

TRAVEL TRENDS

INDUSTRY PROFESSIONALS IN OMAN TALK TO EMILY MILLETT ABOUT THE EMERGING MARKET TRENDS BEING NOTED IN THE TRAVEL AND TOURISM INDUSTRY IN THE COUNTRY



"Tourism in Oman is mostly long-stay leisure-based at the moment, with tourists visiting the country for an average of seven to 14 days. They mainly come for the beach or for the culture and we have a high percentage of return guests with some of our clients coming back to Oman over 20 times."

General manager – Oman, The Vision Destination Management,
SALIM AL MASROORI



"Salalah is a different market to Muscat. We see many FITs coming down, checking-in to the hotel and then spending all day out of the property and enjoying the nature of the surroundings. We are also seeing a return of the corporate and group business."

General manager, Crowne Plaza Salalah,
EDWARD CHIAYA



"We do actually get quite a lot of return guests here at Majan Continental Hotel. In response to this latest trend, we are in the process of launching a series of special promotions which are specifically geared towards this niche market."

General manager, Majan Continental Hotel,
SALIM AL AMRANI



"The hotel is mainly leisure-based but we also get a lot of MICE business as we have 20 restaurants and lounges spread across the three properties, as well as lots of outdoor venues and a big ballroom for around 100 people. We also have a lot of repeat high-end guests due to the proximity to the EU."

Director of communications, Shangri-La Barr al Jissah Resort & Spa,
SHARON BEIGEL



"We are focusing on the leisure and MICE side as this is the main heart of our business and the reason we chose to be located in Mirvat – 70km from Salalah. Although we offer complimentary transfers with a shuttle bus, many guests don't really leave the resort, staying in the area to relax and dive."

Director of sales, Salalah Marriott Resort,
AHMED EL MELIGUI



"Most people come to the Sultanate of Oman for the culture and history, as well as for the beach experiences and to relax. People don't come here to go shopping and we are not trying to become a mass tourism destination like other places in the Middle East."

General manager, Grand Hyatt Muscat,
CHRISTOPH FRANZEN