSPITALITY**

Distinguished hospitality experiences define our approach to creating transformative tourism destinations across Oman. Our premium hospitality developments create transformative tourism ecosystems that position Oman as a distinguished global destination. Through strategic integration of authentic cultural elements with world-class service standards, we establish comprehensive experiences that resonate with discerning international travelers while strengthening the nation's economic diversification objectives.

In 2024, Oman's hospitality sector saw continued growth, with a total of 820,365 guests visiting, marking a 5.9% increase compared to 2023. The occupancy rate for tourism establishments stood at 45%, reflecting a rise of 2.6% over the previous year. These figures underscore the steady progress of Oman's hospitality sector, positioning the country as a key player in the global hospitality market while reinforcing its economic diversification goals.

#### **KEY HIGHLIGHTS**

**820,365**Total Guests (2024)

2.6% Occupancy Increase 45% Occupancy Rate



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# JW MARRIOTT MUSCAT

Officially inaugurated in 2024, the JW Marriott Hotel Muscat represents a transformative milestone in Oman's hospitality evolution. This strategic 47 million Omani Rial investment establishes a premium 5-star property featuring 304 rooms and suites that seamlessly integrate authentic Omani design elements with world-class hospitality standards. Its strategic location adjacent to the Oman Convention and Exhibition Centre creates a comprehensive business tourism

ecosystem that enhances our capacity to host major international conferences while appealing to discerning leisure travelers. This integrated urban development creates a dynamic destination that celebrates Omani identity while meeting international standards of excellence, delivering distinctive experiences that resonate with citizens, residents, and international visitors alike.

**OMR 47 Million** 

Investment

304 Rooms & suites



### **DESTINATION EXPERIENCE ENHANCEMENT**

Our destination development strategy extends beyond infrastructure to deliver memorable tourism experiences that showcase Oman's diverse natural and cultural assets. By strategically activating locations across the Sultanate, we create unique visitor engagements that drive tourism growth while providing economic opportunities for local communities.

Through curated seasonal events, adventure tourism developments, and sports initiatives, we establish distinctive experiences that highlight Oman's competitive advantages. This approach ensures authentic encounters with our landscapes and traditions while generating sustainable tourism flows throughout the year.

The Oman Downwinder paragliding races highlight our coastline's potential for adventure sports, with races from Duqm to Ras Al Jinz featuring twelve professional athletes. This event showcases Oman's diverse landscapes and attracts global participants, contributing to the country's growing reputation as a prime destination for outdoor adventure tourism.

Similarly, our sponsorship of the SOCCA 2024 World Cup reaffirmed our growing interest in sports tourism as an effective driver for attracting visitors from around the world. The event attracted more than 90,000 fans from within Oman and abroad, and received wide international media coverage.





### AGRITOURISM INTEGRATION

The establishment of Oman's first hydroponic farm at Alila Jabal Akhdar represents our innovative approach to integrating agricultural elements into luxury tourism experiences. This development creates a distinctive amenity for hotel guests while demonstrating sustainable farming techniques appropriate for mountain environments, enhancing the property's appeal for environmentally conscious travelers.

The second edition of Rummana transformed Jabal Al Akhdar's pomegranate harvest into a distinctive tourism experience attracting visitors region-wide. This activation facilitated the sale of over 5,000 kilograms of local pomegranate fruit while providing 44 SMEs with direct market access, generating tangible economic benefits for agricultural communities.

In addition, two major tourism events further bolstered Oman's appeal. The Wadi Dayqah Festival aimed to position Wadi Dayqah as a key tourist destination, featuring recreational activities, entertainment, and local business showcases while highlighting the region's natural beauty and large dam. Similarly, the Musandam Festival celebrated the cultural heritage and landscapes of Musandam. With over 18,000 visitors, the Festival showcased the region's unique attractions, strengthening Musandam's position as a premier tourism destination.













### **MADINAT AL IRFAN**

Madinat Al Irfan is OMRAN Group's largest mixed-use urban development. Strategically located in the heart of Muscat Governorate and in close proximity to Muscat International Airport, the project aims to establish an integrated environment aligned with the principles of modern urban development. Designed to be a contemporary gateway to Oman, the city will serve as a vibrant hub catering to the needs of residents, visitors, and the business sector.

The first phase of the development has already seen the official opening of JW Marriott Muscat. Meanwhile, Commercial Building No. 1 within the Business Park has reached 85% completion, with full completion expected in Q4 2025.







### THE SUSTAINABLE CITY - YITI

The Sustainable City – Yiti is a joint urban development spanning nearly one million square meters in Muscat, designed to establish an integrated community targeting net-zero carbon emissions by 2040. In 2024, 96% of the infrastructure works were completed, alongside over 30% progress invilla and residential unit construction. Keyfacilities also entered development, including a school, kindergarten,

health center, as well as innovative components such as an autism village, equestrian club, a four-star hotel, and the SEE Institute. The project comprises 1,657 residential units and a range of educational, healthcare, and leisure facilities. It relies on renewable energy, recycling systems, and aims to achieve up to 80% food self-sufficiency.

















### **NIKKI BEACH**

The Nikki Beach Resort & Spa, Muscat, which will feature 140 hotel rooms and 30 villas with private pools, is progressing steadily toward completion. With a range of premium facilities including a beach club, three signature restaurants, three swimming pools, a spa, gym, and marina, it is set to offer a luxurious experience. Notably, 60% of the construction has been completed to date.













### **AIDA**

Development of the first phase of the AIDA project began in 2024, in partnership with Dar Global, progressing in line with the established timeline and aiming for completion by 2028. Situated 100 meters above sea level, the project offers breathtaking views of hills, rocky cliffs, and deep blue waters. AIDA introduces a fully integrated concept of sustainable luxury living, blending inspiration and relaxation within a uniquely scenic coastal setting.

### **PLANNED PROJECTS**

In 2024, progress continued on the planning and design of several future development projects across various locations, including the Four Seasons Hotel, Opera District, and the Muttrah Waterfront. These projects reflect the Group's broader development vision to position Oman as a leading destination for tourism and investment through the creation of distinctive, strategically located destinations.

### Phase 1 Started in

2024

2028
Target
Completion

100 m Above Sea Level



### **BUSINESS DEVELOPMENT**

Our business development strategy focuses on forging strategic investment partnerships that reinforce Oman's position as a global tourism destination. By collaborating with leading international operators and developers, we work to deliver high-quality tourism assets that elevate the Sultanate's appeal and generate long-term value.

These partnerships are built on the synergy between global expertise and Oman's unique competitive advantages, creating opportunities that blend international standards with the authenticity of the Omani experience. This approach enables the development of world-class destinations while preserving the cultural and environmental identity that sets Oman apart.

### STRATEGIC HOSPITALITY PARTNERSHIPS

#### **CLUB MED MUSANDAM DEVELOPMENT**

As part of ongoing efforts to attract leading developers and global hospitality brands, OMRAN Group signed an agreement to develop the Club Med Musandam Resort, marking the renowned French brand's first presence in the Middle East.

Located in the Musandam Governorate, the project represents an investment of over USD 100 million and will feature approximately 300 premium guest rooms, along with a range of upscale facilities catering to high-end tourism. The design of the resort will incorporate authentic Omani elements across its architecture, hospitality offering, and culinary experiences, delivering a distinctive stay that celebrates local identity while appealing to international travelers. The resort is also expected to generate more than 1,000 direct and indirect employment opportunities.



# SANTANI WELLNESS RESORT DEVELOPMENT AGREEMENT

In 2024, an agreement was signed with Santani Wellness Resorts—an internationally recognized brand in wellness tourism—during the Group's participation at ITB Berlin. The partnership involves the development of a fully integrated wellness resort in Jabal Shams, located in the Al Dakhiliyah Governorate. This will be the brand's first presence in Oman.

The resort aims to offer a holistic wellness experience in a unique natural setting, blending relaxation and therapeutic practices inspired by traditional healing philosophies.

This partnership reflects the Group's strategic direction to diversify its tourism development portfolio by attracting specialized hospitality brands that support growth ambitions across emerging sectors.

# ADVENTURE TOURISM HUB IN MUSANDAM

As part of its efforts to diversify tourism experiences and strengthen the adventure tourism sector, OMRAN Group has partnered with Global Leisure & Entertainment to develop an integrated activity and adventure centre in the Governorate of Musandam. The project will feature a variety of offerings including water-based adventures and mountain biking trails.

Leveraging the region's rich natural diversity—spanning dramatic coastlines and rugged mountain terrain—the destination is set to attract adventure seekers from both within Oman and abroad. This strategic initiative supports the Group's broader vision to expand geographically distributed tourism offerings, stimulate local economic activity, and create new opportunities for surrounding communities.



# PRESENCE IN INTERNATIONAL MARKETS

We strengthen Oman's position in global tourism markets through strategic participation in major international exhibitions and industry platforms. These efforts aim to showcase the diversity of the Sultanate's tourism assets and investment opportunities while forging partnerships that boost visitor numbers and reinforce Oman's standing as a leading destination.

This approach reflects a national vision that balances authenticity with modernity—offering culturally rich experiences supported by world-class hospitality infrastructure. Direct engagement with global tourism decision-makers continues to open new pathways for sustainable sector growth.

This global engagement strategy extended to World Travel Market London, where Oman's delegation included 32 tourism entities and hotel operators, and Arabian Travel Market Dubai, where 36 establishments represented the Sultanate across government and private sectors.



# HIGH-PROFILE EXHIBITION PARTICIPATION

Our strategic presence at the world's most influential tourism exhibitions has significantly enhanced Oman's global visibility and business opportunities. As Oman was the Official Host Country at ITB Berlin 2024, OMRAN Group co-hosted the prestigious ITB Buyers Circle, showcasing over 15 of our premier hospitality assets while unveiling transformative initiatives including the 'See Double' campaign with Ras Al Khaimah Tourism Development Authority.

# GLOBAL LEADERSHIP RECOGNITION

OMRAN Group's induction into the World Economic Forum (WEF) New Champions Community during the 15th Annual Meeting in Dalian represents significant recognition of our leadership in tourism development. This exclusive membership, limited to the top 100 mission-driven companies from 45 countries, provides unparalleled access to global networks of leading companies, decision-makers, and influential figures across multiple sectors.





### **KEY HIGHLIGHTS**

JOBS CREATED FOR NATIONALS

**370** 

New Jobs Created across OMRAN Group initiatives

OMANIZATION RATE

94%

Oman Tourism Development Company SAOC 53%
Across the wider
OMRAN Group

RETENTION RATE

95%

Oman Tourism Development Company SAOC 80%
Across the OMRAN
Group



### **EMPOWERING NATIONAL TALENT**

Talent development is a cornerstone of our tourism strategy, with a focus on building Omani capabilities across all levels—from early student engagement to executive leadership. Through our #IAmTourism strategy, we adopt a comprehensive and forward-looking approach that nurtures current skills while preparing future leaders for the sector.

We are committed to creating impactful career pathways for Omanis, enriching the sector with skilled national talent. This not only boosts the industry's competitiveness but also reinforces its authenticity—ensuring the workforce reflects the culture, values, and identity of Oman, which remains one of our strongest differentiators.

### MAIN PROGRAMS AND INITIATIVES

# GLOBAL TRAVEL AND TOURISM PARTNERSHIP (GTTP)

Our Global Travel and Tourism Partnership initiative provided 345 students from Muscat and South Al Batinah with structured tourism sector exposure. This Ministry of Education collaboration created early career awareness through specialized extracurricular activities for 10th and 11th grade students. The program culminated with Omani

students achieving recognition in international digital photography and research competitions, with the winning research project selected for presentation at the World Tourism Organization conference in Spain.



### **EIDAAD PROGRAM**

The Eidaad Program delivers intensive on-the-job training for university students in their penultimate year of study. This collaboration with the Ministry of Higher Education, Research, and Innovation and Petroleum Development Oman equips participants with practical skills and industry experience throughout a full academic year. The program enhances both technical competencies and soft skills in communication, leadership, and problem-solving, creating a skilled talent pipeline aligned with sector needs.



### **MASARAT 2.0**

Building on the success of the first edition, MASARAT 2.0 expands the scope of our graduate development initiative through effective partnerships with the Ministry of Labour. The programme provided field training and practical

experience tailored for recent graduates. In 2024, 12 young Omanis were employed at OMRAN Group, Visit Oman and the Oman Convention and Exhibition Centre as part of this initiative.



# LEADERSHIP DEVELOPMENT PROGRAMS (SHIFT AND LIFT)

Our Leadership Development programs are specialized in developing tourism management capabilities. The SHIFT program enhanced leadership competencies for 40 management-level participants across OMRAN Group and subsidiaries, while the LIFT program focused on developing hospitality-specific leadership skills for 20 participants from our hospitality assets. Delivered in partnership with HR Competence, Bahwan Cybertek, and The Emirates Academy of Hospitality Management, these programs build sustainable leadership pipelines that strengthen organizational capacity.

### **NAJM TRAINING PROGRAM**

The Najm initiative has provided 178 Omani job seekers with six months of intensive theoretical and practical tourism and hospitality training. Created in collaboration with the Ministry of Labour, this program established structured selection processes, including personal interviews and ability assessments. Upon completion, all participants have been employed at the Oman Adventure Center, a newly established OMRAN startup enterprise developing tourism activities across Oman.



**60**Future Leaders Empowered through SHIFT & LIFT programs



178
Omanis Trained & Employed through Najm Program

#### **G!FT LEADERSHIP PROGRAM**

The G!FT program empowered 20 female employees through targeted leadership development interventions spanning emotional intelligence, strategic planning, communication skills, and team building. This seven-month program represents our commitment to gender diversity in tourism leadership while creating specialized management pathways for female professionals. The initiative strengthens organizational capabilities while supporting broader sector objectives for gender-balanced leadership.



Women Empowered through G!FT Leadership Program



# EMPOWERING THE LOCAL ECONOMY THROUGH SUSTAINABLE TOURISM

Aligned with Oman Vision 2040, OMRAN Group remains committed to driving sustainable tourism development that delivers long-term value to the economy, society, and environment. Our approach centres on empowering small and medium enterprises (SMEs), preserving cultural heritage, and strengthening local supply chains—ensuring that tourism and infrastructure projects generate lasting impact across communities.

OMRAN Group's Sustainability Framework is built on four interconnected pillars: Economy, Society, Environment, and Cultural Heritage. This framework guides all of our operations, ensuring that our initiatives contribute to national development while maintaining a balance between sustainable growth and local value creation.

### **KEY IN-COUNTRY VALUE ACHIEVEMENTS**

40%

In-Country Value Index **OMR 19 Million** 

Total Spend on SMEs

34.7%

SME spend as a percentage of total procurement



### **KEY PROGRAMMES AND INITIATIVES**

#### **ESG FRAMEWORK: OUR FOUNDATION**

Launched in 2024, the Environmental, Social, and Governance (ESG) Framework serves as a cornerstone of our sustainability efforts. Fully aligned with Oman Vision 2040 and the UN Sustainable Development Goals, it ensures

the adoption of global best practices across OMRAN Group's operations and promotes long-term positive impact across both local and international tourism landscapes.

### **VENDOR DEVELOPMENT PROGRAM**

The VDP is designed to enhance the performance of local SMEs through training, mentorship, and ongoing support. In 2024, the number of participating vendors doubled to four, with each securing contracts across OMRAN Group

subsidiaries. The total value of contracts awarded through this programme reached approximately OMR 130,000, reflecting our commitment to fostering a more resilient and competitive SME ecosystem.



# INTAJEE PLATFORM – CONNECTING LOCAL PRODUCTION TO TOURISM

The Intajee e-platform bridges local producers with Oman's tourism value chain, serving as a modern marketplace where traditional crafts meet contemporary demand. As of 2024, 108 suppliers are registered on the platform—89

offering products and 19 offering services. A total of 25 procurement transactions have been completed to date, featuring 541 products and 17 services.





#### **TOURISM INNOVATION**

Tourism innovation drives our strategic vision, creating sustainable competitive advantages that strengthen Oman's global position. We implement forward-looking research and development initiatives that strengthen Oman's position in the global tourism landscape. Our innovation strategy creates sustainable competitive advantages while directly supporting Oman's economic diversification objectives. By systematically identifying sector challenges and developing targeted solutions, we establish innovation

ecosystems that generate long-term value for stakeholders across the tourism value chain.

Our dual approach focuses on innovation and capacity building, ensuring comprehensive sector resilience. By fostering collaboration between established institutions and emerging talent, we create implementation pathways that transform conceptual ideas into practical applications with measurable economic and social impacts.

#### **OMRAN HACKATHON**

As part of the Oman Investment Authority's hackathons, Omran Hackathon's inaugural established a structured innovation platform where developers, designers, and entrepreneurs collaborated to address critical challenges in the tourism sector. The initiative fostered a competitive environment, attracting over 100 teams, with 30 high-potential teams selected for specialized mentorship. By transforming conceptual ideas into implementable solutions, the hackathon created new pathways for SME development, enhancing technological capabilities within Oman's tourism ecosystem and supporting the country's economic diversification goals.



#### THE TOP THREE TEAMS

### 1<sup>st</sup> Place

First place was awarded to the Beyond team, who created an intelligent tourism platform utilizing VR and AR technologies, targeting primarily the Chinese market

### 2<sup>nd</sup> Place

The Walk team secured second place with an Al-driven solution designed to assist visitors in exploring various destinations and tourist experiences

### 3rd Place

Third place went to the Hydro-X team, who presented advanced leak detection technologies focused on reducing water waste, aligning with Oman's sustainability goals.

### YOUNG TOURISM DEVELOPERS

The Young Tourism Developers initiative creates essential engagement pathways with Oman's youth demographic, cultivating tourism awareness through a child-centered approach to sector innovation. This program captures fresh perspectives that inform long-term strategic planning while positioning tourism careers as aspirational pathways for young Omanis. By strengthening the sector's future talent pipeline, we create intergenerational connections to Oman's tourism development that support sustainable human capital development and national workforce capabilities.







### **FUTURE OUTLOOK**

As 2025 marks the 20th anniversary of OMRAN Group's establishment, we reflect on two decades of commitment to shaping Oman's tourism landscape and enabling its ascent as a unique and competitive global destination. Building on this solid foundation, we now look ahead with renewed ambition to accelerate sustainable tourism growth and deliver lasting value to the nation.

Our future direction focuses on investing in innovative, high-quality, and sustainable tourism experiences that reflect the cultural and natural richness of Oman, while strengthening the link between visitors and local communities. Empowering national talent and enabling small and medium enterprises will remain key priorities, ensuring wider social and economic impact across the tourism value chain.

We will continue to collaborate closely with public and private sector partners to unlock new growth opportunities and ensure the effective utilization of local resources. Innovation, digital transformation, and environmentally responsible practices will be at the heart of our future developments, guiding the creation of integrated tourism assets that meet the needs of the modern traveller.

Simultaneously, we will work to diversify Oman's reach in promising tourism markets, targeting new visitor segments and forging strategic alliances that enhance the country's global presence.

Our roadmap for the coming years is clear: sustainable growth, preserved heritage, empowered communities, and a global future for Oman at the heart of the international tourism stage, with OMRAN Group leading the way.





