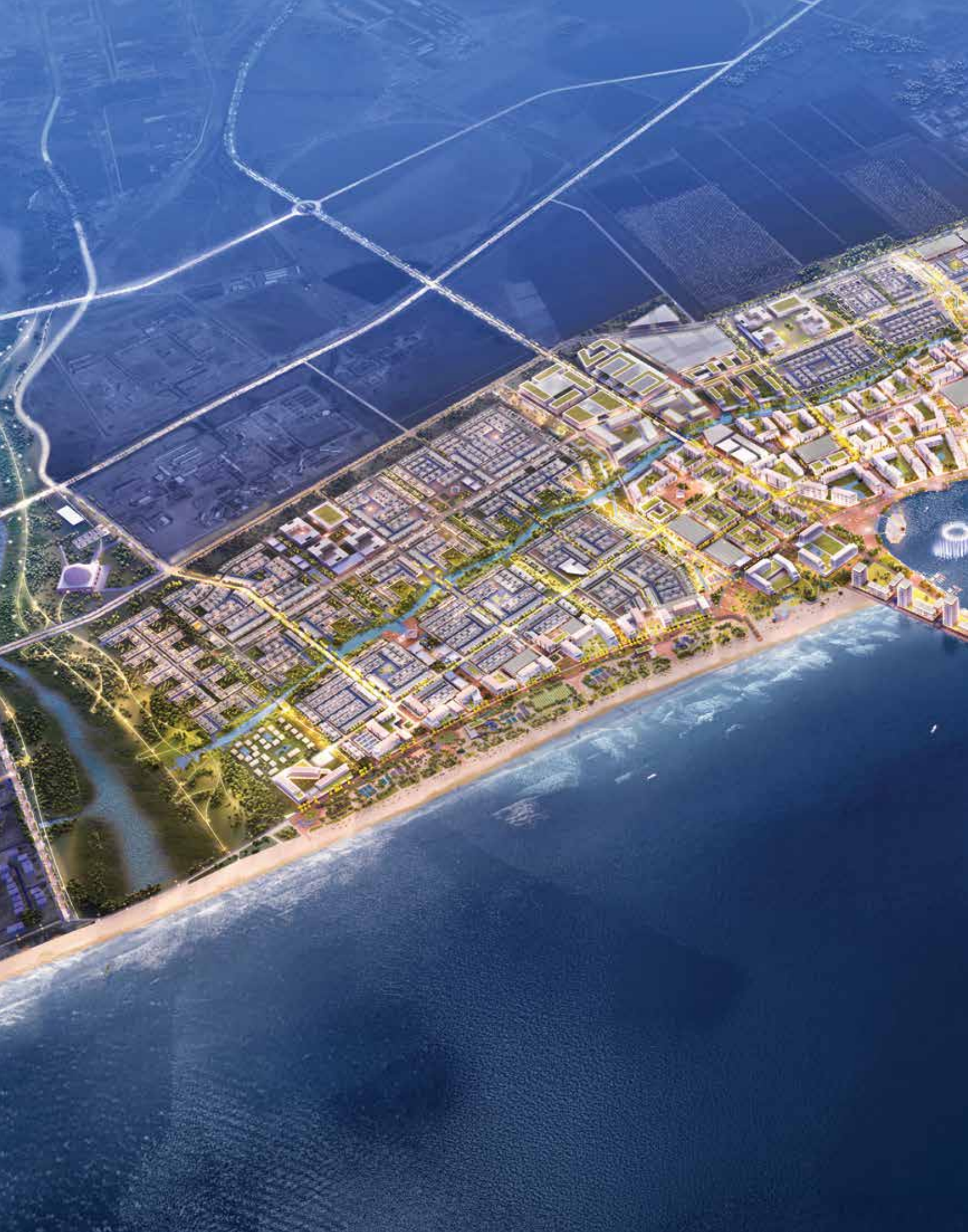




**SALALAH
FUTURE CITY**



The Scale of the Opportunity

Total city area



10 km²

Location



Salalah, Southern Oman

Residential Units



13,300

Hospitality



1,200 Keys

Waterfront Frontage



6 km Along the Arabian Sea

Urban Mix

Residential, hospitality, commercial, healthcare, education and leisure.

Delivery Approach

Phased, government-enabled delivery supporting large-scale residential and hospitality growth.

Total Project Value

1.9 billion OMR

5.0 billion USD

“Where Nature, Heritage, and Modern Innovation Converge in Perfect Harmony... A Living Laboratory for Sustainable Development, Redefining the Future.”

Salalah Future City is a major mixed-use waterfront development in Salalah, southern Oman’s established and growing tourism and lifestyle destination. Conceived as a new urban quarter, the master plan brings together residential neighbourhoods, hospitality, commercial space, healthcare, education and leisure within a single, coherent framework, creating a complete city for living, working and visiting.

As a natural coastal extension of Salalah, the development draws directly on the region’s distinctive landscape and cultural identity. A marina, cultural venues and year-round recreational facilities animate the waterfront, while generous green spaces, shaded walkways and coastal eco-zones enhance comfort, biodiversity and climate resilience.

Existing khors (tidal inlets) are preserved and integrated as ecological and tourism assets, strengthening the city’s relationship with its natural setting. Designed around Salalah’s climatic advantage – cooler summers and warm winters – the city is positioned as a genuinely year-round destination for residents, visitors and investors.

What Sets This City Apart

6 Kilometre Waterfront & Marina Destination

A continuous **6-kilometre** Arabian Sea frontage anchors the development, centred on a vibrant marina, public beaches and an uninterrupted waterfront promenade. Active commercial streets, destination retail and diverse dining animate the shoreline year-round, supporting tourism, lifestyle living and strong real-estate values.

Large-Scale Residential Neighbourhoods

More than 13,300 new homes will be delivered across a series of walkable neighbourhoods, from apartments to multiple villa typologies. Each neighbourhood is structured around shaded streets, local retail, community facilities and generous public spaces, with direct access to parks, canals and the waterfront.

Integrated Hospitality & Tourism Ecosystem

Hospitality is woven throughout the master plan rather than concentrated in a single zone. Hotels, serviced apartments and resort-style accommodation are integrated alongside retail, dining, leisure and cultural attractions, increasing length of stay, visitor spend and year-round activation beyond the Khareef (monsoon) season.

Retained Khors & Coastal Eco-Zones

Existing khors are preserved and enhanced as defining features of the city, functioning as ecological assets, recreational destinations and tourism attractions. These natural systems strengthen climate resilience, support biodiversity and create a distinctive identity that sets Salalah Future City apart from more engineered regional waterfronts.

Climate-Responsive Urban Design

The master plan leverages Salalah's unique climate through shaded walkways, arcades, landscaped open spaces and climate-responsive building form. Coastal breezes are captured through orientation and public-realm design, enabling comfortable outdoor living and walkability throughout the year.

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Healthcare, Education & Civic Infrastructure

Healthcare, education and civic services are embedded within the urban structure, supporting permanent residency, family living and employment generation. This integrated social infrastructure positions Salalah Future City as a complete urban environment, not a solely tourism-led destination.

Phased, Flexible Development Structure

A long-term, phased delivery strategy enables participation by multiple developers and investors. This approach supports flexible capital deployment, sector-specific investment opportunities and risk diversification across residential, hospitality, retail, healthcare and civic assets as the city evolves.

Government-Backed Enabling Infrastructure

Direct leadership by the Ministry of Housing and Urban Planning provides certainty around land assembly, planning, enabling infrastructure and long-term governance. Alignment with Oman Vision 2040 and national spatial planning priorities significantly reduces early-stage risk and reinforces investor confidence in delivery and market fundamentals.



Delivery Status

The master plan is fully designed with land use, phasing and infrastructure frameworks clearly defined and supported by detailed market, demographic and financial analysis.

Salalah Future City is structured as a long-term, phased delivery programme, beginning with early activation of the waterfront, marina, destination retail and the first residential neighbourhoods. Phase 1 establishes the city as a new coastal destination and a preferred residential address, leveraging beachfront, marina and hospitality assets to build market confidence and absorption.

Subsequent phases expand residential supply, community infrastructure, education, healthcare and employment uses, enabling the city to mature in a balanced and sustainable way.

Investment Proposition

A unique city-scale waterfront opportunity

Salalah Future City delivers one of the region's largest undeveloped coastal frontages, offering more than **6 kilometres of Arabian Sea** shoreline integrated with a marina, public beaches, canal networks and ecological khor parks. This combination of scale, access and placemaking is exceptionally rare in the GCC.

Strong tourism and demographic fundamentals

Salalah is Oman's leading seasonal tourism destination, attracting more than one million visitors annually, driven by the Khareef monsoon and a uniquely temperate summer climate. Population in Wilayat Salalah is forecast to reach approximately **674,000 by 2040**, underpinning long-term demand across residential, hospitality, retail, healthcare and education sectors.

Clear undersupply across key sectors

Independent market analysis identifies structural undersupply in:

- ◇ Quality residential communities
- ◇ Branded and upper-scale hospitality
- ◇ Grade-A offices
- ◇ Private healthcare and education.

This creates multiple investable asset classes within a single coordinated master plan, reducing reliance on any single revenue stream.

Climate advantage and lifestyle differentiation

Salalah's cooler summers and mild winters differentiate it from other Gulf cities, making it attractive for permanent residency, second-home demand and long-stay visitors. This climate advantage strengthens year-round occupancy, particularly for residential, hospitality and wellness-focused assets.

Government commitment and planning certainty

Direct involvement from the Ministry of Housing and Urban Planning provides clarity on land assembly, zoning, infrastructure delivery and phasing. The project aligns with Oman Vision 2040, the National Spatial Strategy, the Greater Salalah Structure Plan and national tourism investment priorities, offering investors a rare level of long-term policy alignment and delivery confidence.

Investment Model

Salalah Future City is designed to enable flexible, phased capital deployment, opening the project to a broad spectrum of regional and international investors. The master plan is structured across three major delivery phases, each offering distinct investment profiles and sector-specific opportunities.

Phase One

Waterfront activation, marina development, initial residential neighbourhoods, destination retail and early hospitality assets establish the city's identity and market presence.



Phase Two

Expansion of residential neighbourhoods, delivery of the khor park, and introduction of education and healthcare assets deepen community infrastructure and broaden the city's economic base.



Phase Three

Completion of the residential build-out, alongside additional hospitality, commercial and civic uses, consolidates Salalah Future City as a fully functioning urban destination.



This phased structure allows investors to enter at the stage that best aligns with their risk appetite, sector focus and capital strategy, while maintaining clear policy alignment and delivery confidence throughout the programme.

Project Team

Salalah Future City is supported by a world-class, multidisciplinary team, bringing global expertise and regional delivery capability:


- ◇ Sasaki
- ◇ F&M Middle East
- ◇ Cundall
- ◇ MIC Hub
- ◇ Cavendish Maxwell
- ◇ PRDW
- ◇ HMR Consultants
- ◇ Designtechnic
- ◇ TRM Engineering
- ◇ MILCRIS





Investment Opportunities

Block A

Total GFA

 **238,200** sqm

 **486** residential units

 **150** key luxury resort

Block B


Total GFA

 **267,600** sqm

 **682** residential units

Block C


Total GFA

 **229,950** sqm

 **701** residential units

Block D


Total GFA

 **127,800** sqm


 **465** residential units

Block E

Total GFA

 **404,000** sqm

 **824** residential units

 Cultural and Entertainment Facility Science Centre (**10,000** sqm)

Block F

Total GFA



304,200 sqm



705 residential units



100 key urban hotel

Block F

Total GFA



688,470 sqm



1,750 residential units



Cultural Centre (**10,000** sqm)

Block G

Total GFA



688,470 sqm



705 residential units



100 key urban hotel



Standalone Primary School

Block K

Total GFA



183,300 sqm



469 residential units

Block L

Total GFA



156,800 sqm



519 residential units

Block H

Total GFA



270,000 sqm



538 residential units



Performance Centre (**20,000** sqm)





Master Plan Designed by: Hassell and Meinhardt