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Invest OMAN



Project Profile for Setting Up a Geo-Adventure Park in Oman Botanic Garden

This Profile is for the development of a premier Geo-Adventure tourism and educational hub within the Oman Botanic Garden. This project aims to blend geological education, sustainability, and adventure, offering unique experiences that showcase Oman's distinctive geological features and biodiversity while promoting sustainable tourism practices.

Introduction to the Geo-Adventure Park Concept

The proposed Geo-Adventure Park will be situated in the Oman Botanic Garden. As part of Oman's Vision 2040 initiative by the Ministry of Commerce, Industry, and Investment Promotion (MoCIIP), this project aims to streamline investment processes and highlight high-potential projects aligned with national goals.

The center will blend geological education with adventure tourism, offering guided eco-hikes, interactive geological exhibits, and conservation-themed activities, while integrating with the Oman Botanic Garden to add a botanical and ecological dimension.

What is a Geo-Adventure Park?

A geo-adventure park combines recreational activities with exploration of unique geological landscapes and features. These parks provide thrilling outdoor experiences while educating visitors about the natural environment, geology, and ecosystem of the area.

The Geo-Adventure Center will:

- Showcase Oman's unique geological and biodiversity features
- Include eco-hikes, nature trails, and interactive educational exhibits
- Promote sustainable tourism practices and environmental awareness

Oman's Economic Context and Tourism Focus

5.3M

Population

Oman's total population as of 2024, with 3 million nationals and 2.29 million expatriates

2.5%

Tourism GDP

Tourism contribution to Oman's GDP in 2023, crossing RO 1 billion

23%

Growth

Increase in direct value added of the tourism sector in the Sultanate of Oman in 2023

With a higher national population and low oil assets, Oman faces key challenges in diversifying the economy away from oil and providing employment to nationals. Under Vision 2040, tourism has been identified as one of five primary sectors for diversification, leveraging Oman's exquisite natural attractions to provide significant growth to the economy.



Tourism Trends in Oman

Historical Development

Oman was almost completely closed to visitors until 1970. In the 1980s, the Sultanate opened its gates to selective tourism. By the 1990s, Oman was being promoted as a cultural and landscape destination, while the UAE focused on shopping and business tourism. Oman joined the World Trade Organization in 2000, further liberalizing its markets.

Current Performance

The total inbound visitors increased from 3 million in 2022 to 3.94 million in 2023, with the largest source markets being GCC countries, followed by Asian and European visitors. Total inbound visitor expenditure increased significantly to RO 826 million in 2023 compared to RO 644 million in 2022.

Domestic Tourism

Domestic visitors increased from 11.1 million in 2022 to 12.9 million in 2023, with approximately 50% being overnight visitors. Entertainment and recreation was the main purpose for 47.2% of visitors. Total tourist nights increased from 26.2 million in 2022 to 29 million in 2023, indicating an average stay of 4.5 nights.

Future Plans

By 2040, Oman aims to reach 5 million international travelers, with tourism generating over 6% of annual GDP and providing employment for 500,000 people (75% Omani). The Ministry of Tourism's strategic plan has identified regions for development in clusters to highlight Oman's unique tourism experience in the Gulf area.

Core Themes for Adventure Tourism in Oman



Wadis

Oman's wadis, with their cool, clear pools and shaded date palms, offer opportunities for swimming, picnicking, and exploring.



Mountains

The Al Hajar mountain range provides opportunities for hiking, trekking, and paragliding. Jabal Shams, the highest peak in the Arabian Peninsula, offers stunning views and challenging treks.



Deserts

The Wahiba Sands are ideal for hot air ballooning and desert safaris, offering unique adventure experiences in Oman's dramatic desert landscapes.

Oman distinguishes itself through concentrated activities and relatively efficient accessibility between stops. Tour packages typically involve manageable journeys spanning two to three-hour drives, creating comprehensive experiences of the country's diverse geographical wonders.



Visit Oman

Oman's Tourism Package Potential

One standout aspect that sets Oman apart within the GCC's tourism landscape is its array of tourism circuits, which hold immense appeal for group leisure travelers. These circuits can span two to three days or extend to five to ten-day itineraries, offering visitors a condensed yet comprehensive experience of the country's diverse geographical wonders.

Cultural Heritage

- Historic Muscat old city
- Bahla Fort
- Traditional souqs
- Port City of Sur

Natural Wonders

- Salalah during Khareef
- Wadi Shab
- Masirah Island
- Al Hoota caves

Adventure Destinations

- Musandam
- Jebal Akhdar mountains
- Wahiba sands
- Misfat Al Abreen



Services Offered at the Geo-Adventure Park

Adventure Activities

- Hiking and Trekking
- Ziplining
- Rock Climbing
- Mountain Biking
- Bungee Jumping
- Via Ferrata
- Hot Air Balloon Rides

Nature-Based Activities

- Birdwatching
- Wildlife Spotting
- Stargazing
- Nature Photography

Geo-Education and Learning

- Geological Exhibit Hall with fossils, minerals, and interactive displays
- Palaeontology Laboratory with mock excavation sites
- Environmental Science Programs
- Outdoor Classrooms for school groups
- Storytelling Sessions sharing Omani folktales

Additional Services

- Visitor Services (dining, retail, relaxation areas)
- Facility Rentals for meetings and events
- Special Events and Festivals
- Gift Shop and Membership Programs

Competition Analysis: Regional Adventure Parks



Oman Adventure Centre, Musandam

Connected to Atana Khasab Hotel, offering rock climbing, zipline, mountain biking, hiking, caving, kayaking, and desert safaris. Includes educational programs on geology and environmental conservation.



Hatta Wadi Hub, Dubai

Features mountain biking trails, hiking, kayaking, aerial adventure park, waterslides, horse riding, and hidden waterfalls. Offers a mix of rugged and eco-conscious activities.



AlUla Adventure Hub, Saudi Arabia

Offers via ferrata, giant swing, zipline, abseiling, rock climbing, and hiking trails set against stunning desert landscapes. Combines adventure with cultural experiences.

The competition analysis illustrates that successful adventure parks leverage the geological features of their specific locations, offer activities for different age groups and adventure levels, and provide wholesome family experiences.

Unique Selling Propositions of the Geo-Adventure Center

Accessibility

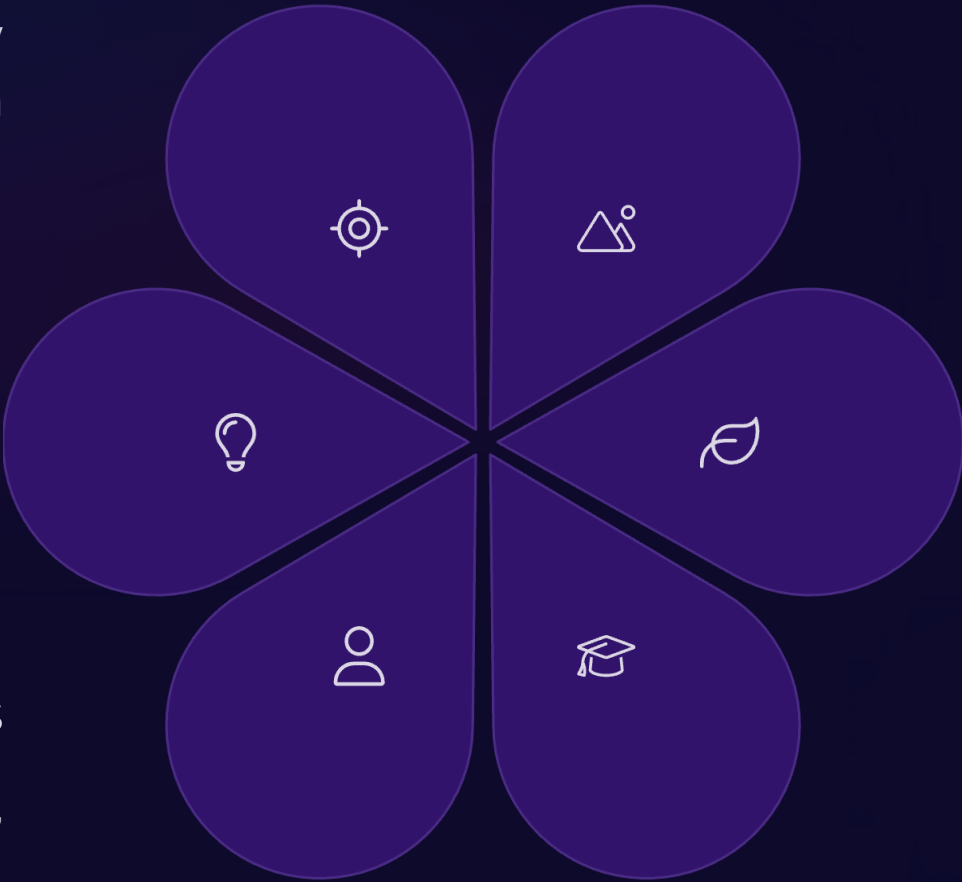
Located just 35 km from Muscat, making it easily accessible for both locals and tourists with proximity to transportation hubs.

Innovation

Unique offerings such as geological exploration zones and interactive exhibits, positioned as one-of-a-kind in the Middle East.

Diverse Experiences

Provides a mix of adventure, recreation, education, and entertainment for families, schools, tourists, and adventure enthusiasts.



Unique Setting

Situated in a protected natural area surrounded by Northern Mountains, offering unparalleled views and geological diversity.

OBG Integration

Located within the Oman Botanic Garden, leveraging its unique biodiversity, landscapes, and cultural heritage.

Educational Value

Offers immersive experiences with guided eco-hikes and dedicated learning spaces for schools and researchers.

Proposed Activities Related to Geological Features

Explore Geological Landscapes

- Hiking and trekking through trails with rock formations, gorges, and fossil sites
- Observing stratified rock layers, faults, and karst landscapes
- Guided tours with geological interpretation signs
- Mobile apps with Augmented Reality to visualize ancient landscapes

Fossil and Rock Discovery

- Fossil hunting in designated safe dig areas
- Rock and mineral identification challenges
- Kids' fossil digging activities with take-home educational kits

Geological Simulations

- Earthquake or volcano simulators to feel tectonic forces
- Interactive exhibits showing plate tectonics and rock cycles
- VR simulations of ancient volcanic eruptions

Educational and Interpretive Learning

- Visitor centers with mineral specimens and fossil collections
- Interactive digital maps and satellite imagery
- Guided educational walks and workshops
- Connections to broader Earth sciences

Marketing and Pricing Strategy



Pricing Strategy

Entry ticket price estimated at RO 5, with family passes at discounted rates.



Discounts & Programs

Seasonal discounts during off-peak months, group discounts for 4+ people, annual membership passes, school group packages, family adventure packages, and adventure enthusiast passes combining high-adrenaline activities.



Promotion Strategy

Social media campaigns on Instagram, Facebook, and YouTube; influencer partnerships with adventure bloggers; virtual tours and AR/VR experiences; collaborations with local hotels, regional airlines, and education tour operators.

The marketing strategy will leverage the park's unique value proposition of blending geology, adventure, and Oman's rich botanical diversity to attract a diverse audience. Special promotions, personalized marketing, and community-building efforts will enhance visitor engagement, while seasonal events will maintain year-round interest.

Expected Footfall and Technical Analysis

Estimated Footfall

A conservative estimate of 300 visitors per day (109,500 annually) is projected, with a 12% year-on-year growth. This target is less than 25% of proven GCC analogues like Hatta Resorts & Wadi Hub, which welcomed 351,000 guests in eight months (approximately 1,450 visitors daily).

The 300 daily visitors represent only about 2% of projected 5 million tourists and 0.02% of Muscat's 1.7 million residents, making this target attainable through inbound tourists, local weekend adventurers, school programs, and corporate events.

Technical Specifications

The Geo-Adventure Park will be situated in Zone E of the Oman Botanic Garden in Al Khoud, Wilayat of Seeb, Muscat Governorate. The total land area is 114,651 sqm with a G+1 eco-friendly structure.

The project includes entrance and visitor services, geo-education and learning zones, adventure and activity zones, relaxation areas, and utility and service zones. The connected power load is estimated at 1,600 kW, with solar power installations expected to generate around 3.65 million kWhr per annum.

Environmental Sustainability and Risk Management



Energy Efficiency

Solar power installations with initial capacity of ~200 kW expandable to ~500 kW, energy-efficient building design and technologies to minimize carbon footprint.



Water Conservation

Drip irrigation systems, rainwater harvesting, greywater recycling, and native landscaping to reduce water needs in Oman's arid climate.



Waste Management

Composting programs, recycling initiatives, and visitor education about waste reduction and proper disposal methods.

Risk Management

Activity Safety

- Daily inspections of equipment
- Mandatory safety briefings
- Marked trails with difficulty levels
- First aid stations and emergency protocols

External Risks

- Tourism policy changes mitigated by diversified marketing
- Global travel disruptions addressed with digital offerings
- Climate variability managed with indoor and evening activities
- Regional competition countered by unique offerings

Financial Analysis

3.34M

Total Capital

Total project cost in Omani Rials, including land development, building, equipment, and working capital

15.92%

IRR

Internal Rate of Return on Total Investment, with a payback period of 7 years and 9 months

2.22

DSCR

Debt Service Coverage Ratio, indicating healthy ability to meet repayment obligations

Project Cost Breakdown

- Land Development: RO 597,000
- Building & Civil Works: RO 1,370,000
- Equipment: RO 525,000
- Vehicles and Transport: RO 185,000
- Furniture & Office Equipment: RO 120,000
- Pre-Operative Expenses: RO 257,000
- Contingency & Escalation: RO 153,000
- Working Capital: RO 132,000

Financing Structure

- Equity (40%): RO 1,336,000
- Term Loan at 6% Interest Rate: RO 1,911,000
- Working Capital Loan at 6%: RO 92,000

Profitability

The project shows initial losses in years 1-2, breaking even in year 3, and generating increasing profits thereafter. By year 5, the project is expected to generate a profit after tax of RO 229,000.

Conclusion and Recommendation

Based on comprehensive market, technical, and financial analyses, the Geo-Adventure Park project at the Oman Botanic Garden is found to be both technically feasible and financially viable. The project aligns perfectly with Oman's Vision 2040 goals of economic diversification and sustainable tourism development.

Strong Financial Indicators

With an IRR of 15.92% on total investment and 20.20% on equity, along with a healthy DSCR of 2.22, the project demonstrates robust financial viability despite initial losses in the first two years.

Strategic Alignment

The project leverages Oman's unique geological features and growing tourism sector, while complementing the Oman Botanic Garden to create a comprehensive visitor experience that stands out in the regional market.

Sustainable Development

With its focus on environmental sustainability, educational value, and cultural integration, the Geo-Adventure Park represents a model for responsible tourism development that can generate economic benefits while preserving natural resources.

We recommend proceeding with the detailed design phase and securing the proposed financing structure to implement this promising project that will enhance Oman's tourism offerings and contribute to the nation's economic diversification goals.

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PROFIT REPATRIATION



TAX AND CUSTOMS
EXEMPTIONS IN FIRST
10 YEARS



FOREIGN
OWNERSHIP
RIGHTS



STREAMLINED LICENSING
& NO MINIMUM CAPITAL
REQUIREMENTS



STREAMLINED PROCESS
FOR REGULATORY
APPROVALS



MARKETING AND
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Ministry of Commerce and Industry & Investment Promotion – Sultanate of Oman

Investment Opportunity in
Geo Adventure Park

Project Profile

August 2025



Geo-Adventure Park: Vision & Value Proposition

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Strategic Alignment

Part of Oman's Vision 2040 initiative to diversify the economy away from oil, with tourism identified as one of five primary sectors for growth.

Unique Setting

Located just 35 km from Muscat within the Oman Botanic Garden, leveraging its biodiversity, landscapes, and cultural heritage.

Tourism Growth

Capitalizes on Oman's growing tourism sector, which contributed over RO 1 billion to GDP in 2023 with 3.94 million inbound visitors.

Key Offerings & Experiences

Adventure Activities

- Hiking and trekking through geological formations
- Ziplining across dramatic landscapes
- Rock climbing on natural formations
- Mountain biking on specialized trails
- Bungee jumping and via ferrata experiences
- Hot air balloon rides for aerial views

Geo-Education & Learning

- Geological exhibit hall with fossils and minerals
- Palaeontology laboratory with mock excavation sites
- Environmental science programs
- Outdoor classrooms for school groups
- Storytelling sessions sharing Omani folktales
- Interactive exhibits showing plate tectonics

The Geo-Adventure Park will leverage Oman's unique geological features while providing diverse experiences for families, schools, tourists, and adventure enthusiasts, positioned as one-of-a-kind in the Middle East.



Financial Analysis & Investment Opportunity

RO 3.34M

Total Capital

Total project cost including land development, building, equipment, and working capital

15.92%

IRR

Internal Rate of Return on Total Investment, with a payback period of 7 years and 9 months

2.22

DSCR

Debt Service Coverage Ratio, indicating healthy ability to meet repayment obligations

Financing Structure

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The project shows initial losses in years 1-2, breaking even in year 3, and generating increasing profits thereafter. By year 5, the project is expected to generate a profit after tax of RO 229,000.

With strong financial indicators and strategic alignment with Oman's tourism goals, this project represents a promising investment opportunity.

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