

استثمر في عُمان
Invest OMAN




ADVENTURE ZONE INVESTMENT OPPORTUNITY


MUSANDAM

OMAN IS A FUTURE- FOCUSED MARKET UNLOCKING THE GULF'S NEXT INVESTMENT FRONTIER IN TOURISM




 **Capital**
Muscat City

 **Population**
~ 5.4 Mn

 **GDP per capita**
7.8K OMR

 **27 Bn OMR**
Q3 2023
Oman's FDI

 **2.8 Mn OMR**
2024
Inbound tourism
leisure arrivals

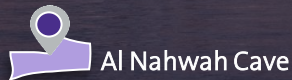
 **2K OMR**
2024
Tourism leisure
spending per arrival

 **12 Bn OMR**
by 2040
Investments in
tourism

 **11+ Mn**
by 2040
International
tourists

 **14 Mn**
By 2040
Room nights

MUSANDAM IS EMERGING AS A PRIME DESTINATION FOR ADVENTURE SEEKERS, DRIVEN BY ITS RISING TOURISM APPEAL



Strategic location & connectivity

Musandam’s proximity to the UAE, paired with direct air and sea access, makes it a high-potential hub for short-stay travelers and cross-border tourism, seamlessly linking to Oman’s key cities



Unmatched natural landscape

Home to dramatic fjords, pristine waters, and rich marine life, Musandam’s "Norway of Arabia" landscape offers an unspoiled backdrop for nature-based activities and unforgettable outdoor escapes



Adventure tourism potential

Backed by Oman Vision 2040, Musandam is primed for growth with infrastructure investments in marinas, dive hubs, and adventure parks that elevate visitor experiences and drive destination appeal



55.1K
2024

Muscat
population



0.9 Bn OMR
Budget 2025

Budget allocation to
infrastructure projects



2.5K
2030

Musandam hotel
rooms



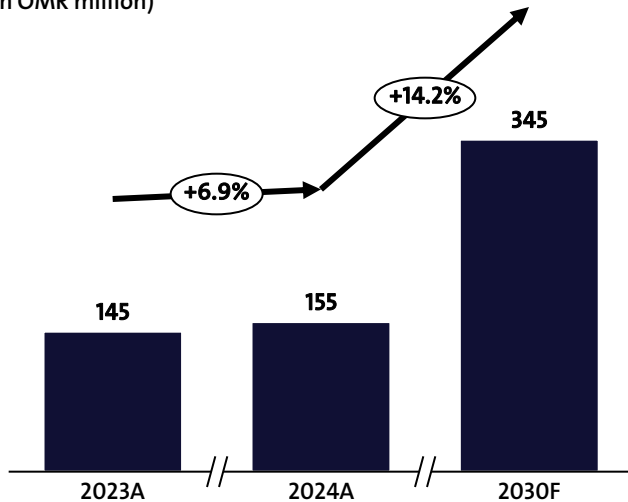
174K
Nov 2022 – Apr 2023

Musandam inbound
tourism arrivals

OMAN HAS IMMENSE GROWTH POTENTIAL, FUELED BY TOURISM AND INFRASTRUCTURE DEVELOPMENTS, POSITIONING AS AN ATTRACTIVE DESTINATION FOR INVESTORS

Oman is experiencing a growing trend in adventure tourism...

Oman adventure tourism market size (in OMR million)



...driven by rising population, increasing leisure spending and rapidly evolving tourism sector

INCREASING SPENDING POWER



+2.7%
CAGR 24-'30
Increase in L&R
spending per capita



OMR c. 313
by 2030
Inbound spending
per arrival

TOURISM DEVELOPMENT



1.3 Mn
by 2030
Tourism leisure
arrivals



+10.4%
CAGR 24-'30
Rise in the number
of hotel rooms



250k p.a.
by 2028
Musandam airport
capacity

GROWING INTEREST IN ADVENTURE EXPERIENCES



+15%
CAGR 24-'30
Increase of booking
agency revenue share on
experiences



16
CAGR 24-'30
Number of key activities
in Musandam

THE INDUSTRY IS BEING SHAPED BY SIX MAJOR GLOBAL AND REGIONAL TRENDS

Social Media and Digital Influence



Social media and digital content drive interest in adventure zones as travelers share experiences and seek recommendations



Tech Enabled Travel



The integration of AR, VR, mobile apps, and digital ticketing to enhance visitor experiences and streamline park operations



Gamification



Incorporating gamified experiences like interactive attractions and digital quests in adventure zones to engage visitors



Rise of Wellness & Experiential Tourism



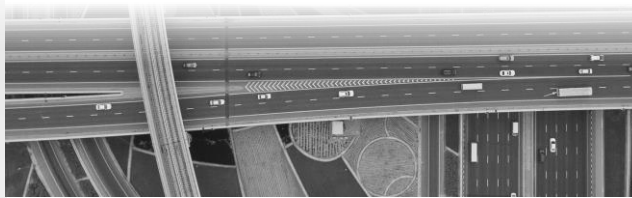
Growing demand for eco-tourism, adventure parks, and wellness retreats as travelers seek unique experiences



Investments in Infrastructure



Large-scale investments and major projects in neighboring regions, enhancing adventure zone accessibility and amenities



Eco Tourism



Eco-conscious travelers seek adventure zones that offer sustainable, nature-based experiences



GCC ADVENTURE TOURISM IS IN ITS EARLY STAGES, WITH OMAN'S LANDSCAPES OFFERING A NATURAL ADVANTAGE FOR GROWTH



per 1 M capita
Low High

BAHRAIN

No. of adv. zones ~3²

Per 1 Mn habitants ~1.9

UAE

No. of adv. zones ~5

Per 1 Mn capita ~0.5

QATAR

No. of adv. zones ~1

Per 1 Mn habitants ~0.3

OMAN

No. of adv. zones ~3¹

Per 1 Mn habitants ~0.6

KUWAIT

No. of adv. zones ~2²

Per 1 Mn habitants ~0.4

KSA

No. of adv. zones ~3

Per 1 Mn habitants ~0.1

WITH CLEAR MARKET POTENTIAL, THE ADVENTURE ZONE IN MUSANDAM PRESENTS A UNIQUE OPPORTUNITY TO DELIVER IMMERSIVE LAND, WATER, AND AIR EXPERIENCES SHOWCASING THE REGION'S NATURAL BEAUTY

VISION & OVERVIEW



- An adventure park in Musandam, offering a **mix of thrill and exploration** inspired by Oman's rugged landscapes
- A **destination** where families and adventurers enjoy **land, water, and air-based experiences** in a **stunning natural setting**



LOCATION

Musandam, Oman



SIZE

30k sqm



OPERATING PERIOD

Year-round

MARKET POSITIONING & VALUE PROPOSITION



Unique natural setting



Multi-terrain experience in one spot



Eco-adventure focus



Cultural & Local integration



Tranquil, less-crowded appeal

KEY OFFERINGS & ATTRACTIONS



9

Land based activities



2

Air based activities



2

Water based activities

1

Beach glamping



3+

Restaurants & cafes



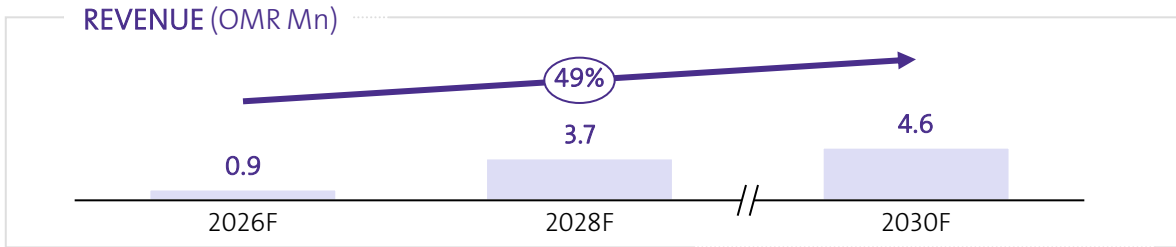
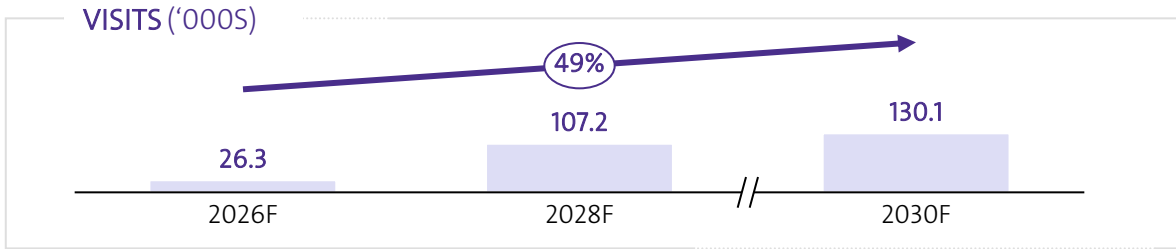
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Retail and merchandise



THE ADVENTURE ZONE WOULD REQUIRE AN INVESTMENT OF OMR 3.6 MN AND IS ESTIMATED TO GENERATE IRR OF 22% WITH A PAYBACK PERIOD OF 6 YEARS

REVENUE AND PROFITABILITY METRICS



INVESTMENT SNAPSHOT


OMR 3.6 Mn

Investment requirements



22%

IRR



6 years

Payback period

OMAN OFFERS A WIDE RANGE OF INCENTIVES AND PRIVILEGES FOR INVESTORS LOOKING TO CAPITALIZE ON NEW OPPORTUNITIES



**REDUCED RENTAL
RATES FOR TOURISM
DEVELOPMENT LAND**



**LONG-TERM
USUFRUCT LAND
AGREEMENTS**



**UNRESTRICTED
CAPITAL MOBILITY &
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
PROMOTION
SUPPORT**



**SPECIAL
VISAS FOR FOREIGN
INVESTORS**

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Ministry of Commerce, Industry & Investment Promotion - Sultanate of Oman

Investment opportunity in Musandam – Adventure zone

Project profile

April 2025


Musandam Adventure zone unlocks stunning multi-terrain tourism experience in a breathtaking natural landscape


Vision and value proposition

VISION & OVERVIEW



- ▶ An adventure park in Musandam, offering a mix of thrill and exploration inspired by Oman's rugged landscapes
- ▶ A destination where families and adventurers enjoy land, water, and air-based experiences in a unique natural setting

 Located in Musandam, Oman

 **Open:**
Year-round¹

 **Land size¹:**
30k sqm

Source: Secondary sources, Team analysis

Note: 1) For summer season, only kayaking and stand-up paddleboarding activities are considered, 2) With potential future expansion of an additional 20k sqm

MoCIIP | Investment opportunities

STRATEGIC LOCATION



16 km from Khasab airport



2.5-hour drive from Dubai city center



1.2 km from the Musandam Khasab Oman Zipline



Well connected and accessible to port arrivals



Located in close proximity to beaches and hotels



Prime natural landscape

MARKET POSITIONING & VALUE PROPOSITION



Unique natural setting



Multi-terrain experience in one spot



Eco-adventure focus



Cultural & Local integration



Tranquil, less-crowded appeal

Musandam Adventure zone will feature a diverse range of land, water, and air-based activities, creating dynamic experiences that caters to all types of adventure seekers

Key offerings and add-ons

LAND BASED



Core activities

- *Bike park (BMX, ATV, Cycle)*
- *Obstacle course*
- *Wall climbing*
- *Archery*
- *Axe throwing*
- *Tube sliding*
- *Survival courses*
- *Hiking and trekking trails*
- *Bouldering and Via Ferrata*

WATER BASED



Core activities

- *Kayaking*
- *Stand-up paddle*

AIR BASED



Core activities

- *Giant swing*
- *Bungee jumping*

HOSPITALITY



Hospitality & Amenities

- *Visitor center*
- *Beach glamping*

Ancillary services

- *F&B*
- *Convenient store & souvenir shop*

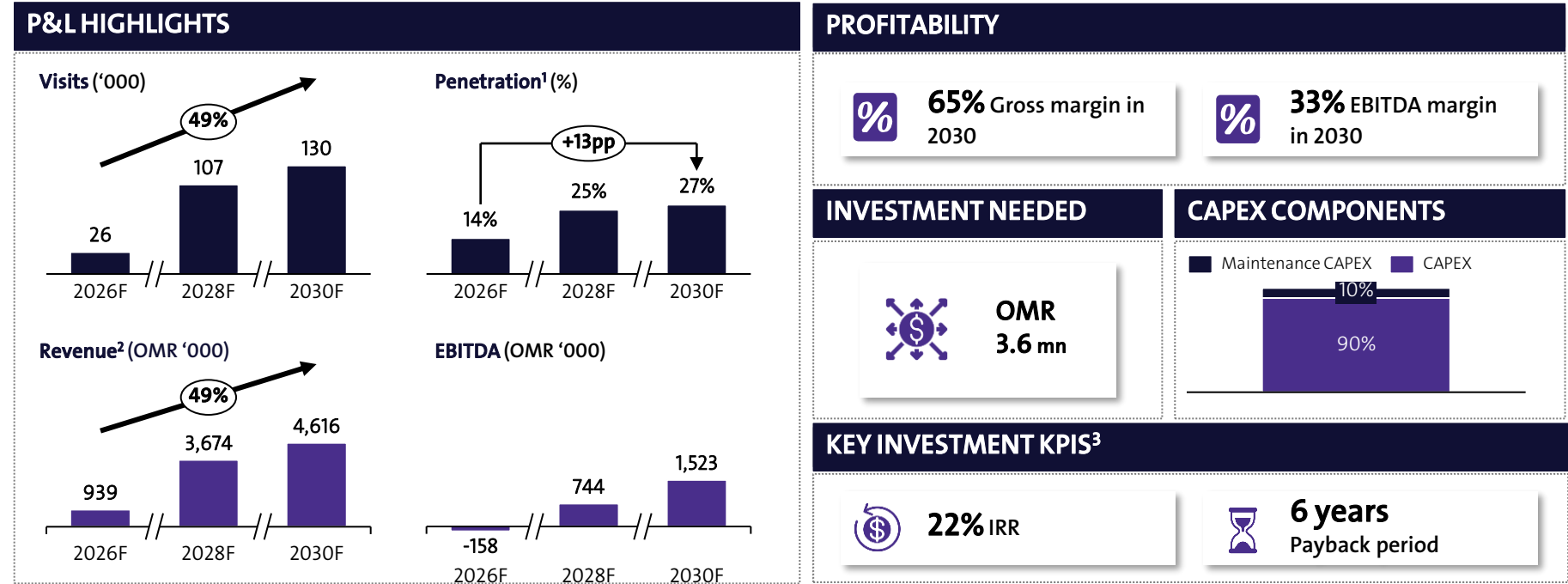
Source: Secondary sources, Team analysis

MoCIIP | Investment opportunities

● Off site activities
● On site activities

The adventure zone in Musandam would require an investment of OMR 3.6 mn and is estimated to generate an IRR of 22% with a payback period of 6 years

Adventure zone key financials (2030)



Source: Secondary sources, Team analysis

Note: 1) Out of total addressable population, including both residents and tourists, 2) Adventure zone is expected to begin operations in Q3 2026, 3) WACC 12% and exit EV/EBITDA multiple of 7.5x

MoCIIP | Investment opportunities

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