Area: 309,500 km²
Oman shares borders with the Republic of Yemen to the south-west, the Kingdom of Saudi Arabia to the west and the United Arab Emirates to the north
Air Connectivity

- Oman Air
- Qatar Airways
- Emirates Airline
- Etihad Airline
- Gulf Air
Oman – Tourism Attractions

- Safety and Security.
- Authentic Arabian Experience.
- World Heritage Listed sites.
- Untouched diverse landscapes and high natural values.
- Modern cities with high standard of services.
- Hospitality.
Heritage and Culture
Forts & Castles

- More than 500 forts, towers and castles.
- Lot of them restored for tourists.
- Few converted into museums.
Traditional Omani Villages

Embodied the life of the Omanis in the past; e.g. Balad Sayt, Misfat Al Abriyeen
Archeological & World Heritage sites

was built in the third millennium BC
date back to the third millennium BC
the oldest irrigation structure in the region over 2,000 years ago
The frankincense trees contributed to the prosperity of the frankincense trade in the region for several centuries.
Natural Attractions
Mountains constitute a large percentage of the environment of Oman
Deserts

Experience the Bedouin live, take a safari tours across dunes, or pick your own desert safari trips
Beaches

Coastline stretches for a distance of 3,165 kilometres. There are sandy beaches, rocky coasts, bays, islands and lagoons.
Beaches
Beaches
Valleys
Water springs are varies there are warm and cold water, & springs that contains mineral salts.
Reserves

- Turtle Reserve
- Al-Dimaniyat Island Nature Reserve
- Dhofar Lagoons
- Oman Botanic Garden
Activities

Camel riding  Off-Roading  Cycling  Trekking  Dolphin Watching
Scuba Diving  Boating  Climbing  Camping  Turtle Watching
Other Attractions
Religious sites

One of largest hand-woven carpet and chandelier in the world
Royal Opera House

Seating capacity: 1100
Marketing Strategy

• Since the priority action plan for tourism (2000) and the ministry of the tourism's formation in 2004, a number of strategic marketing plans have been launched with the last being in June 2008.
The vision
The vision for 2020 is an inspiring one:

• By 2020 Oman will be globally renowned as the most exciting tourism destination in the Middle East for authentic and unspoilt natural and cultural experiences.
• The Oman brand will be highly valued and recognized throughout the world and the growth in tourism receipts will consistently outstrip global and regional performance.
• Tourism will be a major contributor to the Oman economy, with Omanis all over the country being proud of their tourism resources and benefiting from the resulting employment and economic opportunities.
Mission

The mission of the DG:

• Promotions is to be a leader in achieving exceptional growth in high yield tourism markets by promoting the Sultanate domestically and internationally as a year round destination of choice.
Marketing goals

Based on the situation and analysis and the 2020 vision, MOT’s marketing goals for the period 2008-2012 are:

1. Increasing Oman’s brand equity: to be the custodian of a unique, vibrant and inspiring oman tourism brand that is globally recognized and respected.

2. Achieving significant market growth: to achieve consistent, progressive increases in tourist arrivals and receipts.
Marketing goals

3. Improving market yield: to significantly improve Oman’s average earnings per visitor and reduce seasonal and spatial disparities in tourist arrivals and receipts.

4. Leading the industry: to play a leadership role in mobilizing public and private sector marketing resources behind a single coordinated marketing strategy.
The Strategy Focus:

- Brand building and capacity enhancement
- Integrated promotion campaign
- International promotion
- Advertising and tactical promotions
- Exhibitions
- Road show
- Media and public relations
- MICE tourism
Future strategy

The ministry of tourism product development future strategy:

• The MOT is in the process of preparing an oman tourism strategy to cover at least the next 20 years.

• Tourism product development and marketing strategy will be included in that process.
An example of successful Omani tourism product:
Royal Opera House
Tourism Activities:

- Attending local festival/fairs
- Cultural activities
- Shopping for craftwork and souvenirs
- Getting to know the locals
- Learning a new language
- Visiting friends and family
- Visiting historical sites/old villages
- Visiting geological sites
- Visiting museums and exhibitions
- Visiting nature reserves
- Restaurants
- Hotel/resort visits
- Eco lodge visits
- Camping
- Walking tours
- Hiking/backpacking
- Orienteering
- Trekking
- Scenic drives
- Four wheel/off road driving safaris
- Trail bike riding
- Cycling/cycle tours
- Photography
- Bird watching
- Archeological expeditions
- Research expeditions
- Volunteer tourism
- Mountain bike riding
- Caving/cave diving
- Climbing (mountain/road) trad, TR, sports
- Abseiling
Hope to See you Soon in Oman...

Thank You