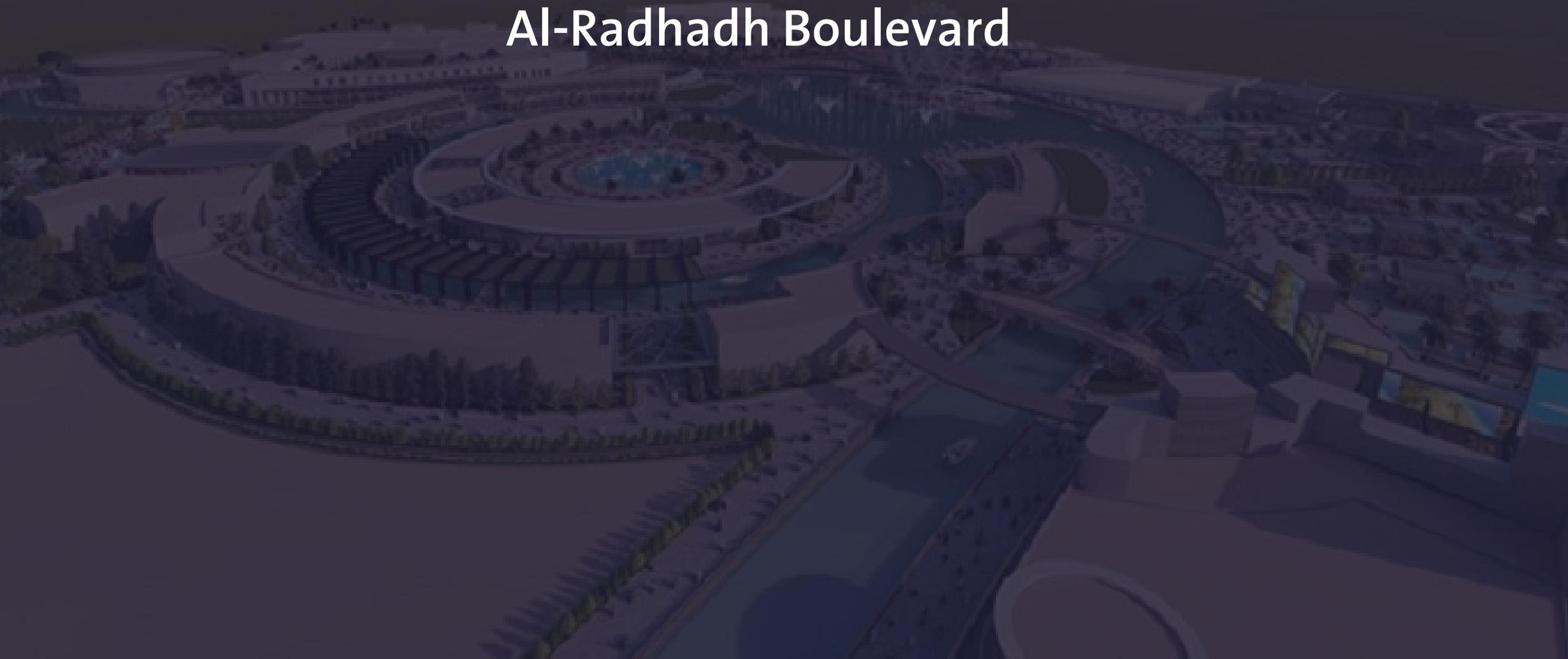
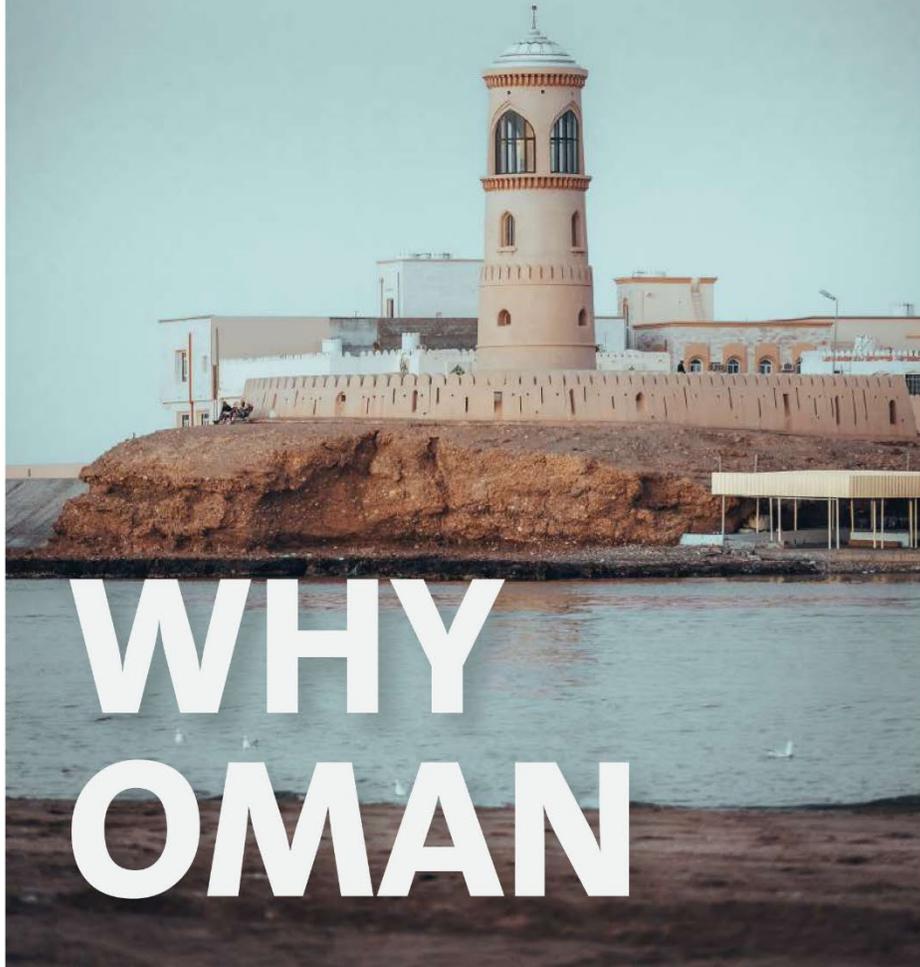




Al-Radhah Boulevard





WHY OMAN

-  100% Ownership
-  No minimum capital
-  Long Usufruct agreement
-  4th globally in quality of life index
-  Market Access
-  Free Trade Agreements with:
USA, Singapore, South Korea &
European Union

MOODY'S
Baa3
Stable outlook

STANDARD
& POOR'S
BBB-
Stable

FitchRatings
BB+
Stable outlook

Tourism Sector Overview

Exponential Growth

Dhofar Governorate recorded a tourism milestone with 1,027,255 visitors during the 2025 Khareef season, representing a 10.3% increase year-on-year.

(Source: National Centre for Statistics and Information - NCSI).

Strategic Economic Contribution

The tourism sector aims to increase its GDP contribution to 10% by 2040 as part of the Sultanate's economic diversification strategy.

(Source: Oman Vision 2040).

Market Attractiveness

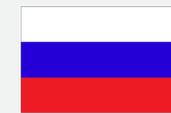
Global Market %5.8

CAGR (2026-2035)

\$11.11 trillion \$

Global tourism market size value in 2026

Active governments in the Tourism sector markets



Key market players in the Tourism sector



Overview Opportunity

Description

The "Al-Radhah Boulevard" project features 11 distinct development zones. Its crowning architectural masterpiece is a massive water canal uniquely designed in the shape of the word "Oman," rendered in exquisite Arabic calligraphy.

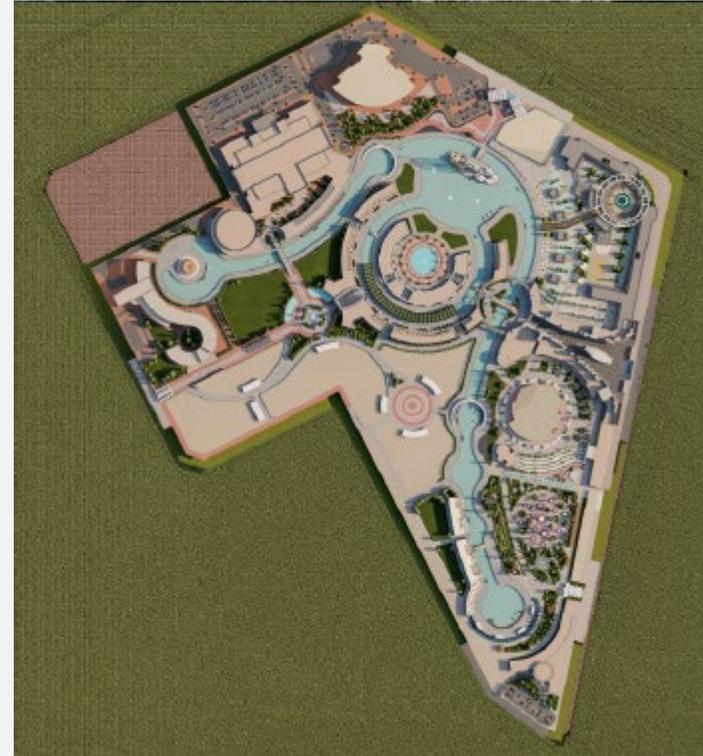
The project encompasses a diverse range of components, including the Grand Souq, The Square, Fountain Island, and Waterfront Dining featuring both local and international cuisines. It also hosts a botanical garden, elevated walkways, theaters, retail galleries, and dedicated event spaces.

Rationale

The unique architectural identity of Al-Radhah Boulevard, featuring its iconic Oman-shaped canal, diverse development zones, and strategic integration of cultural heritage with modern leisure, makes it a premier destination for global tourism investment and a landmark for sustainable urban growth.

Types

Tourism Sector



Key indicators

Total Investment Value: 40,000,000 OMR

IRR: : 15%

Land Availability: 470,000 m²

Location: Salalah Governorate, Ittin Area

Stakeholder's interaction and incentives





**Our Website and the
Opportunities Map**

Contact Us

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The investor must prepare their own feasibility study. Any data or information provided is for guidance only, and the recipient understands that such data or information may become outdated or inaccurate. It does not constitute a commitment or guarantee of profit.

على المستثمر اعداد دراسة الجدوى الخاصة به، ويكون تلقي البيانات والمعلومات المطلوبة على سبيل الاسترشاد، و يتفهم المتلقي أن هذه البيانات أو المعلومات قد تصبح قديمة أو غير دقيقة، و لا تعد تعهدا أو ضمانا لتحقيق الربح.