

OMRAN INTERNATIONAL PR STRATEGY

Date: September 2024

KNOW HOW . RESPECT . BEYOND

Executive Summary



- This communications strategy for OMRAN Group is designed to enhance visibility and reputation on a regional and global scale.
- The strategy aims to position OMRAN as a leader in sustainable tourism and a key driver of Oman's Vision 2040, promoting economic diversification through tourism development. By leveraging its unique assets—cultural heritage sites, eco-friendly projects, and strong government backing—OMRAN can look to stand out in a competitive tourism market.
- The plan targets key audiences, including government entities, international and regional tourists, investors, media, and local communities.
- A multi-faceted communications approach will include media relations, thought leadership, press familiarization trips, and investor engagement to build awareness and drive investment.
- Special focus will be given to highlighting OMRAN's commitment to sustainability and responsible tourism.
- Key activities will also include regular press releases, executive interviews, thought leadership articles, and strategic events such as press FAM trips and investor forums.
- This approach will ensure that OMRAN not only strengthens its brand in key markets but also fosters long-term relationships with investors and stakeholders.

Market Context- GCC



The Real Estate Market In The GCC

The GCC real estate market has experienced robust growth, driven by economic diversification plans across the region, particularly in non-oil sectors.

The key markets of Saudi Arabia, the UAE, and Qatar have significantly invested in real estate, focusing on tourism, hospitality, and residential projects.

In 2024, Saudi Arabia's real estate market has been bolstered by its Vision 2030, with a \$1 trillion investment plan aimed at expanding hotel capacity and building new urban centers.

The UAE has similarly focused on luxury real estate, increasing its hotel supply to cater to its target of 40 million visitors by 2030, while Qatar continues to expand its tourism infrastructure post-FIFA World Cup.

However, challenges such as fluctuating oil prices and global economic conditions could pose risks to sustained real estate growth.

Additionally, the shift towards sustainable developments is gaining momentum, with countries like Saudi Arabia and the UAE implementing green building standards, pushing sustainability higher on the agenda.

Resources: (Roland Berger) (ME Biz & Law) (Gulf Business).



Market Conditions Overview

Cautious Growth and Strategic Development: The real estate market in Oman and the GCC is experiencing careful growth, supported by large-scale projects and government initiatives.

External Factors: Inflation, interest rates, and global economic conditions significantly influence the sector's future.

Oman's Market: Stabilizing with new opportunities for foreign investors.

GCC Market: Continues to evolve with ambitious projects and efforts toward economic diversification.

Market Projections (Statista):

The GCC real estate market is estimated to reach \$4.59 trillion by 2024. Residential Real Estate is expected to dominate with a projected volume of \$3.15 trillion in 2024.

The market is anticipated to grow at an annual rate of 1.93% from 2024 to 2029, reaching \$5.05 trillion by 2029.

Global Comparison: The United States is expected to lead globally, with a real estate market value of \$132 trillion by 2024.

Luxury Property Demand: High purchasing power and a favorable investment climate are driving increased demand for luxury properties in the GCC.

Real Estate Market Value in GCC



- Notes: Data was converted from local currencies using average exchange rates of the respective year.
- Most recent update: Jul 2024.
- Source: Statista Market Insights.

Tourism's Contribution to the GDP of GCC Countries



- Saudi Arabia: Tourism accounted for 6.5% of Saudi Arabia's GDP in 2021. The country has seen significant growth in visitor numbers, especially for religious tourism, with 18 million visitors in the first nine months of 2022. Saudi Arabia aims to further boost tourism through initiatives like Vision 2030, which targets 100 million visitors annually by 2030.
- United Arab Emirates (UAE): The tourism sector contributed around 6.4% to the UAE's GDP in 2021. Dubai and Abu Dhabi are key drivers of this growth, leveraging their extensive infrastructure, major international events, and attractions. In 2022, the UAE welcomed around 14.8 million tourists.
- Qatar: In 2021, Qatar's tourism sector contributed the highest among the GCC countries, at 10.3% of GDP. This is bolstered by its status as a global travel hub and its hosting of major events, such as the FIFA World Cup 2022.
- Bahrain: The tourism sector contributed 8.2% to Bahrain's GDP in 2021. The country attracted 4.3 million visitors in the first nine months of 2022, driven by its cultural heritage and leisure tourism offerings.
- Oman: Tourism contributed 3.5% to Oman's GDP in 2021, making it the smallest contributor among the GCC countries. However, Oman is focusing on niche tourism markets, including eco-tourism and cultural tourism, to increase its share.
- Overall, the GCC countries are collectively aiming to increase tourism's contribution to over 10% of their GDP by 2030 through diversified tourism offerings and improved infrastructure.

Sources: ([Oxford Business Group](#), [Trends MENA](#))

Tourism Sector in the GCC

The tourism industry in the GCC seems to be the leading segment within the real estate sector, growing exponentially, with countries like Saudi Arabia, the UAE, and Qatar leading this charge.

Saudi Arabia aims to attract **150 million tourists by 2030**, focusing on cultural, religious, and luxury tourism through projects like the Red Sea Project and AMAALA.

Meanwhile, **the UAE's 2031 strategy** focuses on **sustainability and diversified tourism** products such as adventure and cultural tourism.

Qatar continues to build on its success post-World Cup, aiming for **7.1 million visitors by 2030** through urban and cultural development.

Bahrain, too, has adopted a tourism strategy aimed at increasing the sector's GDP contribution.

These markets emphasize a mix of luxury, eco-tourism, and large-scale infrastructure projects, creating a highly competitive environment.

Resources: [Gulf Business](#), [ME Biz & Law](#), [Roland Berger](#).



Tourism Sector: KSA

1. Saudi Arabia

Market Size & Targets:

- Saudi Arabia's tourism industry is a key part of its Vision 2030
- The kingdom targets 100 million tourists annually by 2030, with a goal to increase the sector's GDP contribution from 3% in 2019 to 10% by 2030
- Significant investments in tourism infrastructure, including the Red Sea Project and AMAALA, are central to this vision.
- In 2022, Saudi Arabia welcomed 16.6 million tourists

Key USPs & Communication:

- Saudi Arabia's USPs are its unique mix of religious, cultural, and natural tourism offerings.
- Religious tourism remains dominant due to Hajj and Umrah pilgrimages, but the government is heavily promoting **heritage** (AlUla), **luxury** (The Red Sea Project), and **adventure** tourism (NEOM).
- Sustainability is also emphasized, with projects leaving large portions of natural areas undeveloped to protect ecosystems.

Resources: ME Biz & Law, Oxford Business Group, and Gulf Business



Tourism Sector: UAE

2. United Arab Emirates (UAE)

Market Size & Targets:

- The UAE is a leading tourism destination in the region, with Dubai and Abu Dhabi at the forefront.
- In 2022, the UAE received 22.7 million visitors, with plans to attract 40 million visitors by 2030.
- The tourism sector contributes 6.4% of GDP, and the UAE has ambitious targets to increase tourism's share as part of its broader diversification efforts.

Key USPs & Communication:

- The UAE's tourism offerings range from **luxury** hotels and **shopping** experiences to **cultural attractions** such as the Louvre Abu Dhabi and **adventure** tourism in the desert.
- Dubai, in particular, is known for its **global connectivity**, world-class infrastructure, and high-profile events (Expo 2020, Formula 1).
- Sustainability is also becoming more prominent, with eco-tourism initiatives like the **Jubail Mangrove Park** in Abu Dhabi.

Oxford Business Group, Gulf Business



Tourism Sector: Qatar

3. Qatar

Market Size & Targets:

- Qatar aims to attract 7.1 million tourists annually by 2030, focusing on sports, culture, and family-friendly tourism
- After hosting the FIFA World Cup 2022, Qatar has significantly expanded its tourism infrastructure, including hotels and cultural venues like the Katara Cultural Village. In 2022, Qatar welcomed 2.6 million visitors.

Key USPs & Communication:

- Qatar leverages its **sports tourism** credentials, built around events like the World Cup, and its **cultural heritage** with destinations like **Souq Waqif** and **The DHOWum of Islamic Art**.
- Qatar is also positioning itself as a hub for **luxury** and **business tourism**, with its investments in high-end hotels and the **Msheireb Downtown Doha** district.

Resources: [Roland Berger](#), [Gulf Business](#)



TOURISM SECTOR: Bahrain

4. Bahrain

Market Size & Targets:

- Bahrain is targeting 14 million visitors annually by 2026 as part of its Economic Vision 2030, positioning tourism as a key driver of diversification.
- The country welcomed 3.7 million tourists in 2022.

Key USPs & Communication:

- Bahrain markets itself as a **family-friendly** and **cultural** destination, capitalizing on its **Formula 1 Grand Prix** and **shopping** facilities, which attract visitors from neighboring countries, particularly Saudi Arabia. (Citizens for Bahrain)
- Bahrain also emphasizes **entertainment** and **leisure**, with projects like the **Bahrain Bay**.

Resources: [Oxford Business Group](#)



Other Macro Market Conditions Impacting Tourism

Several macroeconomic factors could affect the tourism sector across the GCC:

- **Energy Transition:** As the region shifts towards renewable energy, the focus on sustainability across various sectors, including tourism, is increasing. The UAE leads with 14% of its energy generation from renewables. (ME Biz & Law)
- **Inflation and Monetary Policy:** Easing inflation and central banks reducing interest rates could increase disposable income, making travel more accessible. However, fluctuations in global oil prices may also impact tourism and real estate investments (ME Biz & Law).
- **Climate Vulnerability:** Given the region's high exposure to climate change, the push for sustainable and low-impact tourism will shape future developments (ME Biz & Law).



Conclusion



- Given the developments in neighbouring GCC countries, Oman can position itself as a niche destination focusing on **sustainable tourism** and **authentic cultural experiences**.
- Unlike the UAE's focus on luxury or Saudi Arabia's large-scale developments, Oman's **natural beauty** and commitment to **sustainability** offer unique advantages. Projects like **The Sustainable City Yiti** and wellness-focused destinations like **Santani Resort** provide opportunities to attract eco-conscious travellers and differentiate Oman from the rest of the GCC.
- Additionally, Oman's untapped potential in **adventure tourism** presents a compelling case for targeted international marketing and investment
- *Resources: [Oxford Business Group](#), [IMARC](#), [Oxford Business Group](#)*

Market Context- Oman



Market Context For Oman

1. Overview of the Real Estate Market Conditions in Oman

Oman's real estate market, like much of the region, has been driven by the government's efforts to diversify its economy away from oil dependency. **The real estate sector plays a crucial role in achieving Oman's Vision 2040, focusing on creating sustainable, smart cities and enhancing tourism infrastructure to attract foreign direct investment (FDI) and boost tourism.**

- **Residential and Commercial Real Estate:** The Omani real estate sector is seeing steady growth, particularly in residential and commercial segments. In 2023, the market was valued at around **OMR 4.5 billion** (approx. \$11.7 billion). There has been a noticeable shift towards **sustainable and green developments**, aligning with Oman's broader environmental goals.
- **Tourism-Related Developments:** Major tourism-related real estate projects such as **The Sustainable City - Yiti** and **Madinat Al Irfan** are pivotal for the future of Oman's real estate market. These projects emphasize eco-friendly infrastructure and sustainable living, positioning Oman as a regional leader in sustainable tourism ([IMARC](#)).
- **FDI and Government Support:** Oman has introduced incentives to attract FDI, including **freehold properties for foreigners**, particularly in Integrated Tourism Complexes (ITCs), which are areas where non-GCC nationals can invest. This has led to an increase in foreign interest, with real estate transactions growing by **10% year-on-year** in 2023 ([Deloitte United States](#)).



Market Context For Oman

2. Overview of the Tourism Sector in Oman

Tourism is a cornerstone of Oman's economic diversification strategy under Vision 2040. The government aims to increase the tourism sector's contribution to GDP from **2.9% in 2021 to over 10% by 2040**. Oman positions itself differently from its GCC neighbors by focusing on **eco-tourism, adventure tourism, and cultural heritage**.

•Key Trends:

- **Eco-Tourism and Sustainability:** Oman is capitalizing on its natural landscapes, including **Jebel Akhdar**, **Wadi Shab**, and the **Musandam Fjords**, to attract eco-conscious travellers. Projects like **The Sustainable City Yiti** are set to bolster Oman's reputation as an eco-tourism hub.
- **Adventure and Cultural Tourism:** Oman's rich heritage and diverse geography offer unique tourism experiences. Sites like **Nizwa Fort** and **Al Hoota Cave** are popular, and the government is investing in developing more adventure tourism routes such as hiking, camping, and desert safaris ([IMARC](#)).
- **Hospitality Growth:** The country saw **3.5 million tourists in 2023**, with the government targeting 11.7 million tourists annually by 2040. Hotels and resorts are expanding rapidly to meet growing demand, with a focus on sustainable and wellness-based hospitality ([Deloitte United States](#)).

•Challenges:

- **Seasonality:** Oman's tourism sector is still highly seasonal, with peak periods during cooler months (October to April). The government is working to promote year-round tourism by diversifying into niche markets such as **wellness tourism**.
- **Regional Competition:** Oman faces stiff competition from the UAE and Saudi Arabia, which have larger tourism budgets and more established luxury tourism sectors.

However, Oman's focus on sustainability and cultural authenticity offers a unique value proposition ([Cityscape Insights](#)).



Market Context For Oman

3. Macro Market Conditions Impacting Oman's Tourism Sector

- **Oil Price Volatility:** Although Oman's economy is diversifying, oil revenues still play a significant role. Fluctuations in oil prices can impact government budgets for tourism infrastructure and promotional campaigns.
 - ***Impact:** Lower oil revenues could delay key tourism projects or reduce government spending on marketing campaigns aimed at attracting international tourists (Deloitte United States).*
- **Global Economic Trends:** Global inflation, particularly in Europe and Asia (key markets for Omani tourism), can affect disposable income and reduce travel demand.
 - ***Impact:** A drop in foreign tourist numbers could slow down the expected growth in hotel occupancy and tourist arrivals (Cityscape Insights).*
- **Climate Change:** Oman is vulnerable to climate change, with rising temperatures and the threat of extreme weather events. These risks could impact Oman's eco-tourism focus, particularly if key natural sites are affected by environmental degradation.
 - ***Impact:** Climate change may push Oman to further innovate in terms of sustainable infrastructure, creating both challenges and opportunities for attracting environmentally conscious tourists(Cityscape Insights).*
- **Government Initiatives and Vision 2040:** Under Vision 2040, Oman aims to build a **knowledge-based economy**, leveraging sectors like **tourism, logistics, and green energy**. Tourism remains central to this, with heavy investments in infrastructure, ITCs, and public-private partnerships.

The country's commitment to sustainable development aligns with global tourism trends, making it an attractive destination for eco-tourists and adventure seekers (Deloitte United States).

Conclusion: Opportunities & Challenges For OMRAN GROUP

- **Opportunities:**

- OMRAN is uniquely positioned to capitalize on Oman's strengths in sustainable tourism, adventure tourism, and cultural heritage.
- With projects like **The Sustainable City - Yiti** and **Santani Wellness Resort in Jabal Shams**, OMRAN can attract eco-conscious travellers and investors looking for long-term, sustainable returns.
- The company's commitment to **green infrastructure** and **responsible tourism** differentiates it from regional competitors who focus more on luxury tourism.

- **Challenges:**

- The key challenges OMRAN faces include the **seasonal nature** of Oman's tourism industry, global economic uncertainties that could affect tourist inflows, and increasing competition from larger regional markets.
- However, by positioning Oman as an eco-friendly alternative, OMRAN can carve out a niche, particularly as demand for **sustainable travel** grows globally.

This strategic alignment with Oman's Vision 2040 and global tourism trends provides OMRAN with a clear path to become a leader in sustainable tourism development across the region.

Regional Competition Analysis



Competitive Analysis

Emaar Properties	
Overview	Emaar Properties, while not directly owned by the government like Dubai Holding or ADQ , is closely linked to Dubai’s tourism strategy due to its massive real estate developments. Emaar's projects play an essential role in driving Dubai’s tourism numbers, contributing to the UAE’s broader vision of becoming a global tourism hub. Its developments, including Burj Khalifa and The Dubai Mall , are key drivers in Dubai’s success as a top tourist destination.
Tourism Focused Projects:	Downtown Dubai: Emaar’s flagship development, which includes Burj Khalifa, The Dubai Mall, and several luxury hotels, is a major tourist destination, attracting millions of visitors each year. Dubai Marina: Another iconic development by Emaar, known for its waterfront residences and commercial properties, as well as being a hub for luxury tourism. Emaar Hospitality Group: Emaar operates multiple luxury hotel brands under Address Hotels + Resorts, Vida Hotels and Resorts, and Rove Hotels, catering to a range of tourists from high-end to mid-market segments.
Market Share	Real Estate Dominance: Emaar controls a significant portion of Dubai’s prime real estate, particularly in the tourism and hospitality sectors. It is estimated that Emaar contributes heavily to Dubai’s tourism economy, with Downtown Dubai alone hosting around 80 million visitors annually at The Dubai Mall. Revenue & Growth: In 2023, Emaar Properties reported revenue of AED 24.9 billion (\$6.78 billion), driven by strong demand for its real estate and hospitality assets. Emaar’s significant footprint in both residential and tourism-related real estate underlines its influence in Dubai’s overall economic growth, particularly as the city aims to attract 40 million tourists by 2030
International Media Communication Strategy	Positioning of Burj Khalifa as a Global Icon: Emaar effectively leveraged the media to position Burj Khalifa not only as a tourist attraction but also as a symbol of Dubai’s ambition. International campaigns during the building's inauguration in 2010 were broadcast worldwide. This global media exposure helped Dubai solidify its image as a leading tourism and investment hub. Use of Global Events: Emaar frequently ties its properties to global events and celebrations. For instance, New Year’s Eve celebrations at Burj Khalifa. The integration of live streaming and social media ensures a broad international audience. Sustainability in Developments: Emaar’s recent projects focus on sustainability, a key trend in the global tourism industry. International media and travel publications often highlight these sustainability initiatives, attracting eco-conscious travelers and investors. Targeted Public Relations Campaigns: Emaar’s PR efforts regularly focus on its landmark projects, such as Downtown Dubai, which includes both Burj Khalifa and The Dubai Mall. Emaar secures international media coverage through press releases, exclusive media tours, and collaborations with luxury travel influencers, thus consistently staying in the spotlight.



Competitive Analysis

Dubai Holding	
Overview	Dubai Holding is one of the UAE's largest government-owned developers, managing assets worth AED 130 billion (\$35.4 billion). The company is instrumental in Dubai's tourism sector, with a focus on high-end hospitality, mixed-use developments, and entertainment.
Tourism Focused Projects:	Jumeirah Group: Operates luxury hotels and resorts globally, including Burj Al Arab and Madinat Jumeirah in Dubai. Bluewaters Island: A major tourist attraction in Dubai, home to Ain Dubai, the world's largest observation wheel.
Market Share	Dubai Holding, through its hospitality and real estate projects, plays a pivotal role in achieving Dubai's goal of 40 million tourists annually by 2030. Its extensive hotel and residential projects support the city's positioning as a luxury tourism hub (Dubai Holding Website , Dubai Holding Website).
International Media Communication Strategy	Approach: Dubai Holding's success in communicating with international media lies in its focus on luxury and sustainability. Projects like Madinat Jumeirah and Burj Al Arab are frequently featured in international travel and business publications, which position Dubai as a premier tourism destination. Their media strategy focuses on showcasing Dubai's luxury lifestyle and world-class infrastructure. Example: The inauguration of Ain Dubai, the world's tallest observation wheel, was covered extensively by international media, highlighting Dubai Holding's role in enhancing the city's global tourism appeal (Dubai Holding Website)



Competitive Analysis

Abu Dhabi Developmental Holding Company (ADQ)	
Overview	ADQ is a government-owned strategic investment vehicle that manages a portfolio of over \$159 billion, playing a crucial role in Abu Dhabi’s economic diversification. It has extensive assets across sectors such as transport, logistics, healthcare, and tourism.
Tourism Focused Projects:	Saadiyat Island: A cultural and luxury tourism hub, featuring projects like the Louvre Abu Dhabi and high-end resorts. Yas Island: A leisure and entertainment destination with theme parks like Ferrari World and Warner Bros. World.
Market Share	ADQ’s projects are integral to Abu Dhabi’s tourism strategy, contributing to the UAE’s overall goal of increasing tourist numbers. The company’s focus on high-end tourism and cultural landmarks helps draw international visitors (Wikipedia , ADQ – Homepage)
International Media Communication Strategy	Approach: ADQ uses its investments in cultural and leisure destinations, such as Saadiyat Island, to highlight Abu Dhabi’s commitment to cultural tourism. Media campaigns frequently emphasize Abu Dhabi’s cultural attractions, positioning it as a sophisticated, high-end destination for global travellers. Example: The Louvre Abu Dhabi and Saadiyat Island Resort are regularly featured in major international travel and lifestyle publications, focusing on cultural experiences that attract high-net-worth tourists (GulfNews , ADQ – Homepage)



Competitive Analysis

The NEOM Company	
Overview	The NEOM Company is a closed joint-stock company wholly owned by the Public Investment Fund (PIF) of Saudi Arabia. It is governed by a board of directors chaired by Saudi Crown Prince Mohammed bin Salman. The project is funded by PIF, alongside potential investments from international partners.
Tourism Focused Projects	NEOM: A \$500 billion visionary and futuristic megacity project in Saudi Arabia, aimed at creating a global hub for innovation, technology, and sustainability. Launched in 2017 as part of Saudi Arabia’s Vision 2030, NEOM is designed to diversify the Saudi economy away from oil dependency and create a new model for urban living.
Market Share	NEOM's "market share" is more about its influence and potential impact across various sectors—real estate, technology, tourism, and renewable energy—rather than traditional market competition. It seeks to create new market dynamics and become a global reference point for futuristic urban development. The project aims to generate up to \$100 billion annually by 2030, significantly contributing to the national economy.
International Media Communication Strategy	Approach: NEOM’s International Media Communication Strategy is designed to position the megacity as a global hub of innovation, sustainability, and technology, in line with Saudi Arabia’s Vision 2030. The approach involves a comprehensive and multifaceted communication plan aimed at reaching and engaging diverse global audiences, including investors, businesses, media, and the general public.



Competitive Analysis

Jabal Omar Development Company	
Overview	JODC focuses on religious tourism, particularly around Makkah, where it is developing one of the largest mixed-use projects near the Holy Mosque. This project includes luxury hotels, residential towers, and retail spaces, aiming to accommodate the growing number of pilgrims.
Tourism Focused Projects	Jabal Omar Project: Comprising multiple hotels and commercial spaces near the Holy Mosque in Makkah, this project aims to serve the millions of pilgrims who visit annually.
Market Share	JODC is a dominant player in the religious tourism sector in Saudi Arabia. With Hajj and Umrah being critical to the country’s tourism strategy, JODC’s developments are essential to meeting the growing demand for accommodation (Dubai Holding Website , Deloitte United States)
International Media Communication Strategy	Approach: JODC’s communication with international media revolves around religious tourism, specifically catering to the global Muslim community. The focus is on how its developments improve the pilgrimage experience, providing luxury accommodation near one of the most sacred Islamic sites. Example: International media coverage of JODC’s developments, such as the Jabal Omar Project, emphasizes its role in accommodating the millions of pilgrims visiting Makkah each year (Dubai Holding Website).



Competitive Analysis

DarGlobal	
Overview	The Saudi international arm of Dar Al Arkan , is a luxury real estate developer listed on the London Stock Exchange . It specializes in high-end residential and second-home properties across global markets, including the UAE, Oman, Qatar, Spain, and the UK. Dar Global differentiates itself through collaborations with luxury brands such as Missoni and Pagani , delivering branded residences targeting affluent, international clients
Tourism Focused Projects	• AIDA project in Oman, a joint venture with OMRAN Group. Part of the Yiti Integrated Tourism Development, • Other tourism-related projects include luxury developments in Downtown Dubai and Marbella, Spain.
Market Share	A growing presence in the luxury real estate market , reporting \$1.02 billion in contracted sales in 2023. Its projects cater to high-net-worth individuals (HNWIs), and the company benefits from its strong market positioning with branded residences in highly desirable global locations .
International Media Communication Strategy	Dar Global's communication strategy focuses on luxury and brand partnerships , leveraging platforms like Financial Times and Arabian Business . Their campaigns emphasize exclusivity, high-end living, and strategic global expansions. Recent media coverage includes the launch of Les Vagues by Elie Saab in Qatar and their sustainable AIDA project in Oman, with a focus on design, luxury, and eco-conscious living.



SWOT Analysis & Key Challenges



Swot Analysis



Strengths

- **Government Backing:** OMRAN is the official tourism development arm of the Omani government, ensuring strong alignment with national strategies such as Oman Vision 2040 and the National Tourism Strategy 2040. This provides credibility and access to prime resources.
- **Diverse Portfolio:** OMRAN boasts a portfolio of over 24 hotels and resorts, integrated tourism complexes, and culturally significant destinations such as Nizwa Fort, Al Hoota Cave, and Marina Bandar Al Rowdha **Sustainability Commitment:** Projects emphasize environmental sustainability, cultural preservation, and community engagement, positioning the company as a responsible tourism developer
- **Strategic Partnerships:** OMRAN has strong public-private partnerships, attracting international investors and enhancing Oman's global tourism appeal

Weaknesses

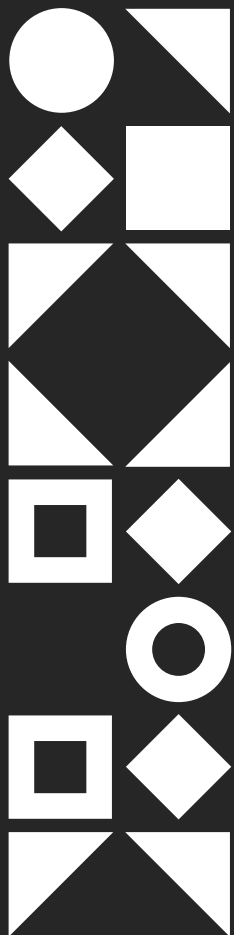
- **Limited Brand Visibility Internationally:** While strong regionally, OMRAN's brand may not have the same level of recognition in key international markets like the UK and Hong Kong.
- **Dependent on External Investment:** Reliance on need for foreign direct investment for major projects can cause vulnerability to shifts in investor interest
- **Tourism Sector Volatility:** Tourism is susceptible to external shocks (e.g., pandemics, economic downturns), which may affect project timelines and revenue.
- **Limited International Awareness:** Despite its rich offerings, Oman remains less recognized globally as a premier tourism destination compared to neighboring countries like the UAE and Qatar

Opportunities

- **Growing Global Interest in Sustainable Tourism:** With the increasing global focus on sustainable tourism, OMRAN can further position itself as a leader in eco-friendly, responsible tourism
- **Expanding the Tourism Market in Emerging Regions:** Targeting new markets like India and Hong Kong and others can diversify tourist demographics and increase visitor numbers.
- **Post-Pandemic Tourism Recovery:** As global travel rebounds, there's an opportunity to attract international tourists to Oman's unique, relatively untouched destinations.
- **Growth of Adventure Tourism:** Oman's rugged landscapes and historical sites provide ample opportunities for adventure and cultural tourism

Threats

- **Regional Competition:** Gulf countries like the UAE and KSA have well-established tourism industries, presenting strong competition
- **Economic Fluctuations:** Oman's tourism industry is vulnerable to global economic shifts that may impact both inbound tourism and foreign direct investment



TRENDING TOURISM MESSAGING

Key Trends Shaping Our Communication Objectives



Eco-tourism

Definition:

Focused on nature-based tourism, eco-tourism emphasizes visiting natural, often remote areas with minimal environmental impact.

Core Goal:

Conservation, ensuring that travel benefits local ecosystems and communities while fostering educational experiences.

Characteristics:

- Small group tourism
- Supports local conservation efforts
- Highlights natural and cultural heritage
- Targets specific destinations such as wildlife reserves or national parks

Sources:

TouristSecrets, Travel.Earth



Key Trends Shaping Our Communication Objectives



Sustainable Tourism

Definition:

A broader concept encompassing environmental, economic, and socio-cultural sustainability.

Core Goal:

Minimize negative impacts across all tourism sectors while ensuring long-term benefits for both destinations and visitors.

Characteristics:

- Covers all types of travel (eco-lodges to urban tourism)
- Promotes practices such as resource conservation, fair wages, and community involvement

Sources:

TouristSecrets, GSTC



Key Trends Shaping Our Communication Objectives



Responsible Tourism

Definition:

Emphasizes making informed, ethical choices to reduce negative impacts on the environment, local communities, and cultures.

Core Goal:

Encourage individuals and businesses to engage in culturally respectful and environmentally sustainable activities.

Examples:

- Reducing waste
- Supporting local businesses
- Following guidelines to protect natural sites

Sources:

Travel.Earth



Key Trends Shaping Our Communication Objectives



Green Tourism

Definition:

Businesses adopting environmentally friendly practices, though sometimes leading to "greenwashing."

Concern:

Misleading claims about environmental efforts without meaningful actions.

Source:

Rainforest Alliance

Regenerative Tourism:

Definition:

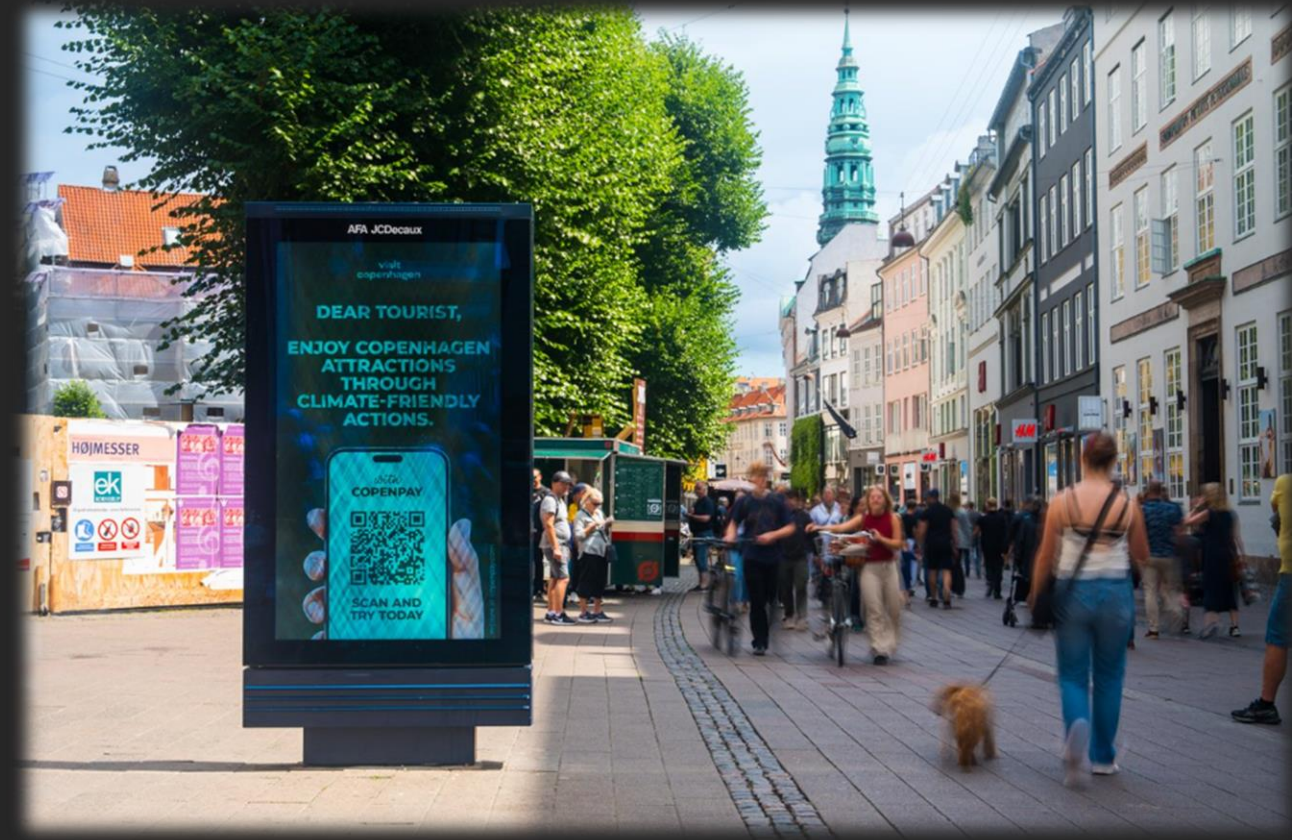
Goes beyond sustainability, focusing on restoring and rebuilding ecosystems and communities through tourism.

Goal:

Ensuring that tourism activities leave a destination in better condition than before.

Source:

TouristSecrets



GCC Developers Positioning



Dubai Holding:

- **Positioning:** Focus on sustainable urban development and responsible tourism through projects like Madinat Jumeirah and Bluewaters Island.
- **Examples:** Ain Dubai, Jumeirah Group's hotels adopting sustainability practices.

The Red Sea Development Company (Saudi Arabia):

- **Positioning:** Global leader in regenerative tourism with a focus on zero waste, renewable energy, and coral regeneration.
- **Example:** The Red Sea Project's environmental stewardship and luxury tourism model.

NEOM (Saudi Arabia):

- **Positioning:** Futuristic city powered by 100% clean energy, focusing on sustainable tourism and regenerative tourism.
- **Example:** Zero-emission facilities and sustainable infrastructure projects.

Eagle Hills (UAE & Oman):

- **Positioning:** Focus on sustainable real estate and tourism, emphasizing green building practices.
- **Example:** Muscat Bay and integrating local communities into sustainable tourism growth.



Best Positioning for OMRAN



Suggested Positioning: Regenerative and Sustainable Tourism

Why:

From all the research, we can confidently say that OMRAN is leading in both ***regenerative and sustainable tourism***.

This aligns seamlessly with OMRAN's core mission—to show off Oman's beautiful heritage while protecting its natural and cultural treasures for the long haul.

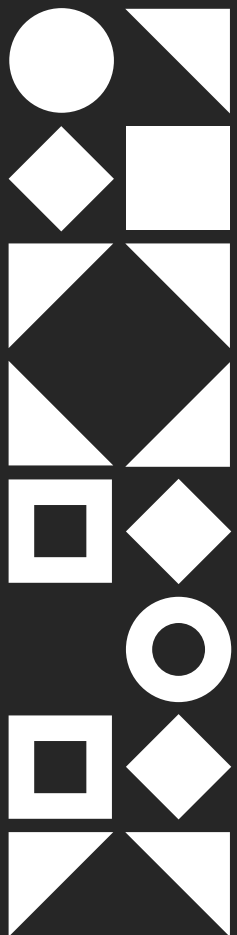
How It Fits:

By positioning OMRAN in this niche, we highlight its unique approach to combining eco-friendly developments with a deep respect for Omani culture. It's not just about tourism—it's about creating value for local communities and leaving the environment better than we found it.

Conclusion:

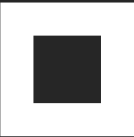
- While Dubai focuses heavily on luxury tourism, and Saudi Arabia is leading in futuristic, clean energy-driven tourism like NEOM and regenerative luxury (The Red Sea Project), OMRAN will carve a unique niche in real estate and sustainability.
- Unlike many of the major players in the region who focus primarily on luxury and innovation, OMRAN's approach is deeply rooted in **sustainability** and **cultural preservation**.
- Through innovative projects and strategic collaborations, OMRAN positions itself as the partner of choice for stakeholders seeking to contribute to Oman's tourism strategy and sustainable future."





KEY CHALLENGES AND HOW TO ADDRESS

Key Challenges



Increasing Competition from Regional Markets

OMRAN is competing with highly developed and well-established tourism markets in the region, such as the UAE, Saudi Arabia, and Qatar. These countries are making significant investments in luxury tourism, eco-tourism, and mega-projects, which can overshadow Oman's efforts.



Seasonality and Limited Year-Round Tourism

Oman's tourism season is often limited to the cooler months, which can impact visitor numbers and hotel occupancy rates during off-peak periods



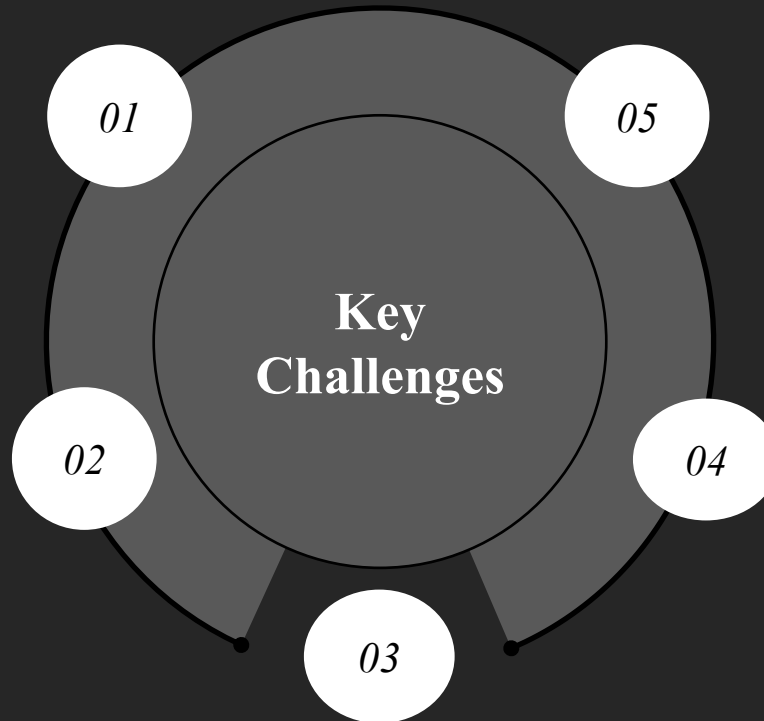
Limited Global Brand Awareness

While OMRAN is recognized regionally, its global brand awareness remains relatively low. International tourists and investors may not be fully aware of Oman's unique tourism offerings or OMRAN's role in developing these.



Balancing Tourism Growth with Environmental Sustainability

As OMRAN develops new tourism projects, there is a risk of environmental degradation if not managed properly. The challenge is to grow the tourism sector while maintaining Oman's natural beauty and adhering to sustainability and ESG commitments



Attracting Domestic and Foreign Direct Investment (DDI and FDI)

While OMRAN has been successful in fostering public-private partnerships, attracting international investors in an increasingly competitive global market remains challenging

Where Are We Vs. Where We Want to Be



CHALLENGE

COMMUNICATIONS STRATEGY SOLUTION

INCREASING COMPETITION FROM REGIONAL MARKETS

OMRAN is competing with highly developed and well-established tourism markets in the region, such as the UAE, Saudi Arabia, and Qatar. These countries are making significant investments in luxury tourism, eco-tourism, and mega-projects, which can overshadow Oman's efforts.



INCREASE AWARENESS OF OMRAN'S SUSTAINABLE TOURISM EFFORTS

The communications strategy must focus on OMRAN's unique value proposition—its commitment to sustainable tourism, cultural heritage preservation, and adventure tourism. OMRAN should differentiate itself by promoting Oman as an authentic and eco-conscious destination, distinct from the glitz and glam of its neighbors.

SEASONALITY AND LIMITED YEAR-ROUND TOURISM

Oman's tourism season is often limited to the cooler months, which can impact visitor numbers and hotel occupancy rates during off-peak periods



ENHANCE ENGAGEMENT WITH INTERNATIONAL TOURISTS

The communications objectives should include promoting year-round tourism, through subsidiaries, by highlighting Oman's adventure tourism, cultural experiences, and eco-tourism opportunities that are less weather-dependent. Campaigns can focus on niche travel markets, such as wellness tourism, adventure tourism, and off-season experiences.

DIRECT INVESTMENT

While OMRAN has been successful in fostering public-private partnerships, attracting international investors in an increasingly competitive global market remains challenging



ATTRACT DOMESTIC AND FOREIGN DIRECT INVESTMENT

The communications strategy must target Regional and International investors by showcasing Oman as a stable, safe, and high-potential investment destination. The messaging should focus on Oman's long-term growth potential, OMRAN's success in delivering world-class projects, and the government's support for tourism development (through incentives and Vision 2040).

Where Are We Now Vs. Where We Want to Be



CHALLENGE

COMMUNICATIONS STRATEGY SOLUTION

LIMITED GLOBAL BRAND AWARENESS

While OMRAN is recognized regionally, its global brand awareness remains relatively low. International tourists and investors may not be fully aware of Oman's unique tourism offerings or OMRAN's role in developing these.



BUILD OMRAN'S BRAND RECOGNITION

*One of the key communications objectives should be to **build OMRAN's brand recognition** in international markets, such as the UK, India, Hong Kong, and other high-potential regions. Thought leadership, media relations, and participation in major international forums (e.g., WTM, ILTM Cannes) should be utilized to establish OMRAN as a leader in sustainable tourism and responsible development on a global stage.*

BALANCING TOURISM GROWTH WITH ENVIRONMENTAL SUSTAINABILITY

As OMRAN develops new tourism projects, there is a risk of environmental degradation if not managed properly. The challenge is to grow the tourism sector while maintaining Oman's natural beauty and adhering to sustainability and ESG commitments



INCREASE AWARENESS OF OMRAN'S SUSTAINABLE TOURISM EFFORTS

*Sustainability should be a **core theme** across all communications. This not only addresses concerns from eco-conscious travelers but also positions OMRAN as a responsible developer. Highlighting OMRAN's sustainable infrastructure, eco-friendly resorts, and green initiatives (e.g., LEED certifications, low-impact tourism) in press releases, thought leadership, and interviews will help mitigate any concerns about the impact of tourism growth on the environment.*

Strategy & Joint Action Plan



USPs

- **Government-Mandated Developer:** OMRAN is the strategic arm of Oman's government, ensuring alignment with national tourism goals and Vision 2040.
- **Sustainability Leadership:** A deep commitment to environmentally friendly tourism practices, integrating cultural heritage preservation with modern development.
- **Diverse Portfolio of Prime Assets:** From luxury hotels to historical sites, OMRAN offers a wide range of tourism experiences that cater to both leisure and business travelers.
- **Public-Private Partnerships:** Collaborates with international investors and stakeholders to develop world-class tourism infrastructure.
- **Cultural Integration:** Projects emphasize Oman's rich history, traditions, and natural beauty, offering authentic tourism experiences



Business Objectives



This slide outlines the platform's core goals, setting a stage for a deeper understanding of OMRAN's regional and global impact.



To become a financially sustainable business

OMRAN aims to boost Oman's economy by developing tourism projects that align with Vision 2040, and attract DDI and FDI.



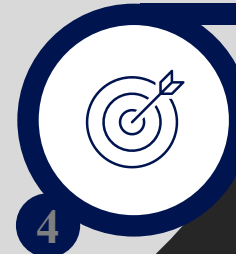
Enabling the sector's future leaders

To develop and empower the next generation of leaders in the tourism sector through targeted training, mentorship, and professional development programs



A Centre of Excellence for Tourism Development & be the partner of choice.

OMRAN is committed to building strong partnerships with local and international investors to develop major tourism projects that boost economic growth and global competitiveness.



Promote Global Responsible Tourism

OMRAN leads in sustainable tourism, protecting Oman's heritage and environment while benefiting local communities on a global stage.

Communication Objectives



Global Brand Awareness	Position OMRAN as a Leader in Regenerative & Sustainable Tourism	Encourage Regional & Global Collaboration
• Increase global brand visibility: Highlight OMRAN's role in driving Oman's economic diversification through tourism. • Generate international interest: Create excitement around OMRAN's projects and initiatives. • Secure international media support: Build media relationships to gain coverage in top regional and global outlets. • Encourage international partnerships: Attract global investors and businesses to collaborate with OMRAN. 01	• Showcase sustainability: Communicate OMRAN's commitment to sustainable tourism aligned with Vision 2040 on the world stage. • Promote cultural heritage worldwide: Highlight how OMRAN preserves Oman's unique culture for both regional and global audiences. • Build global trust and credibility: Demonstrate OMRAN's track record of delivering impactful tourism projects to a global audience. • Enhance visitor experience: Focus on the benefits OMRAN's developments bring to tourists and residents alike. 02	• Engage stakeholders worldwide: Strengthen relationships with key partners and communities across the world. • Promote cross-border collaboration: Encourage collaboration between OMRAN and local, regional, and international organizations for mutual benefits. • Highlight regional innovation: Position OMRAN as a leader in innovative tourism solutions across the GCC and beyond. • Align with Vision 2040: Reinforce OMRAN's alignment with Oman's Vision 2040 to local, regional, and global stakeholders. 03

OMRAN Group Share of Voice



The chart illustrates the share of voice of various real estate companies in the market, with a particular focus on OMRAN Group compared to its competitors.

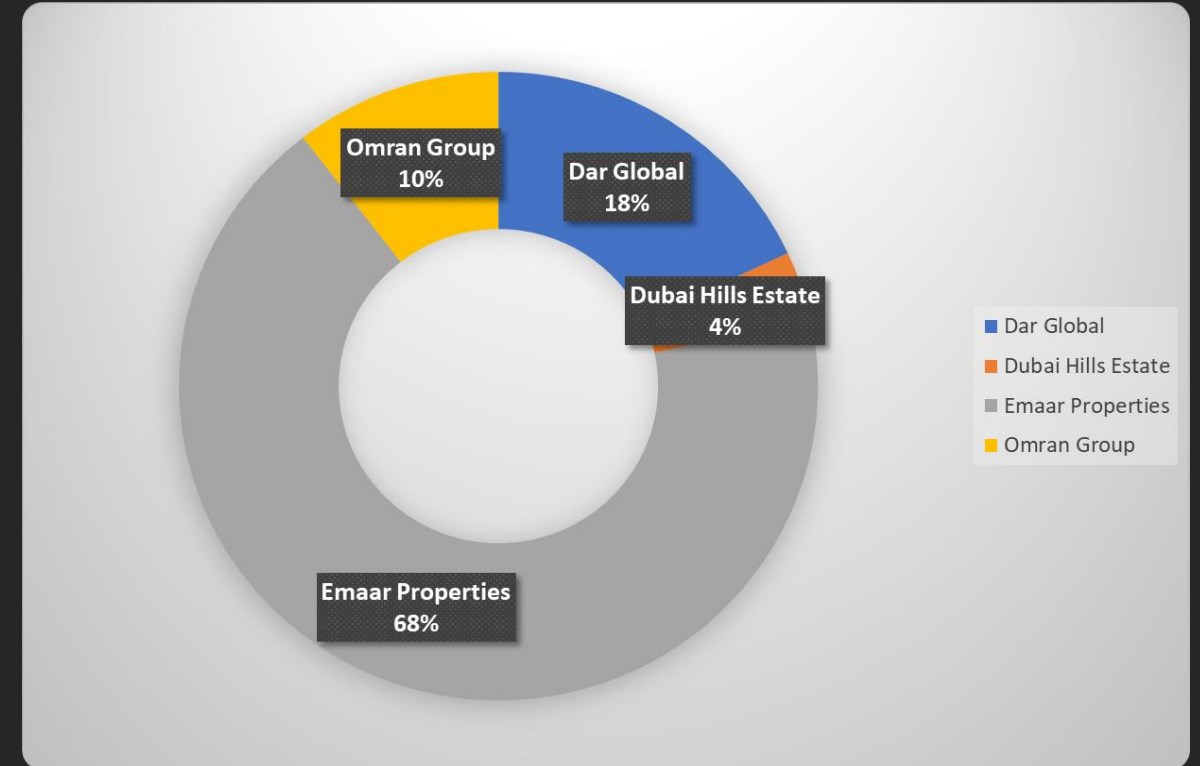
OMRAN Group holds a 10% share, which, while modest, reflects a notable presence in the market.

However, it is significantly overshadowed by Emaar Properties, which dominates with a 68% share, highlighting Emaar's leading position and extensive market influence.

Dar Global follows with an 18% share, indicating a strong competitive stance.

In contrast, Dubai Hills Estate has the smallest share at 4%, showing a relatively limited influence in comparison.

Overall, while OMRAN Group maintains a respectable share, there is a considerable gap between it and the market leader, Emaar Properties, indicating potential growth opportunities for OMRAN Group to increase its visibility and market presence.



Boosting OMRAN Group's Market Presence: 6-Month KPI Strategy



To increase the presence and share of voice of OMRAN Group in the real estate market over the next 6 months, the following KPIs can be targeted:

Media Coverage

- **Objective:** Increase the number of positive media mentions.
- **KPI:** Achieve a **30% increase** in media coverage across top-tier industry publications and news outlets compared to the previous 6 months.
- **Actions:** Implement a robust PR campaign including press releases, media interviews, and feature articles highlighting OMRAN Group's key projects and achievements.

Media Ad Value:

- **Objective:** Increase the media ad value of OMRAN in regional and international media
- **KPI:** Increase the current media ad value for 100 days.
 - Current number stands at: **Regional: \$162,000** and International: **\$28,049,00** for 100 days ending as of 30 July 2024. This Ad Value is largely due to the Financial Results PRL.
- **Actions:** Continue to issue monthly PRLs, features, and interviews and stay consistent with media activity.

Thought Leadership

- **Objective:** Position OMRAN Group as an industry leader.
- **KPI:** Publish 4-6 thought leadership articles or white papers in respected industry publications.
- **Actions:** Develop insightful content on market trends, sustainable development, and innovation in real estate. Participate in panel discussions and webinars.

Event Participation and Sponsorships

- **Objective:** Enhance brand visibility through strategic partnerships and event presence.
- **KPI:** Participate in or sponsor at least 3 major industry events, such as conferences, expos, or webinars.
- **Actions:** Secure speaking opportunities for OMRAN Group executives, showcase projects, and network with key stakeholders.

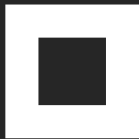
Partnerships and Collaborations

- **Objective:** Expand market reach through strategic alliances.
- **KPI:** Establish 2-3 new partnerships with complementary businesses (e.g., construction companies, tech firms) that increase visibility and project pipeline.
- **Actions:** Identify potential partners, negotiate agreements, and co-launch joint initiatives.

Target Audience & Key Messaging



Target Audience



**Government Entities
and Policy Makers**

**Global and Regional
Tourists**

**International and
Regional Investors**

**Global and Regional
Media**

**Local Communities
and Omani
Workforce**

Target Audience



Government Entities and Policy Makers

Profile:

Government entities and policymakers are key stakeholders in OMRAN's operations, as the company operates under the Omani government's directive and aligns with national goals such as Vision 2040. This audience includes ministries, regulatory bodies, and tourism authorities responsible for developing and overseeing policies related to tourism, sustainability, and economic diversification.

Key Interests:

- Alignment with Oman's Vision 2040 for economic diversification through tourism.
- Development of sustainable and culturally aligned tourism projects.
- Strengthening Oman's global competitiveness in the tourism sector.
- Job creation for Omani nationals and support for local SMEs.
- Infrastructure development that supports national growth.

Communications Approach:

- Highlight OMRAN's contribution to Oman's Vision 2040 and national development goals.
- Emphasize compliance with environmental, social, and governance (ESG) policies.
- Showcase how OMRAN's projects align with government objectives to promote sustainable tourism.

Target Audience



Global and Regional Tourists

International and GCC travelers seeking unique cultural, luxury, and adventure experiences in Oman.

Profile:

Global and regional tourists, particularly from the Middle East, India, Hong Kong, and the UK, are key audiences for OMRAN's tourism offerings. This group includes eco-conscious travelers, adventure tourists, cultural heritage enthusiasts, and luxury travelers. They are typically looking for unique, authentic, and sustainable travel experiences that offer something distinct from other regional destinations.

Key Interests:

- Authentic cultural experiences, such as visiting heritage sites like Nizwa Fort and Al Hoota Cave.
- Sustainable and eco-friendly travel options, including nature-based tourism and adventure activities.
- Luxury hospitality experiences that incorporate local culture and traditions.
- Adventure tourism (hiking, diving, desert safaris) and wellness tourism.

Communications Approach:

- Use storytelling to highlight Oman's unique cultural and natural beauty.
- Promote sustainable and responsible travel options to eco-conscious tourists.
- Leverage social media, influencer partnerships, and experiential marketing to attract tourists seeking authentic experiences.
- Emphasize Oman's distinct advantages compared to other Gulf destinations (authenticity, adventure, untouched landscapes).

Target Audience



International and Regional Investors

Investors from around the world and the GCC region interested in tourism, real estate, and infrastructure development in Oman.

Profile:

International and regional investors, particularly those in the real estate, tourism, and hospitality sectors, are critical for OMRAN's expansion plans. This audience includes private equity firms, real estate developers, sovereign wealth funds, and venture capitalists who are looking for investment opportunities in Oman's rapidly growing tourism market.

Key Interests:

- Stable, long-term investment opportunities in Oman's tourism and hospitality sectors.
- Government support for tourism infrastructure and favorable investment policies.
- Successful public-private partnership (PPP) projects and opportunities for collaboration with OMRAN.
- Return on investment (ROI), tax incentives, and regulatory clarity.

Communications Approach:

- Highlight successful partnerships and investment projects, such as Madinat Al Irfan.
- Emphasize Oman's stable political and economic environment, supported by the government's Vision 2040 plan.
- Showcase investment opportunities at key international forums and events (Cityscape Global, World Travel Market).

Target Audience



Global and Regional Media

Influential news outlets, travel journalists, and influencers who can amplify OMRAN's initiatives and successes on the global and regional stage.

Profile:

This audience includes travel and tourism journalists, sustainability-focused media outlets, business publications, and influential bloggers/vloggers. They play a critical role in shaping public perception of Oman as a tourism destination and reporting on OMRAN's projects and initiatives. Regional media in the GCC, as well as global outlets, are key for extending OMRAN's reach and boosting international visibility.

Key Interests:

- Newsworthy stories related to sustainable tourism, cultural preservation, and eco-friendly developments.
- Exclusive access to new projects, developments, and events, such as press FAM trips.
- Content that highlights Oman as an emerging and unique destination.
- Insightful data on tourism trends, sustainability practices, and investment opportunities.

Communications Approach:

- Build and maintain strong relationships with key media by providing exclusive interviews, access to projects, and data-driven insights.
- Regularly pitch press releases, thought leadership pieces, and human-interest stories focused on sustainability and cultural tourism.
- Organize press FAM trips to provide firsthand experience of OMRAN's projects and Oman's tourism offerings.

Target Audience



Local Communities and Omani Workforce

Omani residents and communities impacted by OMRAN's projects, including those involved in SMEs and tourism-related businesses, as well as the broader workforce.

Profile:

This audience includes local communities who are directly impacted by OMRAN's tourism development projects, as well as the Omani workforce employed within these projects. OMRAN's commitment to empowering local communities and enhancing job creation for Omanis makes this group crucial for the company's long-term success.

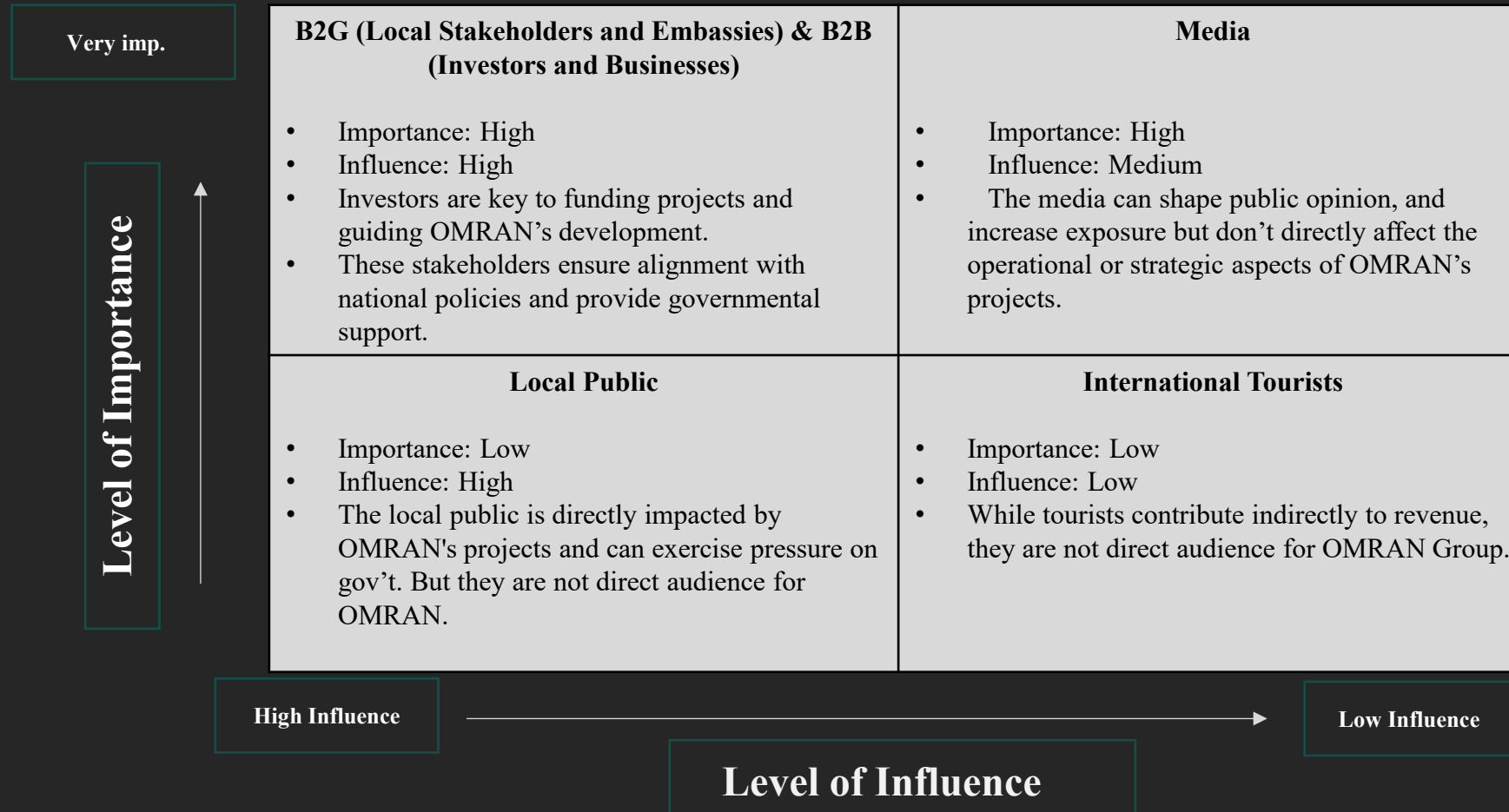
Key Interests:

- Job creation and career development opportunities within the tourism and hospitality sectors.
- Support for local businesses and SMEs through tourism-related initiatives.
- Preservation of local culture, heritage, and the environment.
- Ensuring that tourism development benefits local communities economically and socially.

Communications Approach:

- Emphasize OMRAN's commitment to In-Country Value (ICV) by highlighting job creation, training programs, and local SME support.
- Communicate success stories where OMRAN's tourism projects have positively impacted local communities.
- Engage local communities through direct outreach, events, and transparent updates on how OMRAN's projects align with their needs and preserve their cultural heritage.

Target Audiences- Influence Matrix



Target Audiences & Focus



Target Audience	Description	Focus
Primary: B2B (Investors and Businesses)	Investors and businesses from Oman, GCC, and internationally	Attract investment into OMRAN's projects, showcasing opportunities in tourism, real estate, and infrastructure.
Secondary: B2G (Local Stakeholders and Embassies)	Local government stakeholders and embassies of friendly countries	Align with governmental goals, securing support for OMRAN's projects on a national and international level.
Tertiary: Media	Journalists, media outlets, and influencers	Generate positive and consistent media coverage to build brand trust and recognition for OMRAN.
Quaternary: Local Public	Omani residents and communities	Engage and empower local communities by creating jobs, supporting SMEs, and highlighting OMRAN's social impact.
Quinary: International Tourists	Travelers from international markets and the GCC	Raise awareness about Oman as a premier destination, promoting OMRAN's unique cultural and sustainable tourism experiences.

Messaging House



This messaging house is structured to highlight OMRAN's role in pioneering sustainable tourism, preserving Oman's cultural heritage, and driving economic growth.

Pioneering Regenerative and Sustainable Tourism for Economic Growth in Oman

The Build Story

Supporting Key Messages:

A Legacy of Caring Leadership in Oman's Tourism

- OMRAN takes pride in fostering a legacy of compassionate leadership, shaping Oman's tourism landscape with integrity and respect for our cultural heritage while uplifting our communities.

Harmonizing Culture and Modernity

- OMRAN is committed to creating destinations that blend tradition with innovation, offering authentic Omani experiences that promote community well-being and drive sustainable growth for all.

Championing Regenerative Development

- OMRAN leads the charge in regenerative tourism, ensuring that every project enriches Oman's natural and cultural assets while contributing to national aspirations like Vision 2040, fostering peace and harmony with our environment.

Proof Points:

- OMRAN's developments honour and promote Oman's cultural heritage, embedding traditional values into modern projects to create a positive impact on local communities and ensure prosperity for everyone.

- By creating iconic, sustainable destinations, OMRAN integrates modern amenities while cherishing the authenticity of Oman's identity, ensuring a shared sense of well-being.

- OMRAN prioritizes the regeneration of local ecosystems and communities, balancing growth with ecological preservation to promote peace and a sustainable future.

Sustainable Tourism

Supporting Key Messages:

Aligning with Vision 2040 for a Brighter Future

- OMRAN champions sustainable tourism efforts by developing projects that resonate with Oman's Vision 2040, prioritizing environmental stewardship and social responsibility for a thriving, peaceful future.

Caring for Our Planet

- At OMRAN, environmental responsibility is integral to our mission. We safeguard Oman's natural resources for the benefit of future generations and the well-being of all living beings.

Leading the Way in Regenerative Tourism

- OMRAN sets the standard for regenerative tourism in the region, restoring ecosystems and uplifting local communities to ensure that tourism developments nurture the environment and contribute to a peaceful coexistence.

Proof Points:

- OMRAN implements globally recognized sustainability standards, such as LEED certifications, to guide development and minimize our ecological footprint, demonstrating our commitment to the planet.

- Core sustainable initiatives—like water conservation, energy efficiency, and eco-tourism—reflect our dedication to nurturing the environment and promoting shared prosperity.

- OMRAN's projects are designed for enduring environmental and economic benefits, embodying regenerative tourism principles that enhance our natural landscapes and foster peace.

Economic Growth

Supporting Key Messages:

Catalyst for Economic Prosperity

- OMRAN serves as a catalyst for economic diversification, investing in large-scale, sustainable tourism projects that contribute to Oman's long-term economic stability and prosperity for all.

Building Global Partnerships for a Better Tomorrow

- OMRAN attracts international investors and partners, enhancing Oman's global competitiveness and positioning the nation as a premier destination for sustainable tourism that benefits communities.

Empowering Local Communities for Shared Growth

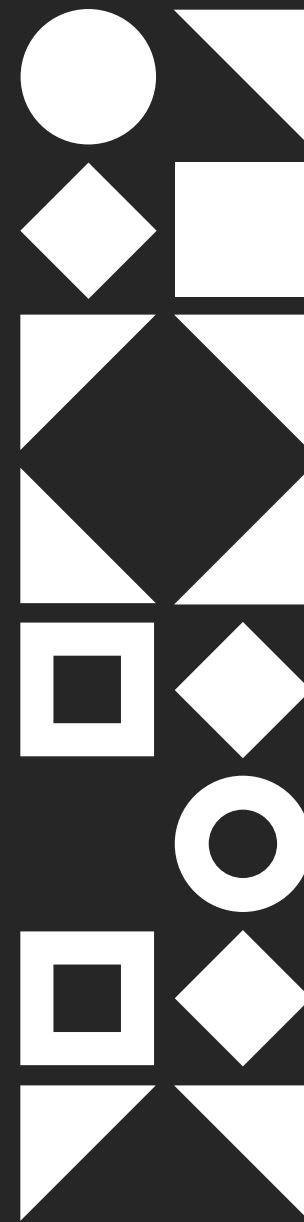
- OMRAN collaborates closely with local communities to integrate their needs into tourism projects, ensuring social sustainability alongside economic growth for a brighter, more inclusive future.

Proof Points:

- OMRAN's developments significantly bolster Oman's GDP, create jobs, and attract foreign direct investment (FDI), making tourism a vital pillar of our national economy and fostering shared prosperity for all.

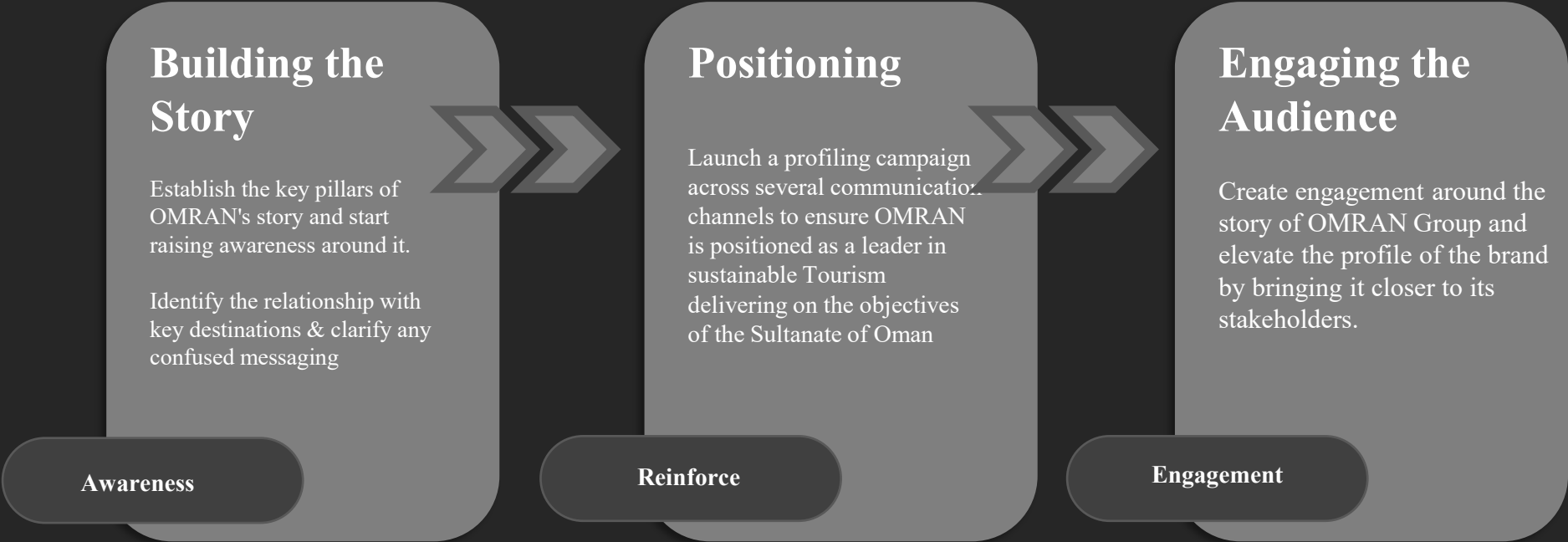
- As Oman's largest tourism and real estate developer, OMRAN plays a pivotal role in creating a sustainable infrastructure that strengthens our resilience and promotes peace in global markets.

Strategic Approach





In order to fulfill the previous objectives, DHOW recommends that OMRAN undertakes the below approach to create a successful story to generate awareness, position the company as leaders in the real estate industry.

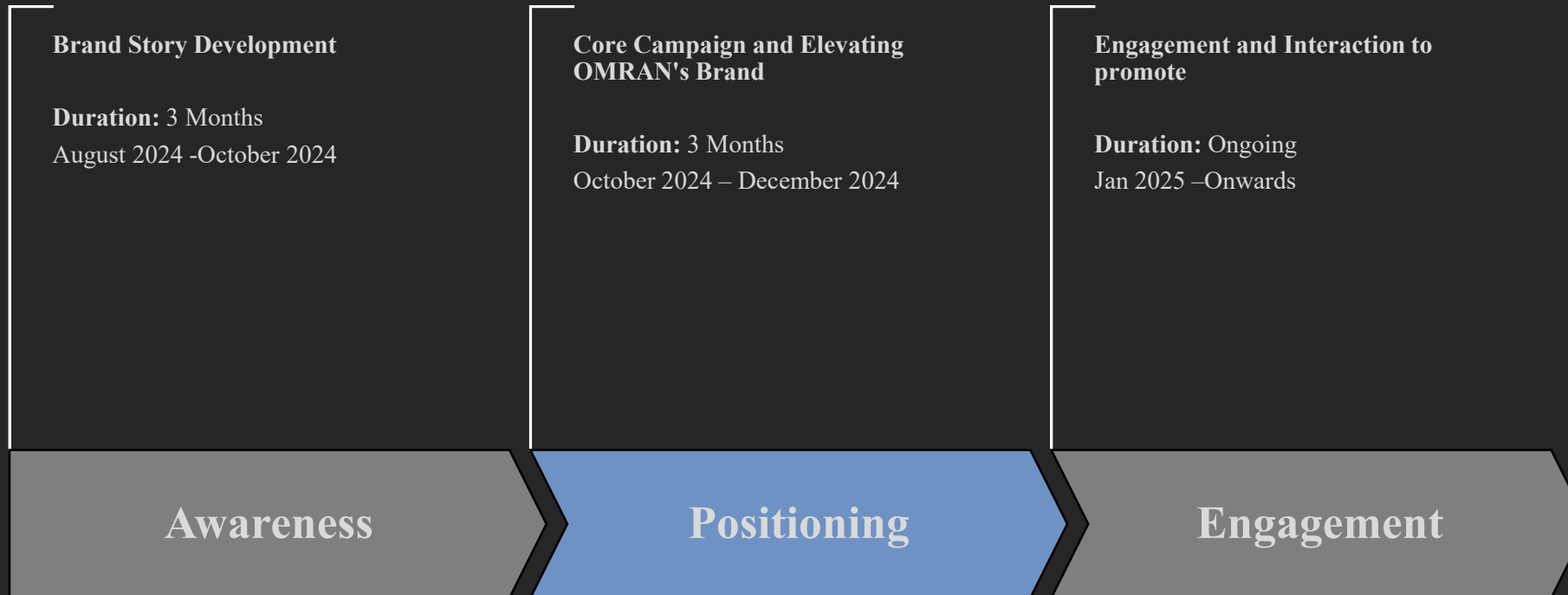


Strategic Approach



Outlined below is the proposed timeline for the Strategy

1 Year Timeline



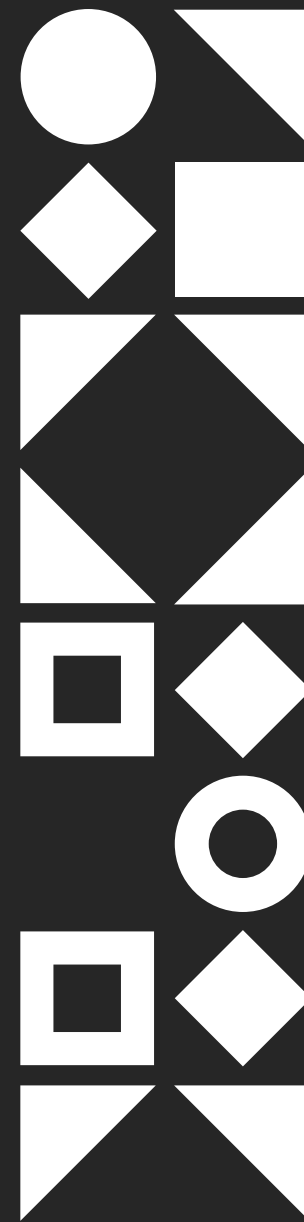
Communication Approach



In order to fulfill the previous objectives, DHOW recommends that OMRAN undertakes the below approach to create a successful story to generate awareness, position the company as leaders in the real estate industry.



Tactics & Execution



Overview Of PR Channels



Media Relations:

- Target key publications in KSA, UAE, Qatar, India, China, Germany, Switzerland and the UK.
- Create targeted press releases focused on OMRAN's sustainable tourism efforts, new projects, and investment opportunities.

Interviews:

- Secure interviews with OMRAN's executives in major tourism, real estate, and investment media outlets.
- Position executives as spokespersons for Omani tourism in global media.

Thought Leadership:

- Publish articles on topics like responsible tourism, sustainable development, and investment opportunities in Oman's tourism sector on platforms like LinkedIn and in international trade publications.

Influencer Plan:

- Partner with travel influencers in key markets, particularly those with a focus on sustainability, culture, and adventure tourism.

Events & Conferences:

- Participate in international tourism and sustainability conferences such as ITB Berlin, Arabian Travel Market (ATM), and World Travel Market (WTM).
- Host investor briefings and roundtables in key markets.

Awards:

- Nominate OMRAN projects and initiatives for global and regional awards like the World Travel Awards, MEED Awards, and sustainability-focused recognitions.

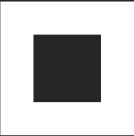
Press Fam Trips:

- Organize familiarization trips for international media and influencers to experience Oman's tourism offerings firsthand.

Press Kit & FAQ Development:

- Create a digital press kit that can be printed and made available for international media to facilitate organic coverage and interview pitches.

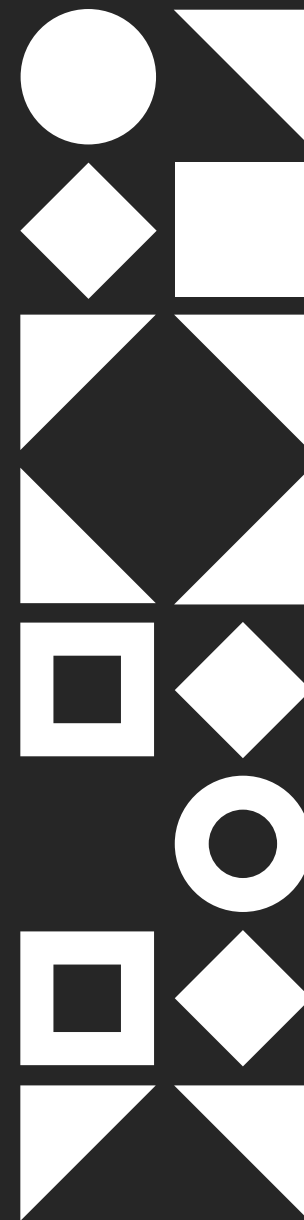
6-Month PR Calendar *(Calendar is subject to change)*



Month	Sept	Oct	Nov	Dec	Jan	Feb
Press Release	Pre-Press Fam PRL	OMRAN Participate in October Al Qari and invites international media And/or Coverage of WTTC and TIS	CEO Participation in WTM London and Cityscape global and /or Announcement of new projects	Opening of new projects or Press Fam coverage	Financial Results	TBC
Interviews	Sustainability focus Interview –	- Oman’s Vision 2040 and Tourism Development	- Cultural Tourism in the 21st Century (Condé Nast Traveler)	Interview or feature article highlighting Oman as a tourism hub	- Sustainable Infrastructure and Green Developments in Tourism	Empowering Local Communities Through Tourism
Thought Leadership	N/A	The Future of Sustainable Tourism	Public-Private Partnerships (PPP): The Catalyst for Oman’s Tourism Growth	Building Responsible Tourism Ecosystems: Insights from OMRAN’s Journey	Empowering Communities Through Tourism	The Global Shift Toward Responsible Travel: OMRAN’s Approach
Press FAM Trips	N/A	- Sustainable Oman Press FAM – Exploring eco-tourism sites like Alila Jabal Akhdar	Oman’s Cultural Heritage and Adventure Tourism Press FAM	N/A	N/A	N/A
Investor Events	N/A	N/A	Partnership Opportunities in Oman’s Tourism Sector Investor Event	N/A	N/A	N/A
Membership Events		WTTC Annual Summit Perth, Oct 8-10, 2024: CEO Dr. Hashil, CPC Hilal, OIA Dr. Lubna TIS - Tourism Innovation Summit Sevilla Spain, Oct 23-25, 2024 Research & Innovation Department	WTM London, Nov 5-7, 2024 Cityscape Global Riyadh Nov 11-14, 2024 - Real Estate Conference Forbes Wellness Summit, Dubai Nov 23-24, 2024 WEF New Champions Retreat, Geneva Nov 28-29,2024			
Other Conferences		Cityscape Qatar ITB Asia	The Green Building Congress BANGLORE, INDIA Skift Global Forum Dubai	International Luxury Travel Market		
Awards		CEO Middle East	WEF New Champions Awards		Arabian Business Awards	International Business Excellence Awards

Fundamentals

(Press Office, Media Interviews, PRLs and Thought Leadership)



Press Office



Tactic	Description
Press / Media Kit	The brand-focused essential source of information on OMRAN Group for media usage. It is the “accredited” reference for the general information on the brand, its vision, mission, values, plans, and key people. During the first 3 months, Dhow will work with OMRAN Group to create two separate press kits for each brand that would be available online and offline. The online versions will have ready-to-use hi-res photography bank that incorporates the company’s logo.
FAQs and Fact Sheets	In addition to press kits, FAQs and fact sheets answer the queries of the more generic target audience. During the first quarter of the year, DHOW will develop fully updated documents to be a key source of information for all stakeholders and target audience.
Website	DHOW will work with the digital team of OMRAN to advise on sections that will require updating to reflect new key messaging and information.

Media Interviews



These interview topics address OMRAN's core focus areas – sustainability, cultural preservation, investment, and community empowerment – while showcasing its leadership in responsible tourism and future-ready developments. These can be pitched to both regional and international media to enhance OMRAN's visibility and thought leadership. Topics are recommendations and can be changed depending on the actual process and discussion with OMRAN Team.

Suggested Interview Topics	Description
Oman's Vision 2040: The Role of Tourism in Economic Diversification	Key Angle: Discuss OMRAN's role in contributing to Oman's Vision 2040 by driving tourism development and diversification of the economy. Focus: OMRAN's strategic projects that align with national goals, investment opportunities for international investors, and the importance of tourism to Oman's GDP growth
Leading the Charge: Sustainable Tourism in Oman	Key Angle: Position OMRAN as a leader in sustainable and responsible tourism development in the region. Focus: Highlight eco-friendly practices, green building initiatives, and partnerships with global sustainability organizations that ensure low-impact tourism development
Public-Private Partnerships (PPP): Driving Oman's Tourism Growth	Key Angle: Showcase OMRAN's success in leveraging public-private partnerships to attract foreign direct investment (FDI) and develop prime tourism assets. Focus: Case studies on successful PPPs, including the development of Madinat Al Irfan and Ras Al Hadd, and opportunities for future collaboration with regional and international investors
Cultural Preservation through Tourism: Showcasing Oman's Rich Heritage	Key Angle: Discuss how OMRAN is preserving and promoting Oman's cultural heritage through its tourism development projects. Focus: Highlight heritage projects like Nizwa Fort, Al Hoota Cave and Harat Al Bilad, and how these initiatives attract cultural tourists while contributing to local economies

Media Interviews – Cont.



Suggested Interview Topics	Description
Eco-Tourism: A Growing Trend in the Middle East	Key Angle: Position Oman and OMRAN as key players in the growing eco-tourism market in the Middle East. Focus: Discuss how eco-conscious travelers are shaping the tourism landscape, and how OMRAN's sustainable resorts and natural assets, such as Alila Jabal Akhdar and Majlis Al Jinn Cave, offer unique eco-tourism experiences
The Future of MICE Tourism in Oman	Key Angle: Explore Oman's rise as a MICE (Meetings, Incentives, Conferences, Exhibitions) destination and OMRAN's role in driving business tourism. Focus: Focus on the development of the Oman Convention and Exhibition Centre (OCEC), its impact on Oman's business tourism, and the opportunities for international events and conferences in the region
Building for the Future: Sustainable Infrastructure and Green Developments in Tourism	Key Angle: Highlight OMRAN's approach to integrating sustainability into the design and construction of its tourism and hospitality projects. Focus: Discuss the adoption of LEED-certified buildings, the use of eco-friendly materials, and how these practices reduce environmental impact while enhancing the tourism experience
Adventure Tourism: Oman's Untapped Potential	Key Angle: Showcase Oman's potential as a destination for adventure tourism and OMRAN's role in promoting these experiences. Focus: Highlight outdoor and adventure tourism opportunities such as hiking in Al Jabal Al Akhdar, cave exploration at Al Hoota Cave, and water activities at Marina Bandar Al Rowdha
Empowering Local Communities through Tourism Development	Key Angle: Focus on how OMRAN's tourism projects are creating jobs, supporting SMEs, and empowering local communities across Oman. Focus: Discuss OMRAN's In-Country Value (ICV) initiatives, local partnerships, and the economic benefits of tourism for Omanis, especially in rural and underserved regions
Sustainable Travel Trends: How the Middle East is Shifting Towards Responsible Tourism	Key Angle: Discuss broader trends in sustainable tourism and how OMRAN is leading the shift towards responsible travel in Oman and the wider Middle East. Focus: Highlight OMRAN's ongoing initiatives to promote sustainability, reduce carbon footprints, and attract eco-conscious international tourists

Press Releases Calendar – Story Angles



These recommended press releases cover a variety of key areas such as sustainability, tourism development, awards, partnerships, and community empowerment, keeping OMRAN Group in the public eye while reinforcing its commitment to responsible tourism. The suggested topics may be changed depending on any news or events that might arise that become more relevant or important.

- **Process for Press Releases:**

- 2-3 days for PRL Draft
- 2-3 days for client approval
- Distribution in GCC is recommended to happen mid-week and to avoid weekend papers/news.

Suggested Press Release Topics	Description
Pre-Press FAM PRL (September 2024)	Title: OMRAN Group to Host Exclusive Press Familiarization Trip in Oman’s Eco-Tourism Destinations Focus: Announce an upcoming press FAM trip for international media in October. Highlight the unique eco-tourism destinations they will visit such as Alila Jabal Akhdar, Ras Al Hadd, and Al Hoota Cave. Key Message: Focus on OMRAN’s commitment to sustainable tourism and responsible travel, inviting key media from regional and international markets to experience Oman’s offerings firsthand. Objective: Build pre-event media buzz and ensure strong participation from international media outlets.
OMRAN Participates in Urban October and Invites International Media (October 2024)	Title: OMRAN Group Participates in Al Qari Event, Extends Invitation to International Media for Sustainable Tourism Coverage Focus: Announce OMRAN’s participation in the Al Qari event in October. Extend invitations to international media to cover the event and OMRAN’s role in promoting Oman’s tourism growth. Key Message: Emphasize OMRAN’s ongoing efforts to promote Oman’s culture and natural beauty through sustainable tourism initiatives. Showcase how OMRAN aligns its efforts with Vision 2040. Objective: Raise awareness about OMRAN’s participation in Al Qari and attract international media to cover the event and its impact on Oman’s tourism sector.

Press Releases – Cont.

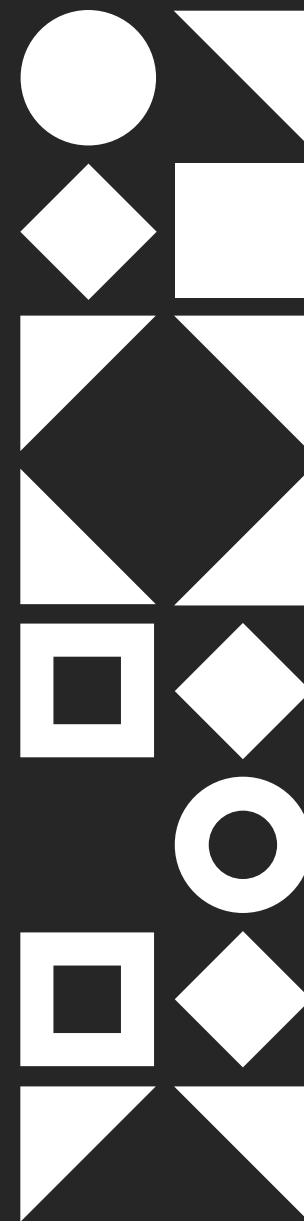


Suggested Press Release Topics	Description
Coverage of WTTC and TIS (November 2024)	Title: OMRAN Group Highlights Sustainability and Growth at WTTC and Tourism Innovation Summit (TIS) Focus: Cover OMRAN’s participation in the World Travel & Tourism Council (WTTC) and the Tourism Innovation Summit (TIS) in November. Highlight key takeaways from these events, particularly OMRAN’s commitment to sustainable tourism and technological innovation. Key Message: Focus on how OMRAN is positioning itself as a leader in sustainable tourism, leveraging technology and innovation to enhance Oman’s appeal as a global travel destination. Objective: Showcase OMRAN’s thought leadership and active involvement in major global tourism conversations.
CEO Participation in WTM London and Cityscape Global (November 2024)	Title: OMRAN Group CEO to Speak at WTM London and Cityscape Global, Spotlighting Oman’s Tourism Investment Opportunities Focus: Announce OMRAN CEO’s participation in high-profile events—World Travel Market (WTM) London and Cityscape Global Riyadh. Highlight key topics, such as Oman’s tourism potential and investment opportunities, focusing on the tourism sector’s role in economic diversification. Key Message: Emphasize OMRAN’s commitment to driving international investment in Oman’s tourism sector through strategic public-private partnerships. Objective: Position OMRAN’s leadership as thought leaders in the global tourism and real estate investment arenas, while promoting Oman as an attractive destination for tourism-related investments.
Announcement of New Projects and Investor Event (November 2024)	Title: OMRAN Group Unveils New Projects at Investor Event, Expanding Oman’s Tourism Horizon Focus: Announce new projects during OMRAN’s investor event in November, unveiling upcoming tourism developments, resorts, and cultural destinations. Highlight key collaborations with international investors and public-private partnerships (PPP). Key Message: Showcase OMRAN’s role in driving Oman’s tourism expansion and its alignment with Vision 2040. Detail how these new projects will attract both tourists and investors. Objective: Build excitement around OMRAN’s upcoming projects and attract further investor interest.



Suggested Press Release Topics	Description
Opening of New Projects or Press FAM Coverage (December 2024)	Title: OMRAN Group Celebrates the Opening of New Tourism Developments, Showcases Media Coverage from Press FAM Trip Focus: Announce the official opening of a key tourism project, such as the Ras Al Hadd Tourism Project or a new resort. Include media coverage generated from the Press FAM trip in October, showcasing firsthand experiences of Oman’s eco-tourism and cultural offerings. Key Message: Emphasize the media’s positive reception of OMRAN’s sustainable tourism projects and the global interest generated by these new developments. Objective: Use the media coverage to highlight OMRAN’s success in positioning Oman as a leading eco-tourism and cultural destination.
Financial Results (January 2025)	Title: OMRAN Group Announces Strong Financial Results for 2024, Highlights Strategic Investments in Sustainable Tourism Focus: Release OMRAN’s 2024 financial performance, showcasing the positive impact of its investments in sustainable tourism, hospitality, and infrastructure. Highlight significant revenue growth, international partnerships, and future investment plans for 2025. Key Message: Emphasize OMRAN’s role in driving Oman’s economic growth through tourism, with a focus on sustainability and responsible development. Objective: Build investor confidence and demonstrate OMRAN’s financial strength and strategic direction for 2025, positioning the group as a leader in tourism development.

Influencers



Influencer Strategy

The influencer campaign aims to create buzz around OMRAN properties by collaborating with travel and adventure influencers.

Influencers serve as powerful conduits for brand messaging. Their reach and niche expertise make them essential in today's digital landscape and they make recommendations more relatable and impactful.

We recommend partnering with influencers to tap into their existing audiences, build trust, and create genuine connections.

The strategy is to work with the subsidiaries to invite influencers to experience OMRAN's properties firsthand. These influencers will become storytellers, capturing the essence of each property through their lens and sharing it with their followers.

OMRAN has properties in diverse landscapes and influencers will immerse themselves in these places and share it with their followers. The way to measure the success of this strategy would be with engagement metrics (likes, shares, comments), tracking follower growth on OMRAN's main page and respective hotels/resorts, campaign hashtag analysis and measure conversion to bookings and inquiries.



Campaign 1 – Influencer Takeover Series

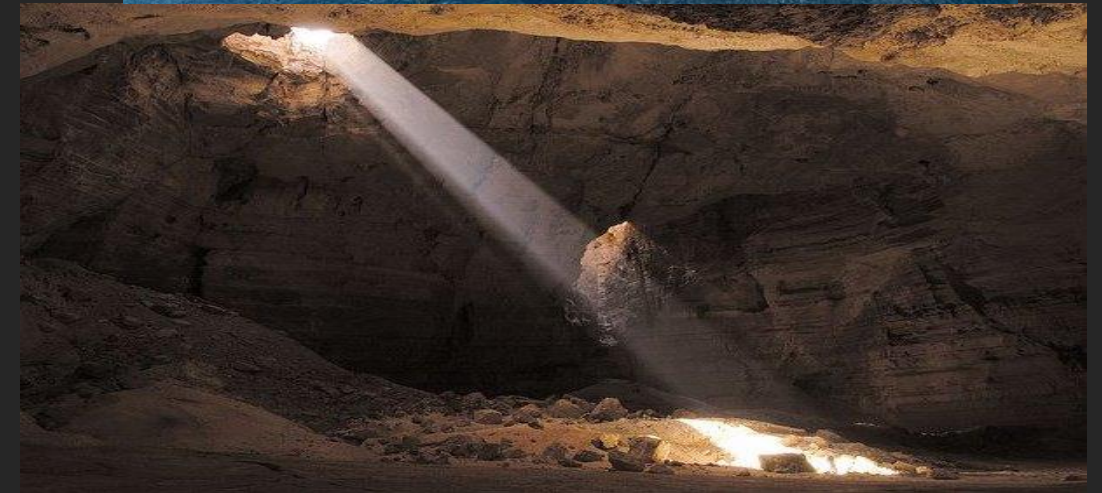


Idea: Identify a diverse group of influencers: travel bloggers, photographers, adventure enthusiasts. Each one of these influencers can take over OMRAN's Instagram Stories for a day and share personal experiences while exploring OMRAN's properties.

Objective: To spotlight OMRAN's properties as the place to go for adventure, fun but also luxury. Use this to highlight how they mix sustainability with a high-end lifestyle without compromising one or the other. To also increase OMRAN's visibility by driving followers to their Instagram page and creating engaging content that peaks the curiosity of their already existing followers.

OMRAN Properties that fit this campaign: Alila Jabal Akhdar

Content Idea: Let different influencers highlight the adventurous activities they're partaking in (like climbing the Jabal Al Akhdar mountain) while staying at an OMRAN property. Their content will be posted both on their pages and OMRAN's IG stories and the relevant hotel/resorts will be tagged too.



Campaign 2 – Sustainable Travel Challenge



Idea: Invite an array of influencers to participate and document their sustainable travel and stay at an OMRAN property (e.g., plastic-free travel, supporting local artisans, eco-conscious activities). Their content should be posted with the branded hashtags #OMRANSustainableTravel and #EcofriendlyOMRAN.

Objective: To make OMRAN synonymous with one of its core values: sustainability. Showcase OMRAN's care for the environment and its efforts to maintain nature in its infrastructures.

OMRAN Properties that fit this campaign: Jebel Sifah

Content Idea: Let influencers make content as they go about their day and document how OMRAN has preserved and incorporated nature and sustainability into its projects. They can also talk about the eco-friendliness. Their content should include the branded hashtag and all their stories should tag OMRAN and other appropriate IG pages too.



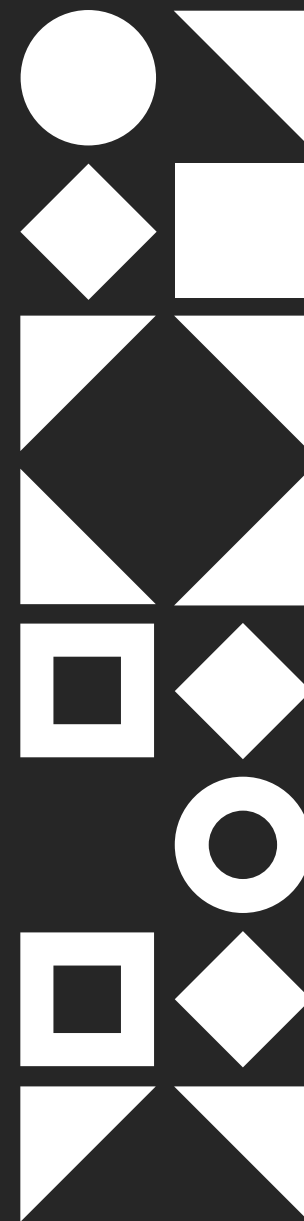
Examples Of Recommended Influencers

Name	Handle	Followers	Content Type and Audience	Based in
Nael Abu Al-Tin	<u>@nael_abu_alteen</u>	1.7M	Luxury Travel	UAE
Louis Cole	<u>@louiscole</u>	1M	Adventure/ Travel	UK
Mais Alhajri	<u>@elmaysah</u>	207K	Adventure/ Mountaineering/Travel	UAE
Lenka Josefiova	<u>@thetravelingbeautyqueen</u>	566K	Tourism Industry	Czech Republic
Wael Abualteen	<u>@waelalteen</u>	971K	Luxury Travel	UAE
Isa Khan	<u>@khan.isa</u>	1M	Travel & Photography	India
Drew Binsky	<u>@drewbinsky</u>	1.1M	Adventure/ Travel	Czech Republic
Shivya Nath	<u>@shivya</u>	120K	Sustainable travel/Eco-friendliness	India
Ben & Ciara	<u>@goinggreenmedia</u>	497K	Sustainable and eco- friendly Travel	UK
Savi & Vid	<u>@bruisedpassports</u>	1.2M	Adventure/ Travel	India
Sima	<u>@thecuriouspixie</u>	322K	Sustainable Travel/ Travel Guide	UK
Kate McCulley	<u>@adventurouskate</u>	122K	Tourism Industry	Czech Republic
Abdulaziz Al-Ajail	<u>@zozalajail</u>	267K	Luxury Travel	Qatar

Examples Of Recommended Influencers

Name	Handle	Followers	Content Type and Audience	Based in
Nathalie Aron	@voyagefox_	531K	Travel Industry	Germany
Fahad Alshatti	@fahadtrips	438K	Tourism Industry	Kuwait
Murad Osmann	@muradosmann	3.2M	Luxury Travel	UAE
Nataly Osmann	@natalyosmann	924K	Luxury Travel	UAE
Fajer Al Faresi	@livingwithfajer	70.1K	Travel	Kuwait
Elliott Chau	@lifewithelliott	162K	Travel & Photography	France
Senda Sadfi	@sindasadfi	438K	Luxury Travel	Qatar
Siddhartha Joshi	@siddharthajoshi	422K	Sustainable Travel	India
Nellie Huang	@wildjunket	17.6K	Tourism Industry	Singapore
Monica Sahar	@monicasahr	842K	Travel	Indonesia
Ahmad & Mohammad	@twins2travel	26.3K	Travel	Saudi Arabia
Duaa Alajmi	@travelinstyle.bh	77.4K	Travel	Bahrain
Syed Anus	@anaspathann1	119K	Adventure/ Travel	Saudi Arabia

Events



Press Fams

Objective

To provide journalists with an exclusive insight into OMRAN's premium residential and commercial developments, showcasing the luxury and innovation that define these projects.

Exclusive Showcase:

- Journalists will be given an inside look at OMRAN's high-end residential and commercial properties, highlighting the exceptional quality and design that distinguish these developments.

Guided Tours:

- Journalists will explore luxury villas, upscale apartments, and sophisticated office spaces.
- The tour will include a visit to one of OMRAN's signature development projects, offering a firsthand view of the cutting-edge architecture and meticulous attention to detail that characterize OMRAN's properties.

Luxury Experience:

- The experience includes a stay at one of OMRAN's premier luxury properties, where journalists will experience the epitome of Omani hospitality.
- A gourmet dining experience will be arranged, reflecting the opulence of OMRAN's developments.
- Additionally, there will be an exclusive meet-and-greet with the developers, providing journalists with unique insights into the vision and expertise behind OMRAN's success.



OMRAN Sustainable Development Showcase

Objective:

To provide journalists with an in-depth look at OMRAN's commitment to sustainability through its eco-friendly and sustainable real estate projects.

Sustainable Focus:

- Journalists will explore OMRAN's innovative approach to sustainable development, with a focus on green real estate projects that prioritize environmental responsibility and energy efficiency.

Guided Tours:

- The press fam will include tours of OMRAN's green buildings, showcasing cutting-edge design and sustainable construction practices.
- Journalists will visit renewable energy installations and sustainable communities, providing a comprehensive view of OMRAN's efforts to integrate sustainability into urban development.

Exclusive Experience:

- An insider tour will be arranged of OMRAN's \$1 billion green urban complex, a flagship project that exemplifies the company's dedication to creating environmentally responsible developments.
- The experience will also highlight the innovative technologies and design principles that underpin OMRAN's sustainable projects, offering journalists a unique perspective on the future of eco-friendly real estate.



OMRAN Cultural Heritage and Modern Living

Objective:

To provide journalists with a unique perspective on how OMRAN integrates traditional Omani architecture with modern living amenities, showcasing the seamless blend of cultural heritage and contemporary design.

Architectural Blend:

Journalists will explore how OMRAN's new developments honor traditional Omani architecture while incorporating modern amenities, illustrating the company's commitment to preserving cultural heritage in contemporary settings.

Guided Activities:

- **Heritage Site Visits:** Tour heritage sites that have been thoughtfully integrated into OMRAN's new developments, highlighting how these projects respect and enhance traditional Omani design.
- **Modern Living Showcase:** Experience modern living spaces that feature traditional architectural elements, demonstrating how historical aesthetics can harmoniously coexist with modern functionality.

Exclusive Experience:

- **Cultural Performances:** Enjoy traditional Omani performances that reflect the rich cultural heritage of Oman, providing a deeper connection to the country's traditions.
- **Traditional Omani Meals:** Participate in authentic dining experiences featuring traditional Omani cuisine, offering a taste of the local culture.
- **Interactive Sessions:** Engage with architects and historians who will provide insights into the design process and historical significance of OMRAN's developments, enhancing understanding of the fusion between old and new.



Conferences and Speaking Opportunities

Conferences are significant for OMRAN Group as they provide a strategic platform to showcase the company's vision, achievements, and projects, gaining exposure from a global audience.

By participating in industry-specific events, OMRAN can strengthen its brand presence and network with key stakeholders, real estate professionals, and potential investors.

Gaining insights into the market is crucial for understanding industry trends, customer preferences, and competitor strategies. These insights allow companies like OMRAN to make informed decisions, optimizing both current and future business strategies.

Speaking opportunities at these conferences allow OMRAN to position itself as a thought leader, enhancing credibility and trust within the industry. This visibility not only builds OMRAN's reputation but also provides opportunities to generate leads and establish new business relationships for future projects and collaborations that can drive growth in the region.



List of Conferences to Attend

REGION	LOCATION	EVENT	DATE	PR PROPOSAL
Asia	Hong Kong	IHIF Asia	Sep 9-11	Pre-arranged interviews, exhibitor
India	Mumbai	ITB India	Sep 11-13	Pre-scheduled appointments, booth exhibitor
USA	New York	Skift Global	Sep 17-19	Press release, media interviews,
Europe	Tbilisi	World Tourism Day: Tourism & Peace	Sep 27	3D Holographic exhibition installments
GCC	Dubai	Future Hospitality Summit	Sep 30-Oct 2	Networking event & Post conference retreat
Europe	London	Property Investor Show	Oct 4-5	Press release, booth exhibitor, networking event
Europe	Germany	Expo Real	Oct 7-9	Interview, Press Release
GCC	Qatar	Cityscape Qatar	Oct 13-15	Press release, email marketing, booth exhibitor, speaking opp
GCC	Salalah	Intl Tourism Conference	Oct 21-23	Pre-arranged Interviews
Asia	Singapore	ITB Asia	Oct 23-25	Booth exhibitor
Europe	Spain	Salón Inmobiliario de Madrid (SIMA)	Oct 24-27	Pre-arranged Interview, Press kit
Europe	London	World Travel Market (WTM)	Nov 5-7	Press release

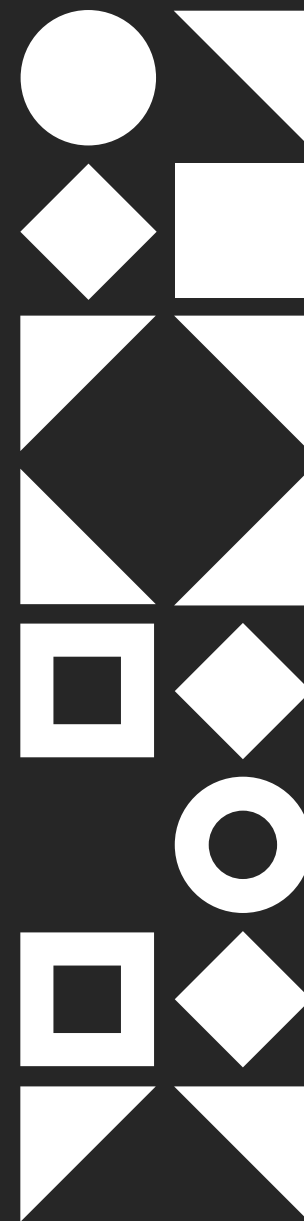
List of Conferences to Attend

REGION	LOCATION	EVENT	DATE	PR PROPOSAL
GCC	Riyadh	Cityscape Global	Nov 11-14	[CEO] Media coverage, Influencer campaign
India	Bangalore	The Green Building Congress	Nov 14-16	Media roundtable, booth exhibitor
GCC	Dubai	Skift Global Forum East	Nov 19-20	Sponsor, Keynote Speaker, Press Release
GCC	Abu Dhabi	Forbes Middle East Wellness Summit	Nov 23-24	Speaking Opportunity/ Panel discussion
Europe	Switzerland	WEF New Champions Retreat, Geneva	Nov 28-29	CEO Attendance, pre-arranged Interview/Networking
Europe	France	International Luxury Travel Market (ILTM)	Dec 2-5	Press release, exclusive meetings, on-ground interviews

List of Conferences to Attend in 2025

REGION	LOCATION	EVENT	DATE	PR PROPOSAL
GCC	Oman	Oman Travel Market 2025	January 26-28	Press Release/ Press Fam
Europe	Germany	ITB Berlin	March 4-6	Press release/ Press Kit/Interviews
Europe	France	MIPIIM - The Global Urban Festival	March 11-14	
Europe	UK	London PropTech	April 8-9	
GCC	Dubai	International Property Show	April 14-16	
Asia	Singapore	FIABCI World Real Estate Congress	May 31	

Awards



Relevant Awards Suggestions

Construction Week Awards

- **Held on** 6 November 2024
- **Category:** Sustainability initiative of the year, Infrastructure project of the year, Hospitality project of the year

International Business Excellence Awards

- **Held on** 20 February 2025
- **Categories:** Best innovation in business, Best customer experience, best company in real estate industry

CEO Middle East Awards

- **Held in** December 2024
- **Category:** CEO of the Year – Developer, Property, CEO of the Year –Entrepreneur of the year, Fastest Growing Company of the year, Innovative Company of the year, CEO of the Year – Real Estate Real Estate

Arabian Business Awards

- **Held on** 22 January 2025
- **Category:** Developer, Sustainability, Businessperson of the Year

MENALAC Awards

- **Held in** March 2025
- **Categories:** Best Design for a leisure & entertainment facility

MENA Travel Awards

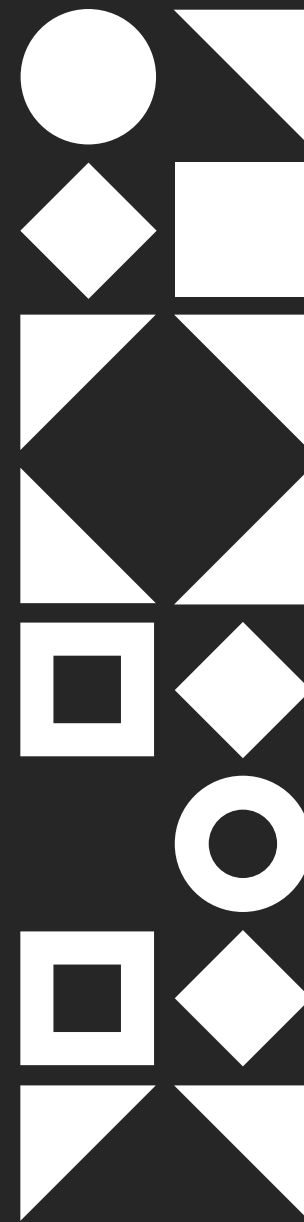
- **Held in** May 2025
- **Categories:**
 - **Regional:** Middle East's Leading All-Inclusive Resort, Middle East's Leading City Hotel, Middle East's Leading Design Hotel, Middle East's Leading Heritage Tourism Development Project, Middle East's Leading Hospitality Development Company, Middle East's Leading Green Resort
 - **Country:** Oman's Leading Hotel, Oman's Leading Luxury Resort, Oman's Leading Business Hotel, Oman's Leading City Hotel

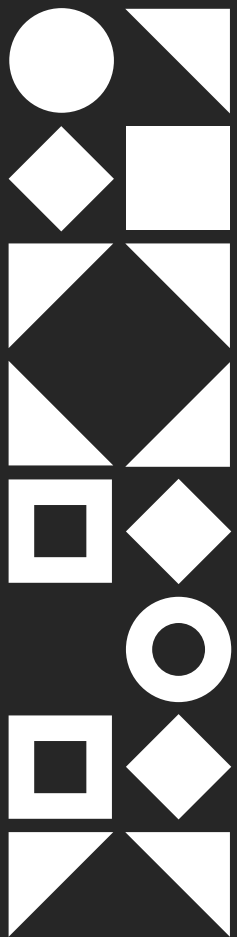
International Property Awards

- **Date** TBD
- **Categories:** Commercial & Manufacturing Development, Commercial Redevelopment / Renovation, Leisure Development, Mixed-use Development, Sustainable Commercial Development, Sustainable Residential Development

Campaign Recommendation

Q4 2024





CAMPAIGN 1: THE FUTURE IS HERE

OMRAN: The Future is Here

Tagline: *“Shape Tomorrow. Live Today.”*

This kick-off campaign will create buzz by blending **interactive digital content**, **immersive videos**, and **personal storytelling** that resonates with global audiences on social media, mobile devices, and traditional media outlets.

Objectives:

- Highlight OMRAN's Group new approach and presence on a global stage.

Campaign Period: November 2024- December 2024



OMRAN: The Future is Here

Launch: “The Future Unfolds”

Concept: To capture the attention of the media and the public, OMRAN can create a **visual event** that will dominate social media and news outlets. In a **high-profile location**, like the Corniche in Muscat OMRAN can host a **live digital art projection event** called “The Future Unfolds.”

This **immersive 3D video** will project OMRAN’s **future developments** onto iconic Omani landmarks and digitally “unfold” the vision of what OMRAN is building.

The projections will feature stories from local communities and future travellers, showing how OMRAN is shaping Oman’s landscapes while preserving its heritage.

•**Digital Reach:** Partner with influencers and **livestream the event** on social media platforms like Instagram, YouTube, and TikTok. Use **interactive features** that allow users to vote on which parts of the OMRAN story they want to unfold next, creating real-time engagement.

•**Augmented Reality (AR):** Launch an AR feature for people on their phones where users can project OMRAN’s future destinations on their own landscapes and share them using the hashtag **#ShapeTomorrowLiveToday**.

OMRAN: The Future is Here

2. Content Ideas for Mobile and Social Engagement

A. Instagram/TikTok Reels: "Transformations"

Create a series of **15-30 second “Before and After” transformation videos** that show an **empty plot of land** in Oman evolving into one of OMRAN’s new developments, such as **AIDA** or **The Sustainable City Yiti**. Use dramatic time-lapse effects to make these changes look fast and captivating.

- Call to Action:** Encourage viewers to comment on what they’d like to see OMRAN build next, offering giveaways for the most creative responses.

- Influencer Collab's:** Partner with **architectural, sustainability, and travel influencers** to make their own version of the “Transformation” reel using OMRAN’s template.

B. “Experience Tomorrow” 360-Degree Videos

Create **immersive 360-degree videos** of OMRAN’s future destinations, allowing viewers to experience virtual tours of the **Santani Wellness Resort** or **The Sustainable City Yiti**. These can be viewed on mobile phones, giving a sense of actually being in Oman.

- Interactive Features:** Users can tap to move through different parts of the development—be it luxury hotels, eco-friendly urban centers, or pristine nature reserves.

OMRAN: The Future is Here

3. User-Generated Content: “My Vision for Tomorrow”

Engage the audience by launching a social media contest called “**My Vision for Tomorrow.**” This campaign encourages users to share a 30-second video explaining how they envision **sustainable tourism** transforming the future.

- Mobile Engagement:** Participants can submit via Instagram or TikTok, and OMRAN will feature the best videos on their official channels. Use **AR filters** that overlay their vision onto real-life landscapes, helping people visualize what the future of tourism could look like.

- Prize:** Winners get to be the first to visit one of OMRAN’s newly launched destinations.

4. Advertising and Paid Media Campaign

A. “Shape Tomorrow” Short Films

Create a series of **30-second cinematic short films** that focus on the impact of OMRAN’s projects on **communities, nature, and Oman’s economy**. These films can tell personal stories of a family, an artist, or a traveller whose life has been changed by visiting or working at one of OMRAN’s sustainable developments.

- Platform:** Distribute these films on **YouTube, LinkedIn**, and **international travel sites**, using **targeted paid ads** on platforms like Instagram and Google.

- Messaging:** Emphasize the **sustainability impact**, ending with a powerful line like “**OMRAN: Shaping the Future of Global Tourism**”.

B. Digital Billboards and Interactive Ads

Deploy **interactive digital billboards** in major global cities like London, Dubai, New York, and Paris.

These ads will feature **motion graphics** that allow passers-by to swipe their hand across the screen and see the transformation of a landscape into one of OMRAN’s destinations.

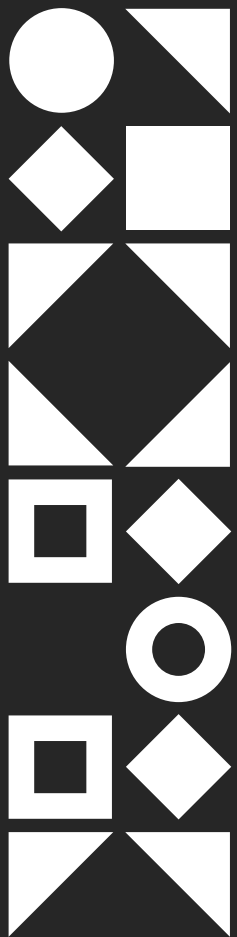
OMRAN: The Future is Here

5. PR and Media Blitz

- Exclusive Features:** Secure placements in top-tier international publications like *The Financial Times*, *CNN Travel*, *Skift*, and *National Geographic*, focusing on OMRAN's unique role in **sustainable and regenerative tourism**.
- Behind-the-Scenes Content:** Create **exclusive behind-the-scenes content** of the project's development for media outlets. This content can be pitched as **documentary-style pieces** for news networks and global media partners, showcasing how OMRAN is “building the future” with sustainability at the forefront.

Other Ideas:

- Launch a Viral Challenge:** Create a **#ShapeTomorrowChallenge** that encourages people to share their thoughts on what the future of sustainable tourism should look like. Offer a reward of an all-expenses-paid trip to one of OMRAN's upcoming destinations.
- Partner with Global Celebrities:** Bring onboard **environmental ambassadors** and **luxury travel icons** to take part in the “**The Future Unfolds**” **live projection** or to promote the campaign's core message across their platforms.



CAMPAIGN 2: NATURE NURTURES, CULTURE CONNECTS

Nature Nurtures, Culture Connects

Event Description:

The “**Harmony Walk**” will be a **global initiative** that encourages communities to come together for a simultaneous walk or nature hike, celebrating culture, community, and conservation.

This simple yet impactful event will take place in various locations around Oman and globally, inviting people to engage in **local parks, nature reserves, or cultural sites**.

The objective is to promote awareness of sustainable practices and foster a connection to nature.



Nature Nurtures, Culture Connects



- Simultaneous Events Worldwide:**

- Organize walks in different cities, where participants will walk for a specified distance, ideally in natural or culturally significant areas. This could be promoted as a day of unity, where people around the world engage in conservation-focused activities and can be leveraged through OMRAN GROUP partners.

- Digital Engagement:**

- Use the hashtag **#HarmonyWalk** to encourage participants to share their experiences on social media, showcasing their connection to nature and culture. This user-generated content will amplify the campaign's reach and visibility.

- Livestream key moments from various locations on platforms like **Instagram** and **Facebook**, allowing those who cannot attend to feel included and engaged.

- Local and Global Collaboration:**

- Collaborate with local NGOs, cultural institutions, and tourism boards to promote the event, ensuring widespread community involvement and awareness.

- Engage global influencers and eco-activists to participate in their local walks, helping to promote the campaign through their channels.

Nature Nurtures, Culture Connects

Execution Across Marketing Channels

1.Digital Marketing:

1. Promote the event through a dedicated **campaign website** where participants can register, find information about their local walk, and access resources about conservation and sustainability.
2. Utilize social media to share **teaser videos** and countdowns leading up to the event, showcasing OMRAN's projects and the positive impact of sustainable tourism.

2.Public Relations (PR):

1. Issue press releases announcing the **Harmony Walk**, highlighting its purpose and significance. Target both local and international media to ensure broad coverage.
2. Offer interviews with OMRAN leaders and local community members discussing the importance of culture and conservation in tourism.

3.Advertising:

1. Create promotional content that highlights the beauty of Oman's landscapes and cultural heritage, inviting people to participate in the Harmony Walk. Use striking visuals and the tagline "Nature Nurtures, Culture Connects" in various advertising channels.
2. Run targeted digital ads on platforms like **Facebook**, **Instagram**, and **Google Ads**, focusing on audiences interested in **sustainable tourism, nature, and cultural experiences**.



OTHER CAMPAIGN IDEAS

OTHER CAMPAIGN IDEAS

“Where Heritage Meets Tomorrow”

Tagline: *"Preserving Our Past. Building Our Future."*

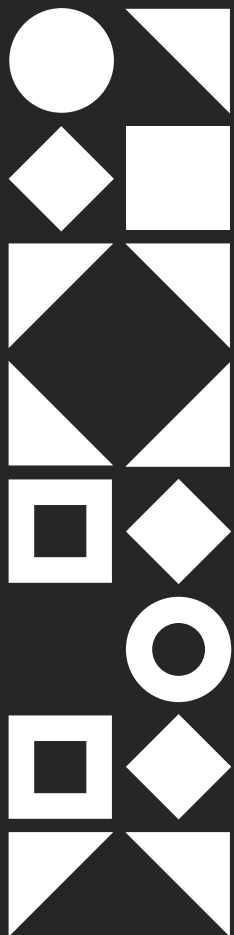
“OMRAN: A Legacy in Harmony”

Tagline: *"Honouring Heritage. Shaping Tomorrow."*

“OMRAN: Journey to Tomorrow”

Tagline: *"Creating Destinations That Shape the Future."*





OTHER BRAND PROMISES

BRAND PROMISES

A full branding exercise is recommended to be able to conceive a suitable brand promise for OMRAN. However, we suggest below a few recommendations based on client initial briefing.

“Destinations for People, Planet, and prosperity”

“Creating Destinations, Cultivating Nature, Enriching Lives”

“Build, Cultivate and Conserve”

“Uniting Culture, Community, and Conservation“

"Together for Tomorrow“

“Building for prosperity”

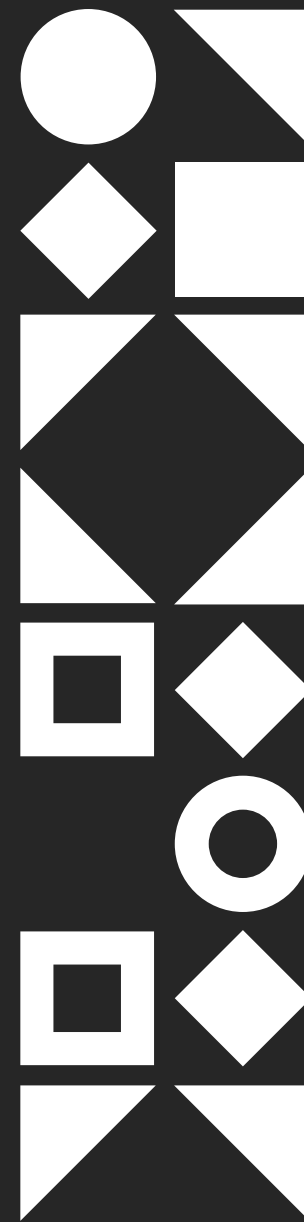
“Live More”

“Building to thrive”



Campaign Recommendation

Q1 2025



SUSTAINABLE JOURNEYS

Objective:

- To position OMRAN as a leader in sustainable tourism development by showcasing its flagship projects and unique selling propositions (USPs) to regional and international media.
- The campaign will emphasize Oman's commitment to sustainability, eco-tourism, and cultural heritage while reinforcing OMRAN's contribution to Oman's Vision 2040.

Campaign Period: January 2025 - March 2025

- Kick Off with a PR Stunt
- Digital activation
- Influencer and Media follow up



SUSTAINABLE JOURNEYS- KICK OFF THE WORLD'S LARGEST ECO-CANVAS

Overview:

- To create buzz and generate organic media coverage for the launch of OMRAN's sustainable tourism campaign, OMRAN will transform one of Oman's most iconic natural landscapes into the *“World's Largest Eco-Canvas,”* using eco-friendly materials.
- The stunt will celebrate Oman's rich natural beauty and OMRAN's commitment to sustainability, aligning with the key message of preserving the environment while promoting tourism.

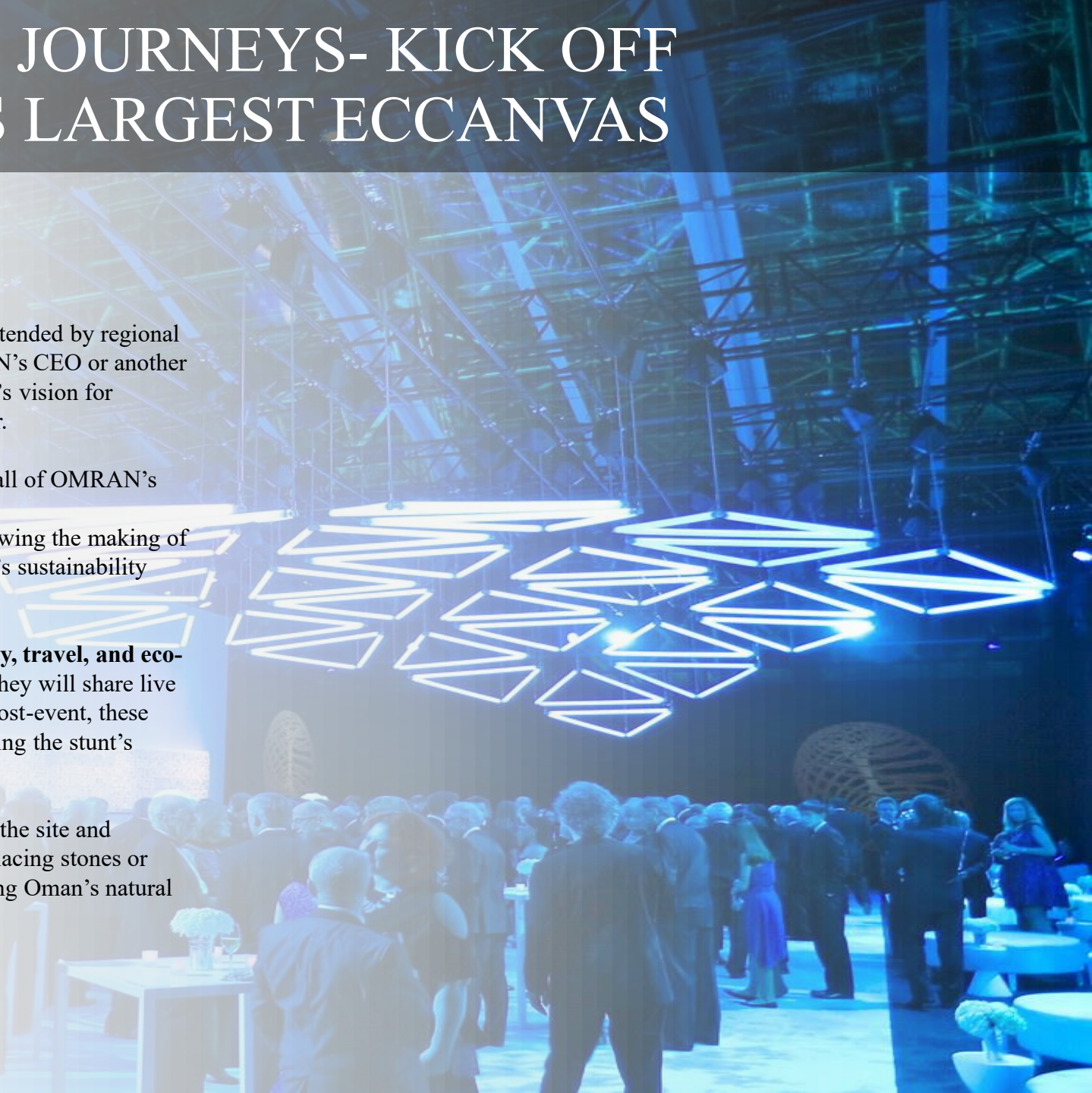
Execution:

- **Location:** The site could be **Al Jabal Al Akhdar** (The Green Mountain) or **Wahiba Sands**, two of Oman's most breathtaking natural locations. These are highly symbolic, as they represent the country's diverse topography and eco-tourism potential.
- **Eco-Art Installation:** OMRAN will work with renowned **eco-friendly artists** or **environmental sculptors** who use natural, biodegradable materials (like sand, water, leaves, or plant-based paints) to create massive, temporary artworks directly on the landscape. The designs could represent Oman's wildlife, cultural heritage, or abstract eco-friendly symbols like leaves, trees, and water patterns.
- **Digital Projection:** In the evening, OMRAN can also use **green energy-powered projectors** to illuminate parts of the landscape, creating an ephemeral light-art installation celebrating sustainability, wellness, and Oman's natural beauty. The projection could feature messages like **“Sustainable Journeys”** or **“Explore, Preserve, Thrive”**, which align with the campaign theme.

SUSTAINABLE JOURNEYS- KICK OFF THE WORLD'S LARGEST ECCANVAS

How It Works:

1. **Launch Event:** The installation will be unveiled at a high-profile event, attended by regional and international media, influencers, and sustainability advocates. OMRAN's CEO or another high-ranking official will deliver a short speech emphasizing the company's vision for **sustainable tourism** and Oman's unique position in the eco-tourism sector.
2. **Live Streaming & Social Media:** The event will be live-streamed across all of OMRAN's social media channels (Instagram, YouTube, LinkedIn) under the hashtag **#EcoCanvasOman**. A behind-the-scenes documentary will be created showing the making of the installation and the artists' stories, offering a deep dive into the project's sustainability elements.
3. **Influencer Activation:** Influencers who are passionate about **sustainability, travel, and eco-conscious living** will be invited to experience the installation first-hand. They will share live updates, stories, and posts during the event, creating an immediate buzz. Post-event, these influencers will publish long-form content about their experience, amplifying the stunt's reach to eco-conscious audiences globally.
4. **Interactive Public Engagement:** Visitors and tourists will be able to visit the site and contribute to the art installation by adding eco-friendly elements such as placing stones or planting native plants, symbolizing their personal commitment to preserving Oman's natural beauty.



SUSTAINABLE JOURNEYS: PR & DIGITAL ACTIVATION

Overview:

Build on the kick off of the largest eco-canvas campaign to amplify PR and Digital reach.

1. Global Media Outreach: February 2025

Thought Leadership Articles:

- Publish **thought leadership pieces** by OMRAN's CEO and sustainability experts in leading global media and on LINKEDIN. Topics to include:
 - The future of eco-tourism in the Middle East.
 - Oman's unique approach to balancing tourism development with environmental preservation.

International Media Interviews:

- Secure exclusive interviews with OMRAN's CEO and key project leaders to discuss Oman's long-term tourism vision, highlighting key projects like **Alila Jabal Akhdar** and **Ras Al Hadd**.

2. Digital and Social Media Activation: February - March 2025

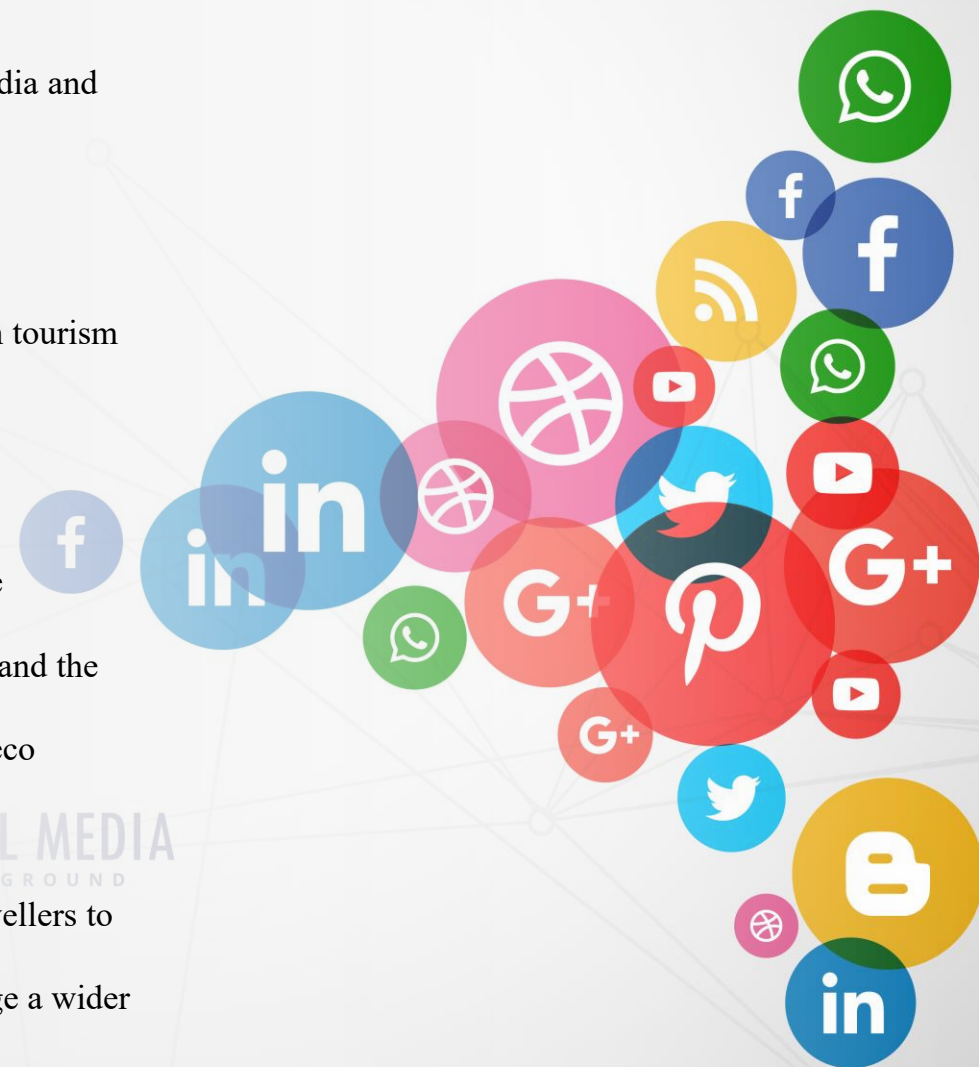
Digital Storytelling Campaign:

- Develop a multi-platform digital campaign under the theme "***Sustainable Journeys.***" This will include immersive content showcasing Oman's natural beauty, sustainability initiatives, and cultural heritage.
- Create short videos featuring OMRAN's eco-tourism projects, including drone footage of natural sites and the eco canvas, interviews with travellers and local communities.
- Partner with Influencers to visit Oman and OMRAN's developments and run specialized coverage on eco tourism.

Hashtag Campaign:

- Launch a global social media campaign with the hashtag #SustainableJourneysOman, encouraging travellers to share their experiences and engage with OMRAN's sustainable projects.
- Promote interactive content, such as 360-degree tours of OMRAN's eco-friendly destinations, to engage a wider audience.

SOCIAL MEDIA
BACKGROUND



Crisis Communication



Crisis Communication

Crisis Communications is a vital part of effective PR Planning and Management.

Being Prepared

- Anticipation and development of appropriate plans for each crisis scenario
- Clear chain of command/protocols
- Daily & Weekly monitoring across press, social and internal channels – establishing effective monitoring tools and systems to actively monitor potential crisis scenarios.
- Quarterly review of Crisis steps and actions to ensure they remain relevant and current to market conditions
- Execution plans established with the brand, as well as all active stakeholders to ensure all parties are abreast of the crisis comms plans and actions
- Regular media training and key message development across all parties / keeping messaging fresh and up to date and key spokesperson refreshed on all plans and messages should a crisis arise.
- Post-crisis analysis, key learnings and further updates of the Crisis plan to ensure plans remain relevant and current.



Crisis Communication

For OMRAN Group, crisis communication on both regional and international levels should focus on safeguarding the company's reputation while mitigating any potential damage from negative news. Below are key recommendations for managing crisis communications

1. Develop a Comprehensive Crisis Communication Plan

- **Key Components:**

- **Crisis Team:** Identify key members from management, communications, and legal teams to handle crisis situations. Ensure that roles and responsibilities are clearly defined.
- **Scenario Planning:** Prepare for potential crises such as environmental incidents, project delays, or negative financial news. OMRAN should develop response templates that can be quickly adapted for different scenarios.
- **Media Response Protocol:** Establish clear guidelines for dealing with regional and international media, including designated spokespeople, official statements, and timelines for responses.

2. Real-Time Monitoring and Early Detection

- **Social Media and Media Monitoring:** Implement monitoring tools to track conversations, news coverage, and public sentiment in real-time across local and global channels. Platforms like **Hootsuite** or **Meltwater** can be used for this purpose.
- **Issue Identification:** Early detection of issues allows OMRAN to respond quickly before the situation escalates. Ensure that there is a system to flag any emerging negative stories or sentiment.

3. Transparent and Proactive Communication

- **Address the Issue Early:** Delays in addressing negative news can lead to speculation and further harm. OMRAN should be proactive in issuing clear, fact-based statements, either through press releases or spokespersons.
- **Acknowledge Responsibility (if applicable):** If OMRAN is at fault, acknowledge responsibility, apologize, and outline corrective measures. This can help mitigate further damage.
- **Provide Regular Updates:** Keep stakeholders, the media, and the public informed about the status of the crisis and the measures being taken to resolve it.

Crisis Communication

4. Engage Local Communities and Key Stakeholders

- **Community Outreach:** For crises impacting local communities (e.g., environmental issues), OMRAN should directly engage with community leaders and influencers to reassure them. Arrange town halls, press conferences, or online meetings to address their concerns.
- **Investor Relations:** If negative news affects investors, the company must immediately address their concerns with transparent financial updates, ensuring confidence in the company's ability to manage the crisis.

5. Use of Digital and Social Media

- **Controlled Messaging:** Utilize OMRAN's official social media channels (Instagram, LinkedIn, Twitter) to release accurate and timely information. Be ready to counter any misinformation that could harm the company's reputation.
- **Hashtag and Social Campaigns:** Consider launching a social campaign (with a unique hashtag) to control the narrative, especially if the crisis involves misinformation or rumours spreading rapidly online.

6. Reputation Recovery Post-Crisis

- **Thought Leadership and Transparency:** After the crisis, issue follow-up communications explaining how OMRAN has resolved the issue and what lessons were learned. Position key executives, like the CEO, to write thought leadership pieces or participate in interviews that reinforce OMRAN's commitment to sustainability and responsibility.
- **Positive Campaigns:** Counteract the negative impact by focusing on OMRAN's positive projects, especially related to sustainability, cultural preservation, or new developments. This can help redirect public attention and rebuild trust.

Crisis Communication

7. Media Relations and Partnerships

- **Maintain Relationships:** OMRAN should continuously nurture relationships with key media outlets. This ensures that when a crisis does occur, they are more likely to receive fair and balanced coverage.
- **Pre-Arranged Exclusives:** In cases of sensitive crises, provide key media with exclusive briefings, allowing them to report in a controlled manner. This can prevent speculation and ensure accurate reporting.

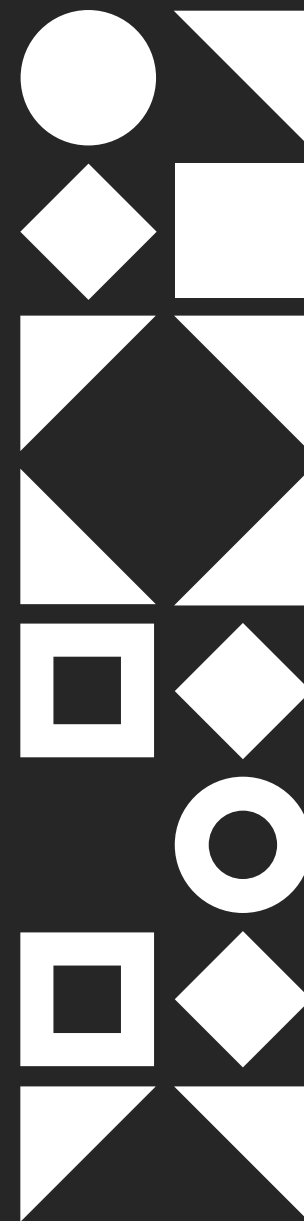
8. Legal Considerations

- **Legal Review:** All public statements must be reviewed by OMRAN's legal team, especially for crises that may involve lawsuits, regulatory issues, or financial fraud. Ensure that the company is legally protected without compromising transparency.
- **Data and Privacy:** For any crisis involving data breaches or customer privacy, the company must comply with international data protection laws (such as GDPR) and regional regulations.

9. Crisis Drills and Media Training

- **Crisis Simulations:** Conduct regular crisis communication drills for OMRAN's crisis team to ensure preparedness. Simulate different crisis scenarios to test response times and messaging.
- **Spokesperson Training:** Regularly train designated spokespersons on how to manage tough media interviews, especially in a crisis. Ensure they are equipped to maintain calm, clear, and reassuring communication in stressful situations.
- By following these recommendations, OMRAN Group will be well-prepared to handle any crisis situation with a structured, transparent, and culturally sensitive approach that maintains its reputation both regionally and internationally.

Monitoring & Evaluation



Monitoring & Reporting

- DHOW will submit a monthly media monitoring report compiling all the news published about OMRAN within the month and featuring their Ad Value and other engagement metrics.

Reporting Structure:

- Keyword monitoring
- Daily News Alerts – during special events or crisis
- Monthly Clippings Report
- Influencer Activity – As Required
- PR Ad Values
- Reports of creative PR activation campaigns



Media List

This media list to be revised and updated as we proceed with execution

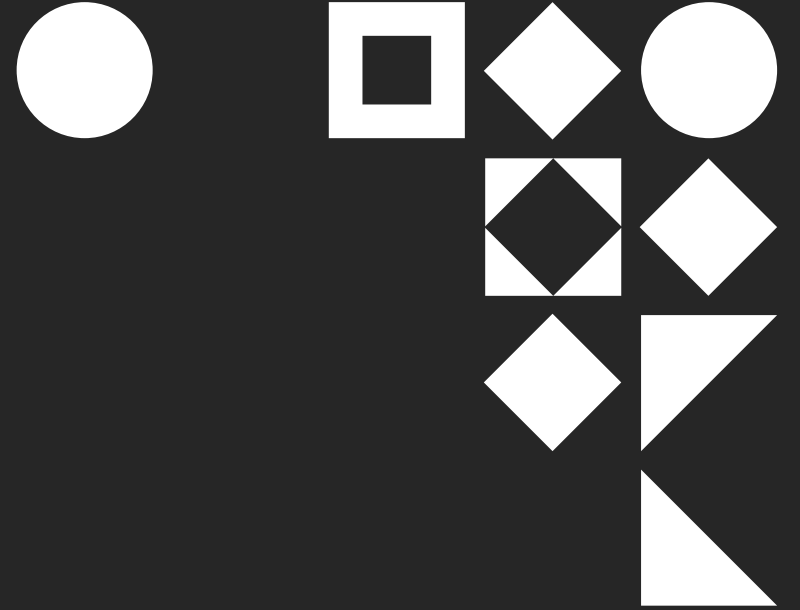
REGIONAL OUTLETS FOR REAL ESTATE/ BUSINESS/FINANCIAL NEWS	INTERNATIONAL OUTLETS FOR REAL ESTATE/ BUSINESS/FINANCIAL NEWS
Harvard Business Review Arabia	Fortune
CNN Arabic	Bloomberg News
The National UAE	Financial Times
Arabian Business English/Traveller	The Economist
The Washington Post India	Entrepreneur Magazine
Forbes Middle East (Arabic)	Business Insider Online
Forbes Middle East (English)	Bloomberg Businessweek
The Telegraph India	The Wall Street Journal (Digital)
Fortune Arabia	BBC
MEED	Reuters
CNBC Arabiya	The New York Times
Al Jazeera	
Al Arabiya	
Middle East Architect	

Media List

SAUDI ARABIA OUTLETS
Al Riyadh
Al Bilad
Okaz
Sabq Online
Al Madina
Al Watan
Asharq Al Awsat - Saudi Edition
Arab News
Al-Jazirah
Saudi Alyoum
Bloomberg Al Sharq (Asharq Business)
Saudi Gazette
Al Arabiya
Al Eqtisadiah
The Big 5 Saudi
Middle East Architect
Gulf Construction
Construction Week

UAE OUTLETS
Arabian Business
Gulf News
Khaleej Times
Arabian Post
Trends MENA
Al Ittihad
Emarat Al Youm
Al Bayan
Arabian Business (Arabic)
The National

QATAR OUTLETS
Al Sharq
Al Raya
Gulf Times
Al Rayyan TV
Euronews



Shukran

KNOW HOW . RESPECT . BEYOND