

استثمر في عُمان
Invest OMAN

Eco-lodge and Visitor Centre in Khor Senaq, Jabal Samhan Nature Reserve, Dhofar

Project Profile

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Submitted to:

Environmental Authority (EA), Ministry of Heritage and Tourism, Sultanate of Oman

Opportunity for Setting up an Eco-lodge and Visitor Centre in Khor Senaq, Dhofar

Why This Sector - Why Now?



Oman's tourism sector is undergoing rapid expansion under Oman Vision 2040, with its GDP contribution reaching 2.7% in 2024, creating strong momentum for new eco-tourism and sustainable hospitality developments that align with evolving traveller preferences for experiential and nature-based tourism.

Why this Location?



Located in Dhofar, Oman's fastest-growing nature tourism region, Khor Senaq benefits from its proximity to the 4,500 sq. km stretched Jabal Samhan Nature Reserve, distinctive khareef climate, and strong seasonal tourism demand, attracting over 800,000 visitors annually.

Where is the Gap?



Despite Dhofar's growing tourism inflow during the Khareef season, the region has limited integrated eco-tourism destinations that combine eco-lodge, environmental education, wellness, adventure activities, and conservation-led experiences within a single sustainable development.

Why this Project Matters?



The project supports tourism diversification, employment generation, environmental conservation, and community participation, while strengthening Oman's positioning as an eco-tourism destination. It also enhances Dhofar's tourism offering through year-round tourism operations.

Oman Vision 2040 Targets Accelerating Sustainable Tourism Growth and Infrastructure Development



The country positions tourism as a key pillar of economic diversification and sustainable growth.....

Tourism's Economic Impact on Oman: Target for 2040



More employment and career prospects by 2040

500K+
direct and indirect



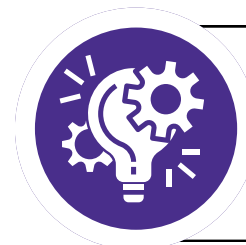
Increased contribution to country's GDP by 2040

5.3 %



Planned investment on tourism projects by 2040

OMR 19.0 bn



Rise in tourism-related projects

360 +



Population:

5.4 mn (2025)



GDP at constant price:

OMR 39,295 mn (2025)



GDP per capita:

OMR 7.35K (2025)

Oman Welcomes Tourists with its Stunning Biodiversity and Pristine, Untouched Natural Wonders

With rising global demand for unique and less-commercialised wildlife travel experiences, Oman presents a compelling opportunity for nature-based tourism, anchored by its unique biodiversity and conservation efforts.

- 30



Nature reserves
- 153



Eco-lodges for tourists
- 442 K



Visitors during khareef season

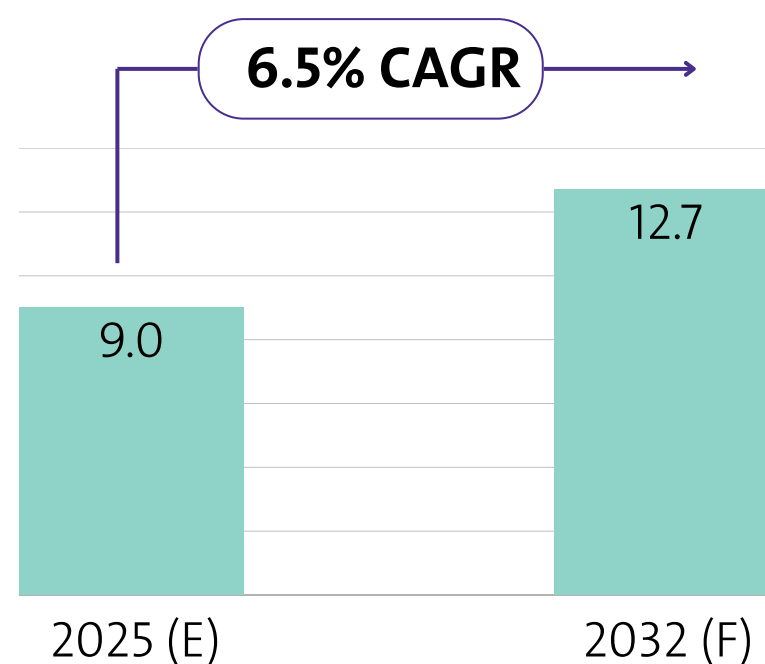
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7.0% YoY from 2024
- 18



Biodiversity project

Oman tourism market size, 2025-2032, in USD bn*



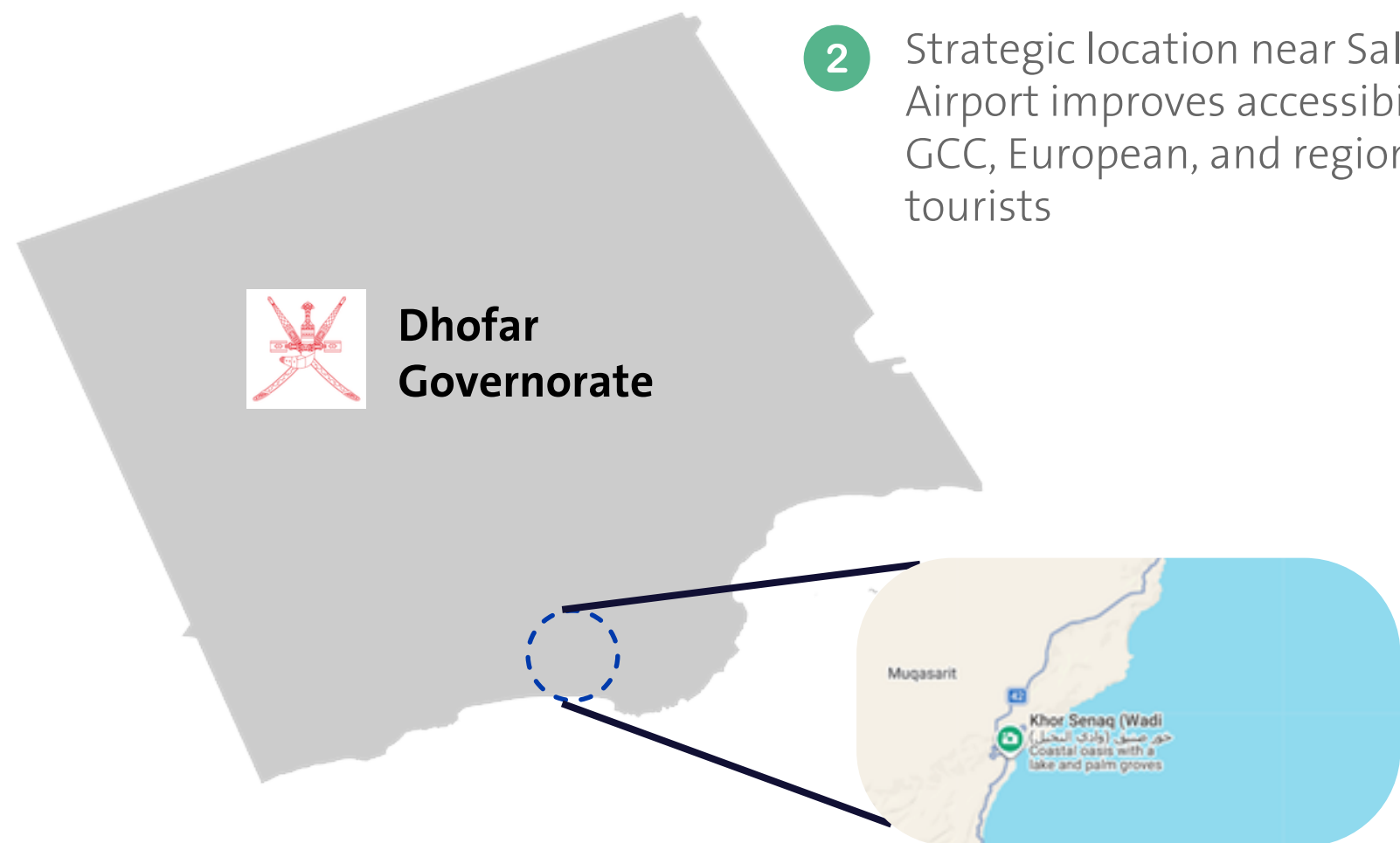
This growth is expected to be driven by strong government-led diversification, large-scale investments in tourism infrastructure and integrated destinations.



Located at the crossroads of the Middle East, Oman benefits from proximity to high-growth outbound tourism markets like the UAE, Saudi Arabia, and India. Coupled with a stable political climate and government-backed tourism investments, Oman is primed to scale its nature tourism offerings efficiently and tap into the potential of nature-focused parks, to attract eco-conscious travelers seeking authentic, sustainable experiences.

Dhofar is Emerging as a Prime Eco-Tourism Destination, Driven by its Natural Landscapes and Growing Tourism Investments

- 1 Dhofar: Oman's fastest-growing eco-tourism destination



- 2 Strategic location near Salalah Airport improves accessibility for GCC, European, and regional tourists

- 3 Strong tourist inflow during the Khareef season drives significant seasonal tourism demand



Dhofar's Growing Tourism Momentum

Dhofar continues to emerge as one of the fastest-growing tourism regions, driven by its unique Khareef climate, natural landscapes, and expanding tourism infrastructure.

- In 2025, total tourist arrivals reached ~4.5 mn visitors, supported by an OMR 3.0 bn investment program under the Tenth Five-Year Plan (2021-2025), positioning tourism as a major contributor to Oman's economic diversification strategy



Strategic Eco-tourism Advantage

- Dhofar offers strong eco-tourism potential through its biodiversity, coastal and mountainous landscapes, and protected nature reserves.
- Rising demand for experiential and sustainable tourism creates an ideal environment for developments such as the proposed Eco-Lodge & Visitor Centre in Khor Senaq

Accessibility and Connectivity

Dhofar offers strong tourism connectivity through seamless air and road access, efficient visitor mobility, and growing tourism infrastructure

Domestically, Khor Senaq is also in proximity to major seaports and airports

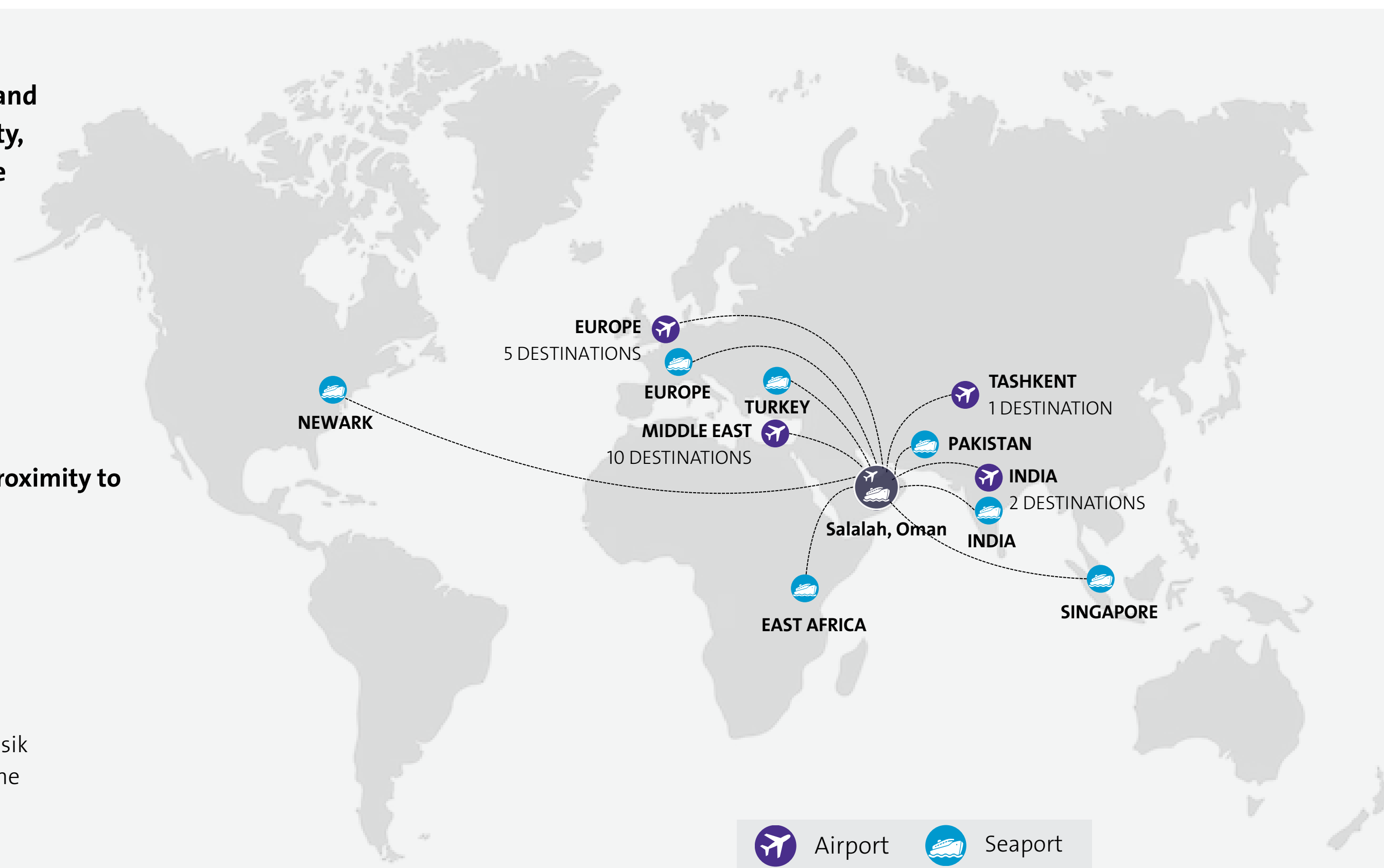
Domestic Airport Connectivity

Salalah Airport: 218 km

Duqm Airport: 441 km

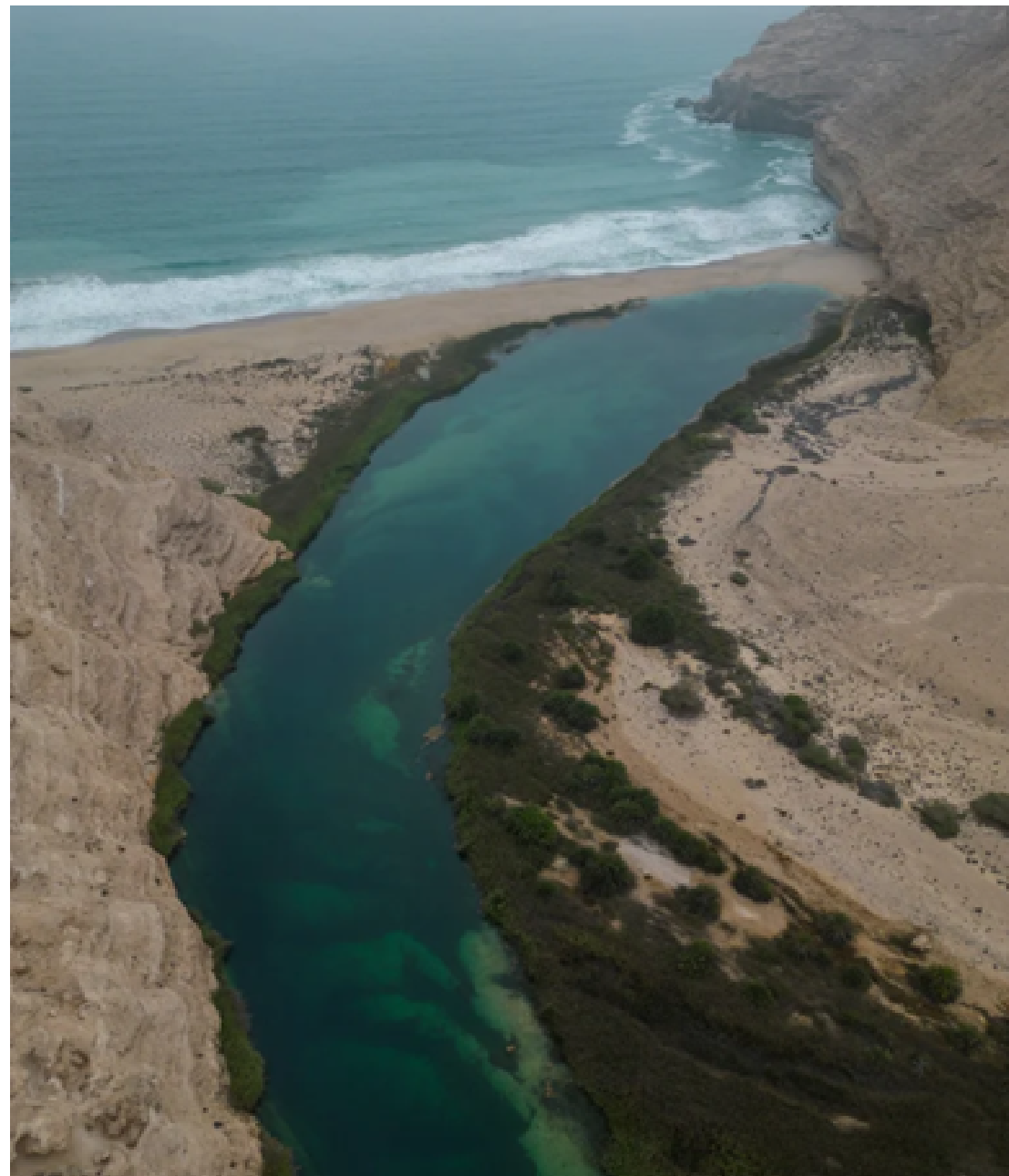
Road Connectivity

Key connectivity from Road 42, linking Hasik to the south and Ash Shuwaymiyyah to the north



Khor Senaq Shines as a Distinctive Eco-tourism Location, Linking Rich Biodiversity to Oman's Economic Diversification

Located within the 4,500 sq km Jabal Samhan Nature Reserve in Dhofar, Khor Senaq features a natural water creek alongside coastal, mountainous, and wadi landscapes, with rare wildlife such as the Arabian leopard and Nubian ibex, making it ideal for eco-tourism and conservation experiences.



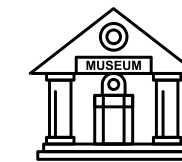
Integrated Eco-experiences

Eco-friendly Accommodation



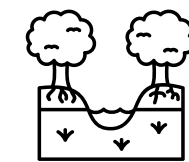
20 gazebo units and 40 capsule apartments designed as low-impact eco-stays.

Visitor Centre



An interactive museum, cafe, and restaurant, and educational halls for schools and researchers.

Wellness and Nature Zones



Spas, meditation decks, guided tours, treks, and adventure activities.



Sustainability and Value Add Proposition

- Powered by renewable energy, driven by zero-waste circular systems, and enabled by AI-based smart monitoring
- Designed to deliver strong financial returns, with upside from memberships, research collaborations, and eco-certifications

An Integrated Low-impact Eco-tourism Destination Hub in Khor Senaq



Spanning 47,000 sq m, the site is designed to balance guest experience, conservation, and community benefit, while showcasing Oman’s biodiversity through low-impact design, renewable energy use, and immersive eco-education.

Eco-stay and Visitor Centre

56.7% of the site is dedicated to core visitor infrastructure, including:

Accommodation Units: 60 units across 8,000 sq m; low-density clusters with native landscaping

Visitor Centre: Main entry point spanning 660 sq m, with a compact design, accommodating 40 visitors at once

Experience Zone: 18,000 sq m, including water activities, guided tours, wildlife observation, and wellness zone

Green Commitment

Water Treatment Plant, Waste Management: 1,000 sq m space allocated to wastewater treatment and recycling systems

Landscape and Green Zones: 5,500 sq m of native landscaping and ecological buffer corridors to enhance aesthetics

Circulation and Expansion

Internal Roads: 2,500 sq m, pedestrian-first circulation with limited vehicle access and EV/hybrid shuttle zones

Parking: 1,200 sq m space designed for 40+ cars and buses with parking shade

Care for People and Community

Staff Quarters and Training Centre: 2,400 sq m dedicated to admin offices, training rooms, and workers' areas

Visitor Amenities: Arrival plaza, first-aid, emergency, and safety zone covering ~2,800 sq m area

Strong Visitor Demand and Diversified Eco-tourism Experiences Support Project Viability

Visitors Footfall

| | |
|--|----------------|
| Number of operational days per year: | 365 |
| Overnight Guests Ideal Annual Capacity: | 65,700 |
| Overnight Guests Actual Footfall (at 95% occupancy by year 10) | 62,415 |
| One Day Visitors by Year 10 | 38,783 |
| Total Visitors by Year 10 | 101,198 |

Occupancy rates vary by season:

- High during khareef season (Jun - Sep)
- Moderate from Mar - May and Oct - Dec
- Lower in Jan - Feb

Service Offerings

Eco-tour Packages

Inclusion • Adventure Package and Eco Stay Package

Package Price • Adventure Package: OMR 25
• Eco Stay Package: OMR 45

Visitor Centre

Inclusion • Interactive visitor centre access

Ticket Price • OMR 1.5

Accommodation Units

Inclusion • Gazebo Unit and Capsule Apartments

Price • Gazebo Unit: OMR 35
• Capsule Apartment: OMR 20

Wellness Centre

Inclusion • Spa Treatment, Yoga / Meditation, and Local Rituals

Ticket Price • Spa: OMR 8
• Yoga / Meditation: OMR 4
• Local Rituals: OMR 3

Water-based Activities

Inclusion • Kayaking, Stand-up Paddleboarding (SUP), and Canoeing

Ticket Price • Kayaking: OMR 6
• SUP: OMR 8
• Canoeing: OMR 10

Nature Trail Zone

Inclusion • Guided Tours

Ticket Price • OMR 2.0

Food and Beverages

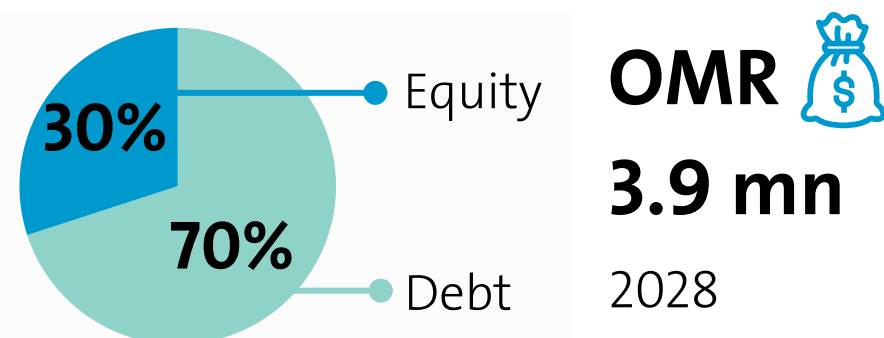
Inclusion • Cafe and Restaurant

The Eco-lodge and Visitor Centre is Poised to Deliver an IRR of 26.3% with a Total Investment of OMR 3.9 mn

Over the first 10 years of operations, revenue is projected to grow from OMR 2.7 mn in 2029 to OMR 4.2 mn by 2038, representing a 4.5% CAGR. Average net profit margin is estimated at 37.9%, with an operating margin of 50.8%



Total Capital Invested

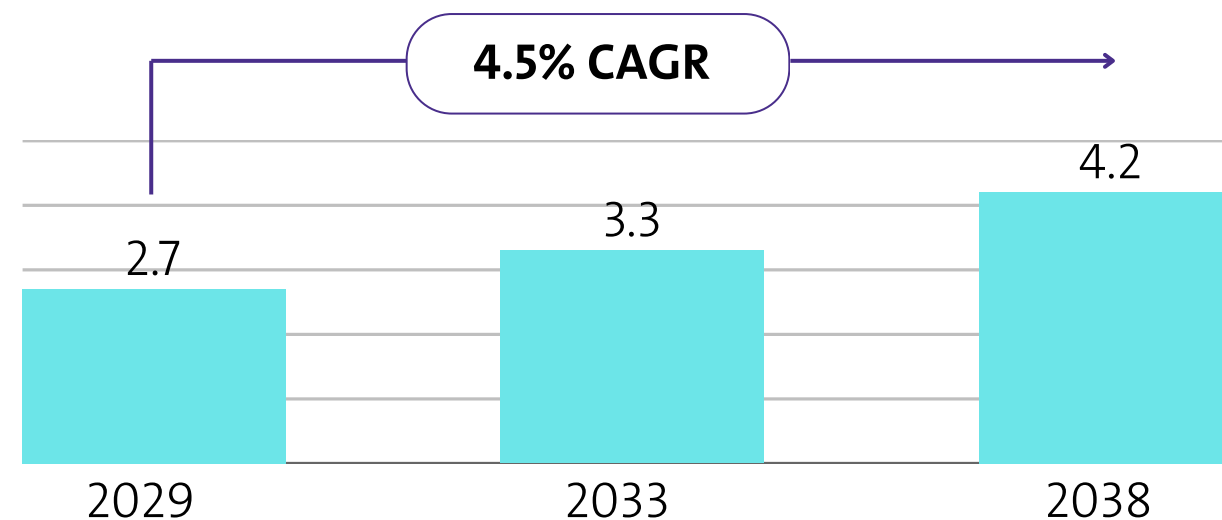


Key Investment Highlights

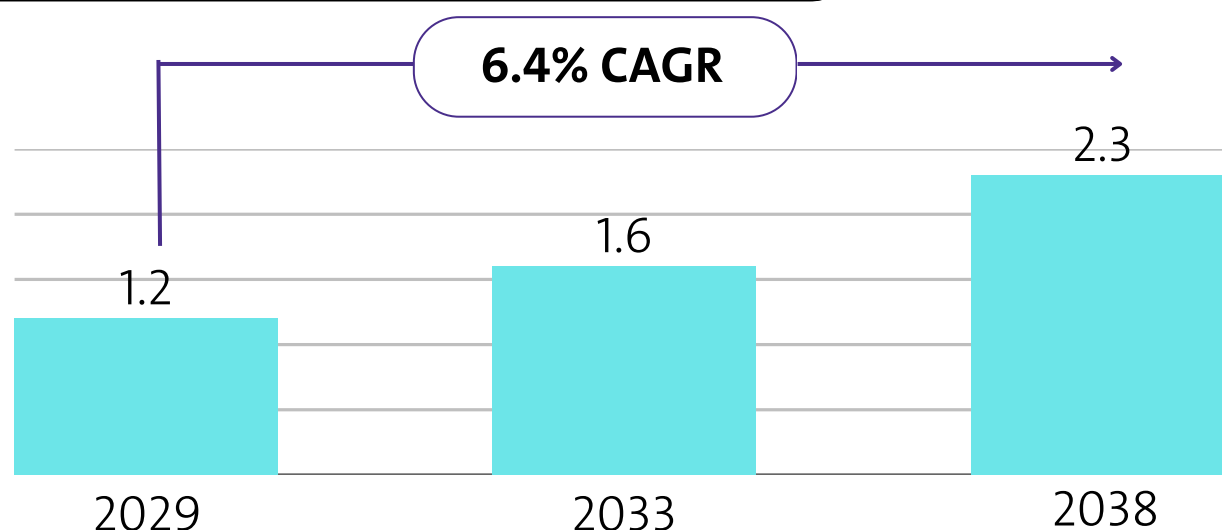
26.3% IRR

Payback Period
4 years 11 months

Projected Revenue, 2029-2038, in OMR mn



EBITDA, 2029-2038, in OMR mn



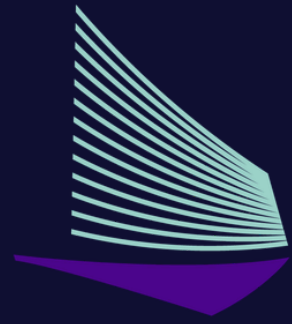
Profitability Metrics

37.9%
Net Profit Margin
2029-2038 average

50.8%
Operating Profit Margin
2029-2038 average

OMR 5.5 mn
Net Present Value
2029-2038

1.63
Benefit Cost Ratio
2029-2038



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THANK YOU



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