

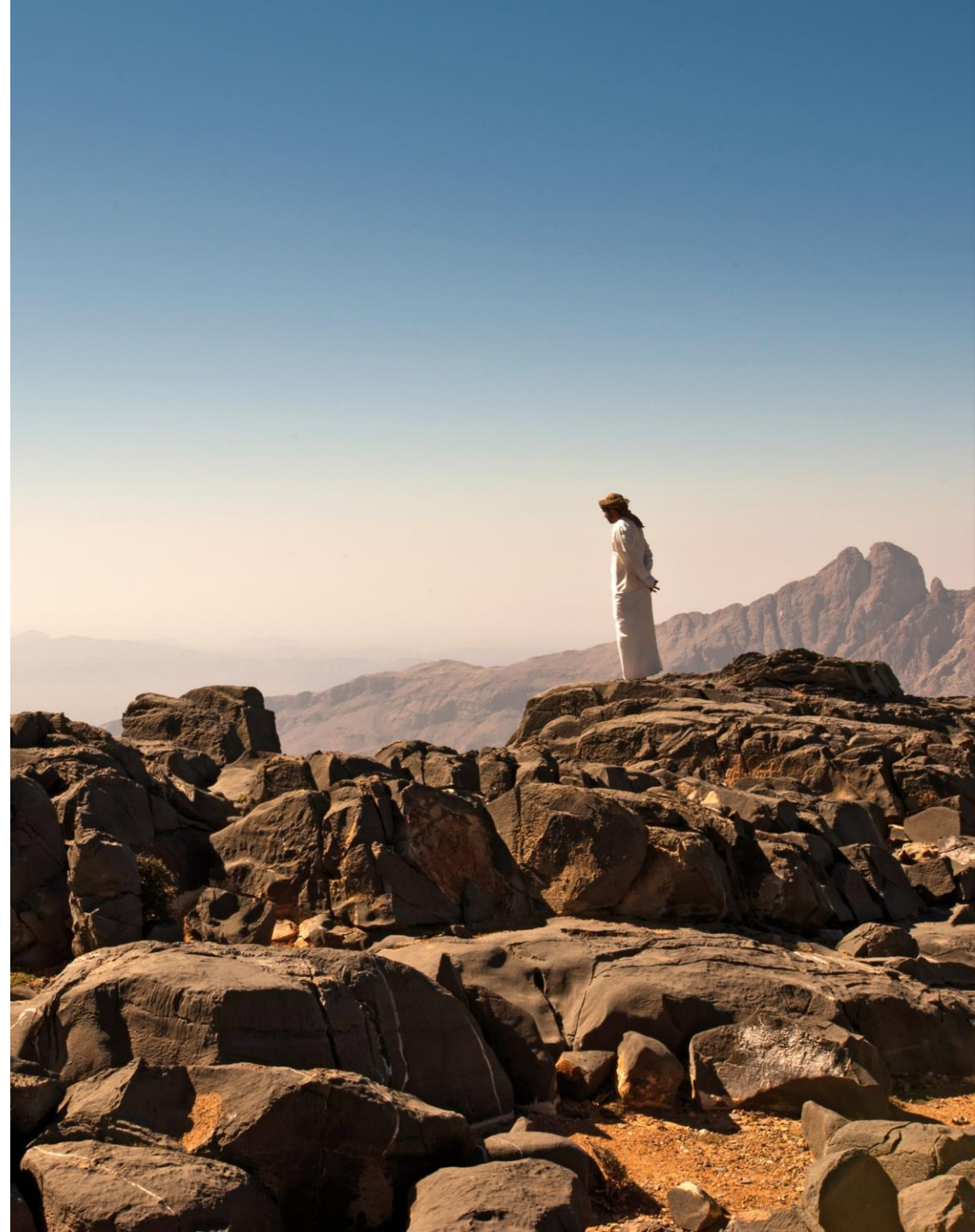
# THE LAND OF WONDERS



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# 1. GENERAL INFORMATION



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# 1.1 WHERE IS OMAN?

1. Muscat
2. Musandam
3. Al Batinah (North)
4. Al Batinah (South)
5. A'Dhahirah
6. A'Dhakhiliyah
7. Al Buraimi
8. A'Sharqiyah (North)
9. A'Sharqiyah (South)
10. Al Wusta
11. Dhofar



## 1.2. DID YOU KNOW THAT...?



Oman is one of the safest and most secure countries in the Arab World.



Muscat, the capital city of the Sultanate is historically one of the most important ports on the Indian Ocean.



Salalah is known for its unique Khareef (monsoon), in which the whole city turns green



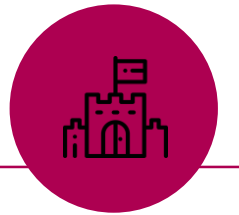
Omanis are famous shipbuilders and sailors



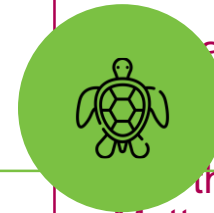
Oman has a total of 5 UNESCO world heritage sites.



Omanis are among the finest breeders of Arabian horses



Wherever you go, you always have a fort or castle to explore. One of the oldest is Koot Muttrah (Muscat) dating back to 16<sup>th</sup> century



Green turtles migrate to Omani beaches every year.

## 2. HOW TO REACH



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# BY AIR



Only seven hours flight to 50% of the world's population  
Less than one hour flight Emirates, Etihad, Qatar Airways, Gulf Air

## INTERNATIONAL AIRLINES



Oman's very first low cost carrier



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# BY LAND

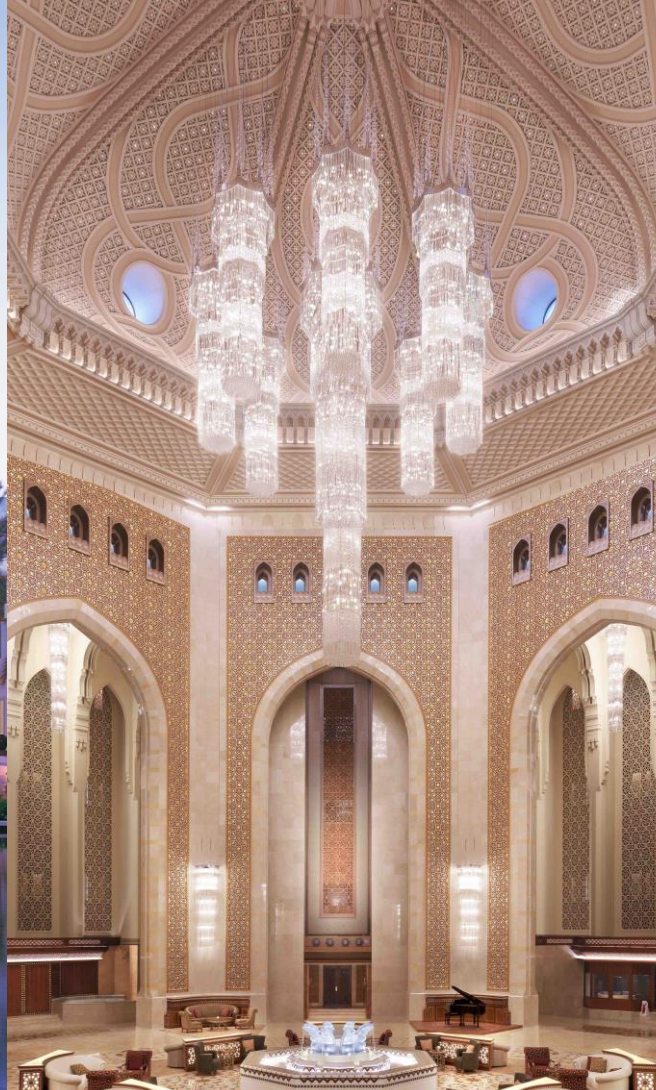
- You can drive into northern Oman from the United Arab Emirates. The journey from Dubai to Muscat takes approximately four hours.
- Visas are available online for eligible passengers including Taiwanese ([www.rop.gov.om](http://www.rop.gov.om)).
- Oman's white-and-orange city taxis are handy for short hops.
- Marhaba Oman Taxi
- Muwasalt Buses and Taxi service .

# BY SEA

- Port Sultan Qaboos in Mutrah (Muscat) is our main port for cruise liners, inter-city ferries and local boat trips. Ships also dock at Khasab (on the north) and Salalah (Dhofar) on the south.
- commercial Duqm port & Sohar industrial port
- Oman's National Ferries Company runs a high-speed catamaran ferry service from Shinas to Musandam .



# WHERE TO STAY



- Whether you want to chill out on the coast, camp under the stars, unwind in supreme luxury or simply enjoy the winter sun, our hotels, resorts, camps and retreats will suit you perfectly

22182 hotels rooms

412 hotels





# DINING

- Whether it is tasty street food or fine dining, visitors to Oman will find a wide range of options to suit all tastes. From contemporary 5-star restaurants at hotels and resorts, to the casual shawarma available at almost every coffee shop, the possibilities are endless.

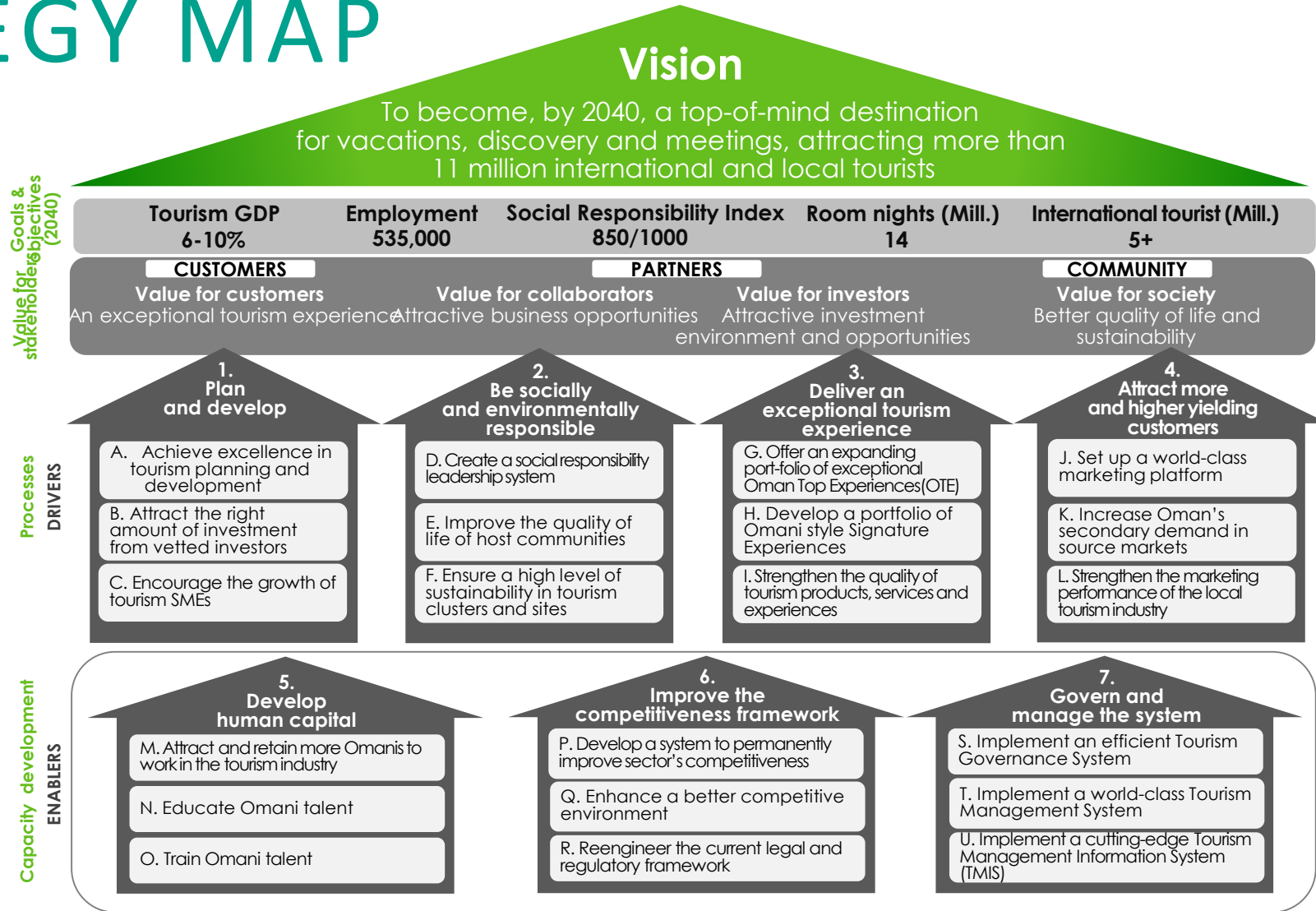


# OMAN TOURISM STRATEGY



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# STRATEGY MAP



Source: THR based on "The Execution Premium", Kaplan & Norton

# PROPOSED TOP EXPERIENCES

Grand Tour of Oman, an off-road adventure



Forts and Castles, reenactments of the past



Dhows, sail striking khors



Omani villages, relieve the traditional lifestyle



Wadis and nature, extreme sports glory



The Land of Frankincense story



Turtles nesting and hatching



All the flavors and authenticity of typical Omani souqs



# PROPOSED TOP EXPERIENCES

The frankincense ceremony



The coffee and dates welcome



The Omani breakfast



Omani boutique shops



Omani dress experience



# TOURISM INVESTMENT BENEFITS IN OMAN

Strategic location and accessibility

Diverse tourism attractions

Currency stability

Comprehensive & modern infrastructure

Clarity Of Rules and regulations related to Tourism

Oman Tourism Strategy

# MORE THAN 200 OF BUSINESS

Offices, travel and tourism agencies

Hotel business and tourist accommodation

ITC (Integrated Tourist Complex)

Entertainment and cultural events companies

Local support companies

Transport / passenger transport companies

IT companies and programming

Consulting companies

Organization of conferences and commercial events

Dissemination of tourist information



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# THINGS TO DO IN OMAN

Oman is a country well known as much for its rich history, natural wealth, and unique culture, as it is for its diverse geography and varied climatic conditions. For the more adventurous, Oman offers an extraordinary variety of experiences and activities.





# HERITAGE & CULTU RE







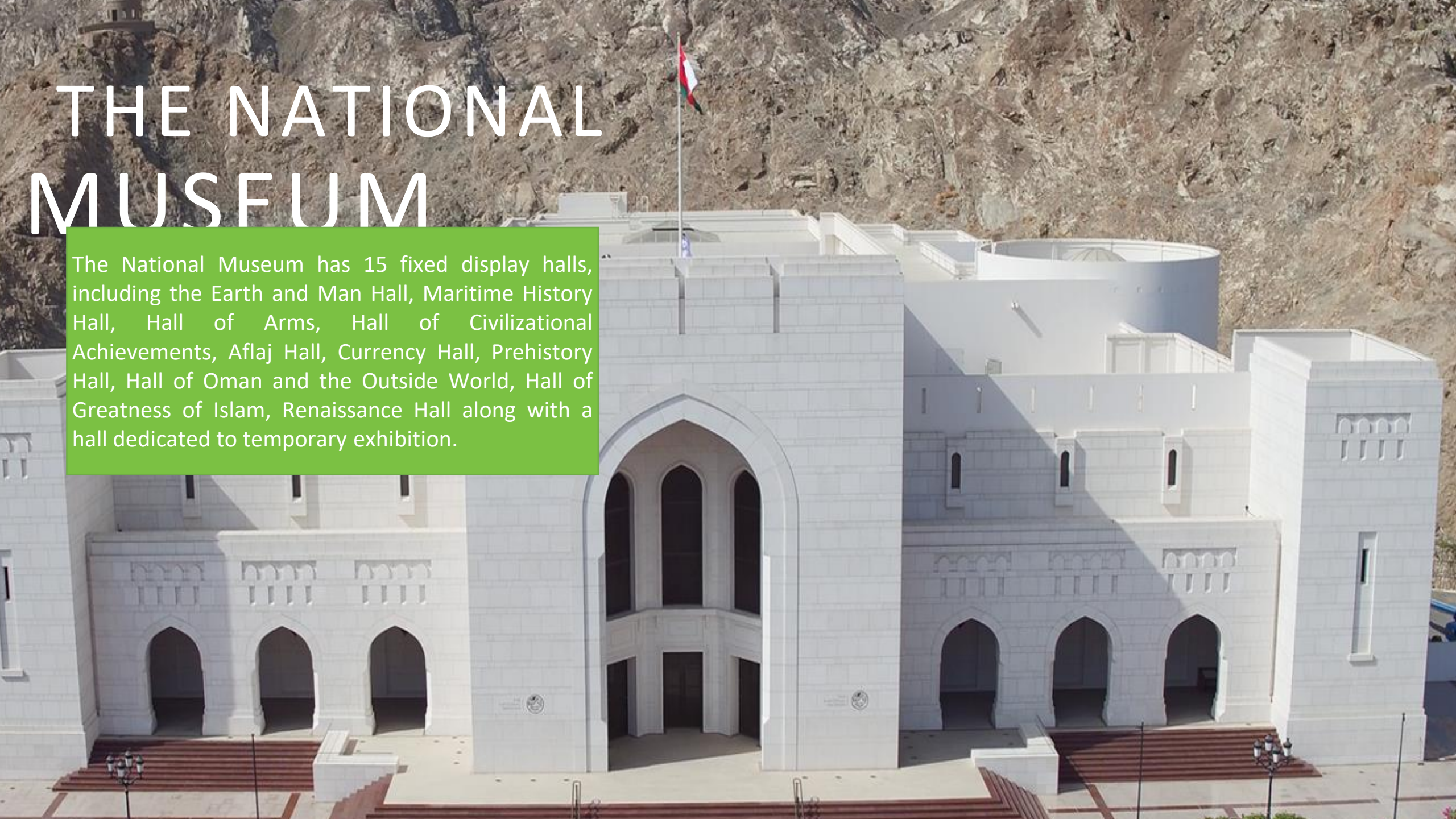
# FORTS & CASTLES

More than 1000 forts, castles & towers .  
Many of them have been renovated for  
tourism purposes



# THE NATIONAL MUSEUM

The National Museum has 15 fixed display halls, including the Earth and Man Hall, Maritime History Hall, Hall of Arms, Hall of Civilizational Achievements, Aflaj Hall, Currency Hall, Prehistory Hall, Hall of Oman and the Outside World, Hall of Greatness of Islam, Renaissance Hall along with a hall dedicated to temporary exhibition.





# SHOPPING

A woman with short dark hair, wearing a light blue cardigan and green trousers, is walking through a bustling traditional market (souq) in Oman. She is looking up and to the left, holding a small dark object in her hand. She has a brown leather bag with a striped pattern hanging from her shoulder. The market is filled with various goods, including colorful fabrics, spices, and traditional crafts. Other people are visible in the background, some wearing traditional Omani clothing. The scene is lit with warm, ambient light, creating a vibrant and lively atmosphere.

From aromatic frankincense to traditional clothing and silver works, Oman's souqs provide an atmospheric shopping experience that is uniquely Omani.

Modern shopping is a favorite pastime in Oman, with large shopping centers developed across the Sultanate, including Muscat City Centre and Oman Avenues Mall in Muscat. Here, visitors can find the latest trends and brands from around the world.



A photograph of the interior of the Sultan Qaboos Grand Mosque in Muscat, Oman. The image shows a long, covered walkway with a series of large, light-colored stone arches. The ceiling is dark green with intricate wooden carvings and is illuminated by numerous small, warm-toned lights. Large, ornate, black metal lanterns hang from the ceiling, casting a warm glow. The walls are made of light-colored stone blocks. On the left, there are several arched windows with green and gold mosaic patterns. On the right, there is a wall with a series of small, arched openings. The sky is visible through the arches on the right, showing a clear blue sky with some clouds.

# ISLAMIC ARCHITECTURE IN OMAN

SULTAN QABOOS GRAND  
MOSQUE



# TRADITIONAL VILLAGES







# ROYAL OPERA HOUSE

The Royal Opera House Muscat is the leading arts and culture organization that provides an excellent professional working environment with many fulfilling and attractive benefits.



# HANDICRAFTS



The Omani  
Halwa



Palm leave  
products



The Pottery-  
making



Carpentry  
Products



Silver wares



Textiles



Daggers and  
Swords



Distillation of  
Rose Water



# OMAN FOLKLORE





# OMANI TRADITIONAL CUISIN



# NATURES & LANDSCAPES



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# MOUNTAIN

Mountains constitute a large percentage of the environment in Oman.

The flora and fauna living in these mountains vary.

Jabal Shams is the highest peak in the Arabian Peninsula



A woman with long blonde hair, wearing a white long-sleeved shirt and grey trousers, is riding a light brown camel. She is smiling and looking towards the left. Two men are guiding the camel. The man on the left is wearing a white thobe and a pink and white checkered ghutra, holding the camel's lead. The man on the right is wearing a brown polo shirt, khaki shorts, and a grey and white checkered ghutra, also holding the lead. A third man, wearing a white thobe and a white ghutra, stands to the right of the camel, looking towards the woman. The camel has a colorful saddlebag on its back. They are in a desert landscape with sand dunes in the background under a clear blue sky.

# DESERTS

The desert in Oman is an extension of the Bedouin lifestyle with its ancient associations of traditional culture and authentic original customs



# BEACHES

Oman's coastline stretches for a distance of 3,165 kilometers, including beaches overlooking the Sea of Oman, the Arabian Sea and the Straits of Hormuz in the North.







# WADIS

Wadis (Valleys) form a unique environmental system characterized by variety, diversity, and a wealth of natural attractions



# WATE

# R

The importance of the natural water springs varies according to the quality of their water, ranging from warm and cold water, fresh drinking water, saline and alkaline water.

# SPRING





A photograph of a vast cave interior. The walls and ceiling are covered in numerous stalactites and stalagmites, illuminated by warm, golden light. A man in a blue shirt and jeans stands on a concrete walkway in the foreground, looking up at the cave formations. The word "CAVES" is overlaid in large white letters on the left side of the image.

# CAVES

Caves in Oman are of varying types and lengths, sizes and geographic formations, and attract a large number of adventurers to Oman.



# KAREEFSEAS ON IN DHOFAR

Khareef” , when it witnesses its best period, clothed in lush greenery and its hills surrounded by white fog. Light rains drizzle to cool the air.





A large, mushroom-shaped rock formation, known as the Rock Garden, stands prominently in a desert landscape. The rock is a light tan color with a rough, textured surface. It has a wide, flat top and a narrower, more eroded base. The surrounding ground is sandy and dotted with smaller rocks. The sky is a clear, pale blue, suggesting a bright, sunny day. The overall scene is a natural wonder in a barren, arid environment.

# GEOLOGICAL SITES

The Rock Garden lies in Wilayat Ad-Duqm in Al Wusta Governorate, It is a vast area of strange art forms, naturally sculpted from rocks.





# NATURE RESERVES

Oman is full of natural reserves with its own uniqueness and beauty, Variety of Oman reserves are located various regions of Oman



# ADVENTURES



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# GOLDEN BEAUTY, UNFOLDED



## SAND SURFING

Mighty dunes to hone your skills



## DUNE BASHING

A desert roller coaster



# UNFORGETTABLE, INCOMPARABLE



**SAILING**  
When sailing exceeds  
your expectation



**SCUBA DIVING**  
Unveil the hidden  
secrets



**KITESURFING**  
Amazing wind,  
amazing waves!



**SNORKELING**  
Discover the dazzling  
under-water world

**JET SKIING**  
The definition of  
adrenaline-filled ride



# LAND & WADI ADVENTURE

## LEGENDS UNFOLDING BEFORE YOUR EYES



**CANYONING**  
The awe of sculptured nature



**OFF-ROADING**  
A trail of your own



**TREKKING**  
Adrenaline rush on soaring peaks



**WADI BASHING**  
Test your courage



# MOUNTAIN ADVENTURE

## ESCAPE THE HEAT, REJOICE IN NATURE



VIA FERRATA  
Trust the wire



HIKING  
Taste the raw nature



MOUNTAIN  
BIKING  
A passion well nurtured

ENTERTAINMENT



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# ENTERTAINMENT



Whale watching



kayaking



Camping



Bird watching



Dolphin Watching



# WATCHING TURTLE

Thousands of sea turtles migrate annually from the shores of the Arabian Gulf, the Red Sea and Somalia to lay their eggs on the Sultanate's shores.

**Oman has five of the seven species of sea turtles (the Green Turtle, the Loggerhead Turtle, the Hawksbill Turtle , the Olive Ridley**



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# FISHING

one of the best locations for fishing is Oman.

Oman has numerous fishing grounds that will yield great numbers of game fish.



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# GOLFING

Muscat now has three 18 hole grass golf courses within easy reach of each other, with more expected to be launch in the near future

The climate makes golfing most popular in Oman between the months of September and May.



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Thank You

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