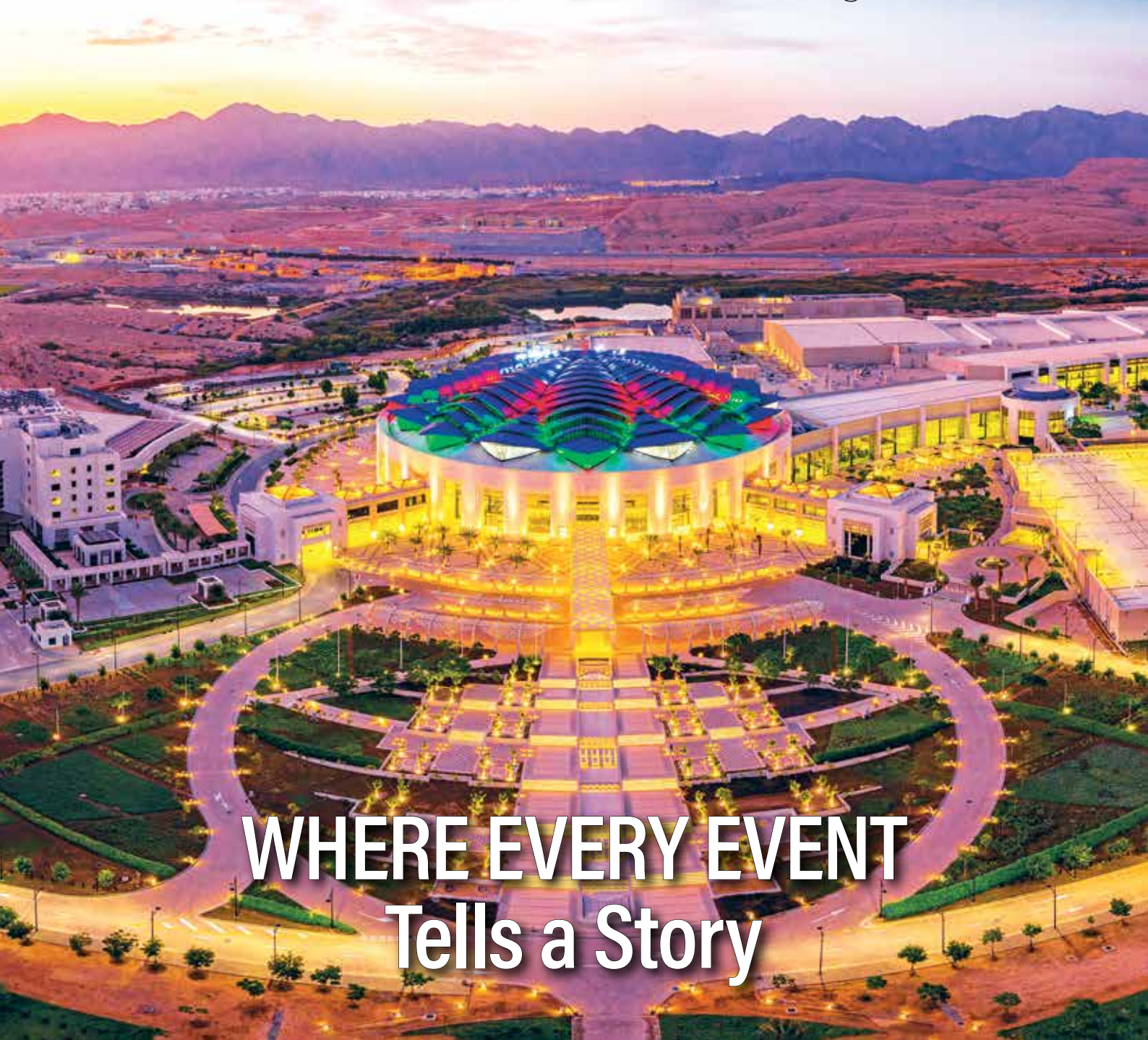




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OMAN

— Where business becomes breakthrough —



**WHERE EVERY EVENT
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amid desert & culture



Khalid Al Zadjali
Director, OCB

Oman deepens ties with India

Tailor-made incentives, stronger partnerships, and niche experiences drive Oman's growing engagement with India, says Khalid Al Zadjali, Director, OCB

As global MICE travel resets, Oman has quietly emerged as a promising short-haul destination for Indian corporates. Just a two-and-a-half-hour flight from Mumbai or Delhi, the Sultanate is positioning itself as a premium yet accessible hub for incentive groups and meetings. For **Khalid Al Zadjali**, Director, Oman Convention Bureau (OCB), India is not just another source market — it is a strategic priority. "From the MICE perspective, India is one of our main markets in Asia. The proximity, strong air connectivity, and cultural understanding between both countries make India a natural partner," he says.

Oman's connectivity with Indian cities gives it an undeniable edge. The destination is connected to 11 Indian cities, including Delhi, Mumbai, Bengaluru, Chennai, Kochi, and Hyderabad, with direct and even double-daily flights. For Indian corporates, this accessibility, coupled with authentic Arabian hospitality, makes Oman a refreshing alternative to more saturated regional hubs — close enough for short-haul travel, yet

distinct enough to feel like a real escape.

Highlighting the shifting demands from India's event industry, Al Zadjali said, "Earlier, incentive groups were large and industry-wide, but now corporates prefer niche, focused experiences. The length of stay is shorter, and events are more specific with deeper engagement, and the spending per delegate has become stronger. Indian corporates today are more value-conscious but still experience-driven." This evolution aligns perfectly with Oman's nature-driven offerings like desert camps, coastal cruises, and rich heritage settings ideal for groups seeking space and meaning.

Recognising India's growing importance, OCB is investing in long-term partnerships with Indian travel agents, MICE specialists, and corporates. These collaborations cut across sectors such as pharma, BFSI, and manufacturing, helping introduce Oman directly to clients through joint promotions and site visits.

"We have an incentive manual, but we prefer to tailor-make support based on group size, economic

impact, and activities planned," says Al Zadjali. Financial aid is not the only focus — often, OCB offers logistical or creative support to ensure smooth execution. "Indian clients want something memorable," he adds. "One happy group becomes your best promoter."

Looking ahead, OCB plans deeper engagement. "We are in talks with two global hotel brands active in both India and Oman to jointly promote their Omani properties," says Al Zadjali. With bleisure rising, OCB now bundle pre/post tours into conference registrations and design spouse programmes for value-adding experiences. "Oman is not a cheap destination, but it offers tremendous value," Al Zadjali asserts. "It is safe, high-quality, and culturally rich — delegates feel looked after from the moment they arrive." For Indian corporates seeking something different, Oman delivers understated luxury and authenticity. "Now, they want something real. That is where Oman wins. Our goal is to keep working hand-in-hand with our Indian partners to deliver experiences that stay with people long after they return home." ■

OMAN

Where business meets beauty

Oman, often called 'The Oasis of Opportunity' is fast emerging as a preferred Meetings, Incentives, Conferences, and Exhibitions (MICE) destination in the Middle East. With its blend of modern infrastructure, natural beauty, rich culture, and warm hospitality, the Sultanate offers an unmatched experience for business events that go beyond boardrooms and conferences.

One of Oman's biggest strengths lies in its accessibility. The country's national carrier, Oman Air, connects to more than 42 cities across the globe, supported by 18 code-share partners. Complementing it is Salam Air, Oman's low-cost airline serving 31 destinations, making travel to the country easy and convenient.

Visa process for MICE groups

Oman offers a streamlined eVisa process, making it convenient for corporate and incentive groups to travel.

eVisa application: Simple online application at evisa.rop.gov.om with minimal documentation.

Processing time: Usually 24–72 hours for most nationalities, including Indian passport holders.

Group facilitation: For MICE and incentive movements, Oman's Ministry of Heritage & Tourism and registered DMCs assist with group visa coordination.

Visa on arrival & Validity: Available for selected nationalities for 14 days, including India (for valid Schengen, UK, and US visa holders). Tourist visas are valid for 30 days (extendable). ■

A premier destination for global events

Strategically positioned at the crossroads of Asia, Africa, and Europe, Oman offers the perfect blend of business and leisure with state-of-the-art convention centres and accommodations nestled amid scenic landscapes.

Oman Convention & Exhibition Centre – Muscat

Location: 10 minutes from Muscat Int'l Airport
Overview: OCEC is Oman's flagship MICE venue. It is part of the larger Madinat Al Irfan Urban Development Project, offering integrated hotels and leisure spaces.

Facilities & Capacity:

Auditorium 1: 3,200 seats
Auditorium 2: 456 seats
Exhibition Halls: 5 halls totaling 22,000 sq m of column-free space (can host 10,000+ delegates)
Banquet Halls: Multiple halls for gala dinners and award shows
Meeting Rooms: 20+ meeting rooms with advanced AV and translation systems
Hotels Nearby: JW Marriott, Crowne Plaza Muscat OCEC Hotel (both connected via skybridge)

Unique Features:

- Sustainable and LEED Gold-certified building
 - Ample parking and can cater up to 12,000 guests
- Website: www.omanconvention.com

Oman International Exhibition Centre

Location: Near Muscat Int'l Airport
Overview: Previously, the primary exhibition venue before OCEC. It hosts trade fairs, exhibitions, and medium-scale events.
Capacity: Up to 5,000 attendees, with multiple halls and outdoor exhibit areas.

Madinat Al Irfan Business District

Overview: A large-scale business hub surrounding OCEC featuring conference spaces, exhibition zones, and luxury hotels. Ideal for corporate summits, conventions, and product launches.
Additions: Retail spaces, residential areas, and more business towers enhancing the MICE infrastructure & eco-system. ■



Top group adventures for MICE

Oman presents an array of exciting activities and attractions ideal for MICE groups looking to combine business with leisure and team bonding. With options suitable for 50–100 participants, these experiences are designed to inspire collaboration, relaxation, and cultural discovery, offering something for every kind of group. From immersive heritage encounters and marine adventures to wellness retreats and high-profile indulgences, Oman provides the perfect setting for memorable group experiences and team-building activities.

Activities

Suitable for 50–100 pax



Culture & Heritage: Muscat city tour, exploring historical sites like Sultan Qaboos Grand Mosque & National Museum, and tour of the vibrant markets



Marine Experiences: Dolphin watching and snorkelling excursion, scuba diving, sunset dhow cruise, horse riding on the beach, and private boat charter on A'Daymaniyat Islands



Wellness Activities: Group yoga and meditation in the mountains. Spa and wellness retreat at a luxury resort, sunrise beach walks, and group reflections



Adventure: Quad bike excursion, motorbike ride, Via Ferrata Al Jabal Al Akhdar, trekking, wadi experience, and Al Jabal Al Akhdar experience



High-profile Experiences: Helicopter tour over Muscat, golf experience at Al Mouj or Ghala Golf Club, and hot-air balloon ride



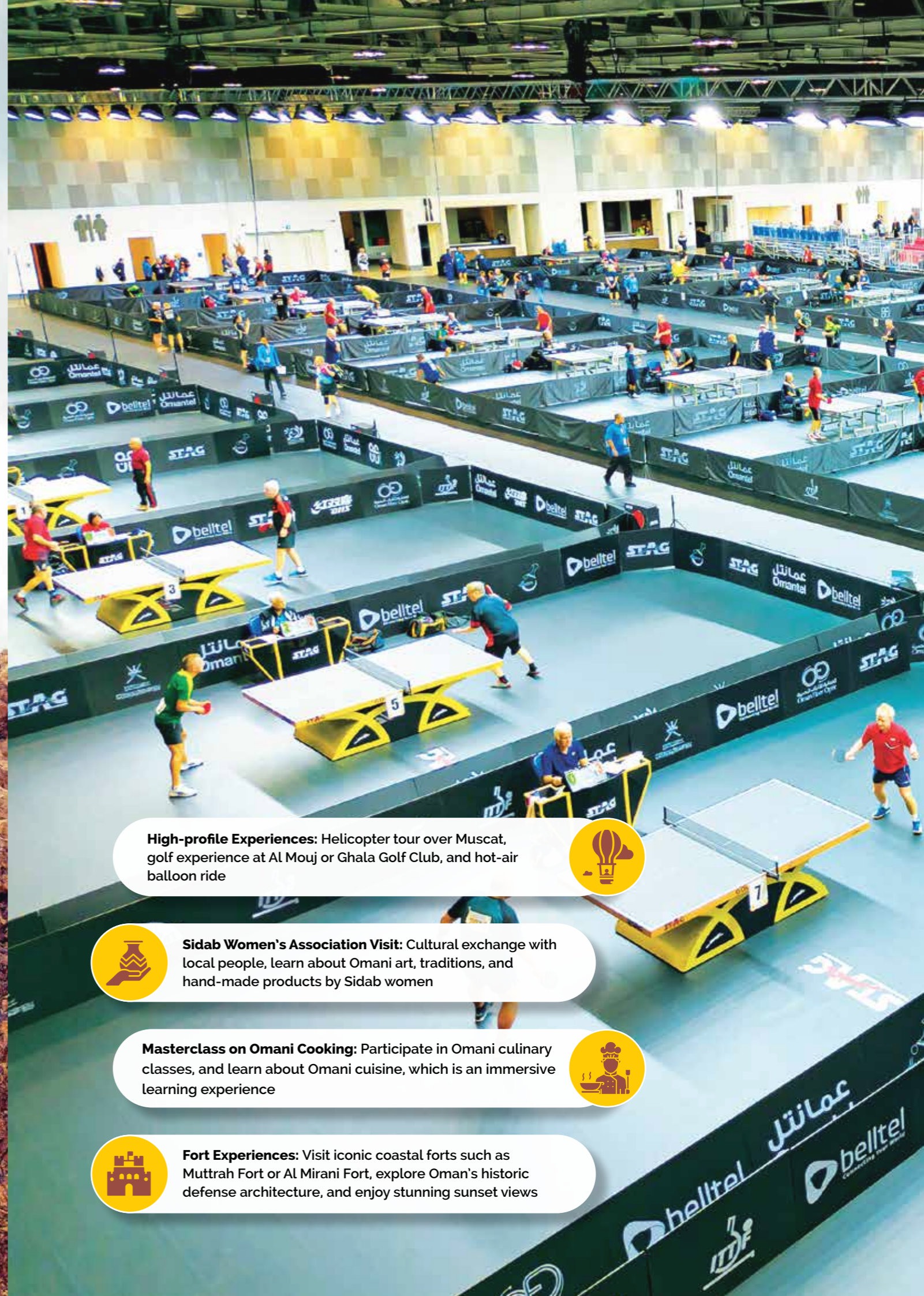
Sidab Women's Association Visit: Cultural exchange with local people, learn about Omani art, traditions, and hand-made products by Sidab women



Masterclass on Omani Cooking: Participate in Omani culinary classes, and learn about Omani cuisine, which is an immersive learning experience



Fort Experiences: Visit iconic coastal forts such as Muttrah Fort or Al Mirani Fort, explore Oman's historic defense architecture, and enjoy stunning sunset views



Unique experiences

For Indian MICE groups, Oman offers not just refined venues but also restaurants, shopping, and nightlife experiences — ideal for networking and unwinding. Business travellers can explore a mix of traditional and modern Omani culture perfect for those seeking a destination with a blend of business and leisure.

Restaurants

Bahja Restaurant (Sohar)

Cuisine: Multi-cuisine with Indian section
Capacity: 100 guests

Copper Restaurant (Shatti Al Qurum)

Cuisine: Fusion with Indian flavours
Capacity: 70 guests

Kargeen Café (Al Khuwair)

Cuisine: Arabic & Indian Fusion
Capacity: 150+ guests (outdoor garden setting)

Mumtaz Mahal Restaurant (Qurum)

Cuisine: North Indian, Mughlai. (Specials: Jain food, full vegetarian menu, and group buffet options)
Capacity: Up to 150 guests (indoor + terrace)

Shopping

Muttrah Souq (Muscat)

USP: One of the oldest markets in the Arab world. Ideal for exploring Omani handicrafts, frankincense, silver jewellery, khanjars (daggers), and textiles
Group Benefit: Guided shopping tours and cultural walk-throughs available

Mall of Oman (Bowsher)

USP: Oman's largest mall with over 300 international brands, VOX cinemas, and Snow Park
Group Benefit: Convenient for shopping and leisure with multiple restaurants and cafés

Souq es Sabt (Seasonal Market)

USP: Open-air market held on weekends with local artisans, food stalls, and handmade products — great for cultural immersion

Nightlife

Al Ghazal Pub (InterContinental Muscat)

British-style pub
USP: Popular with expats; great for relaxed networking evenings

Muscat Hills Beach Club

Dining facility at Muscat Hills Resort
USP: Beachfront setting, shisha, lounge seating — great for unwinding after meetings or events

The Cave Complex (Muscat)

A cluster of themed restaurants and lounges built into a hillside with options of international and Omani cuisines
USP: Ideal for large corporate dinners or themed evenings

Where world-class infra meets genuine hospitality

Oman's infra and abundance of premium hotels make it a standout MICE destination. Combining modern facilities with Arabian hospitality, the Sultanate offers the perfect setting for global conferences and corporate gatherings.

📍 Al Wusta

Crowne Plaza Duqm

Guestrooms: 213
Suites/Villas: 21
Meeting Rooms: 7
Largest Meeting Capacity: 400
Outdoor Space: 400 capacity
Restaurants/Cafes: 5
✉ info@cpduqm@ihg.com

📍 Jebel Akhdar

Alila Jabal Akhdar

Guestrooms: 86
Suites/Villas: 12
Largest Meeting Capacity: 160
Outdoor Space: 120 capacity
Restaurants/Cafes: 2
✉ jabalakhdar@alilahotels.com

📍 Anantara Jabal Akhdar

Guestrooms: 115
Suites/Villas: 33
Meeting Rooms: 5
Largest Meeting Capacity: 110
Outdoor Space: 300 capacity
Restaurants/Cafes: 3
✉ jazzi@anantara.com

📍 DusitD2,

Guestrooms: 252
Suites/Villas: 44
Meeting Rooms: 4
Largest Meeting Capacity: 200
Outdoor Space: 250 capacity
Restaurants/Cafes: 1
✉ mary.violaria@dusit.com

📍 Masira Island

Masira Island Resort

Guestrooms: 22
Suites/Villas: 2
Meeting Rooms: 1
Largest Meeting Capacity: 75
Outdoor Space: 200 capacity
Restaurants/Cafes: 3
✉ reservations@masiraislandresort.com

📍 Muscat

Al Bustan Palace, A Ritz Carlton Hotel

Guestrooms: 250
Suites/Villas: 52
Meeting Rooms: 16
Largest Meeting Capacity: 1400
Outdoor Space: 3000 capacity
Restaurants/Cafes: 5
✉ Islam.Khairi@ritzcarlton.com

📍 Crowne Plaza Muscat

Guestrooms: 200
Suites/Villas: 5
Meeting Rooms: 9
Largest Meeting Capacity: 450
Outdoor Space: 1200 capacity
Restaurants/Cafes: 6
✉ maha.atieh@ihg.com

📍 Crowne Plaza OCEC

Guestrooms: 295
Suites/Villas: 17
Meeting Rooms: 7
Largest Meeting Capacity: 350
Outdoor Space: 500 capacity
Restaurants/Cafes: 3
✉ mathew.deepak@ihg.com

📍 Desert Night Camp

Guestrooms: 39
Suites/Villas: 39
Meeting Rooms: 1
Largest Meeting Capacity: 30
Outdoor Space: 200 capacity
Restaurants/Cafes: 1
✉ reservations@desertnightscamp.com

📍 Grand Hyatt Muscat

Guestrooms: 280
Suites/Villas: 5
Meeting Rooms: 8
Largest Meeting Capacity: 1000
Outdoor Space: 500 capacity
Restaurants/Cafes: 9
✉ majed.yehya@hyatt.com

📍 Grand Millennium Muscat

Guestrooms: 328
Suites/Villas: 6
Meeting Rooms: 8
Largest Meeting Capacity: 800
Restaurants/Cafes: 5
✉ H1201.sales04@millenniumhotels.com

📍 Hormuz Grand Muscat

Guestrooms: 231
Suites/Villas: 25
Meeting Rooms: 11
Largest Meeting Capacity: 360
Outdoor Space: 250 capacity
Restaurants/Cafes: 4
✉ Alaa.elchaar@radissonhotels.com

📍 InterContinental Muscat

Guestrooms: 258
Suites/Villas: 10
Meeting Rooms: 6
Largest Meeting Capacity: 500
Outdoor Space: 700 capacity
Restaurants/Cafes: 7
✉ muscat@icmuscatotel.com

📍 Jumeirah Muscat Bay

Guestrooms: 195
Suites/Villas: 24
Meeting Rooms: 4
Largest Meeting Capacity: 500
Outdoor Space: 100 capacity
Restaurants/Cafes: 3
✉ Maryam.AIBalushi@jumeirah.com

📍 Kempinski Hotel Muscat

Guestrooms: 310
Suites/Villas: 40
Meeting Rooms: 11
Largest Meeting Capacity: 1500
Restaurants/Cafes: 3
✉ firas.rashid@kempinski.com

📍 Mysk Hotel

Guestrooms: 193
Suites/Villas: 8
Meeting Rooms: 3
Largest Meeting Capacity: 100
Restaurants/Cafes: 3
✉ meenu.singh@myskhotels.com

📍 Ramada Encore Muscat

Guestrooms: 163
Suites/Villas: 23
Meeting Rooms: 1
Largest Meeting Capacity: 20
Restaurants/Cafes: 1
✉ mashal.almageni@ramadaencoremuscat.com

📍 Shangri-La Al Husn Resort & Spa

Guestrooms: 180
Suites/Villas: 16
Meeting Rooms: 12
Largest Meeting Capacity: 850
Outdoor Space: 1500 capacity
Restaurants/Cafes: 5
✉ lori.collins@shangri-la.com



Shangri-La Barr Al Jissah

Resort & Spa

Guestrooms: 460
Suites/Villas: 28
Meeting Rooms: 11
Largest Meeting Capacity: 850
Outdoor Space: 1500 capacity
Restaurants/Cafes: 18
✉ lori.collins@shangri-la.com

Sheraton Oman Hotel

Guestrooms: 230
Suites/Villas: 27
Meeting Rooms: 14
Largest Meeting Capacity: 1200
Restaurants/Cafes: 4
✉ khalid.albalushi@sheraton.com

The Chedi Muscat

Guestrooms: 158
Suites/Villas: 38
Meeting Rooms: 2
Largest Meeting Capacity: 50
Restaurants/Cafes: 8
✉ reservation@chedimuscat.com

W Muscat

Guestrooms: 251
Suites/Villas: 28
Meeting Rooms: 7
Largest Meeting Capacity: 275
Outdoor Space: 900 capacity
Restaurants/Cafes: 7
✉ Majid.AIZadjali@whotels.com

Wyndham Garden Muscat

Guestrooms: 143
Meeting Rooms: 5
Largest Meeting Capacity: 150
Restaurants/Cafes: 3

📍 Salalah

Al Baled Resort Salalah by Anantara

Guestrooms: 136
Suites/Villas: 96
Meeting Rooms: 2
Largest Meeting Capacity: 110
Outdoor Space: 500 capacity
Restaurants/Cafes: 3
✉ jazzi@anantara.com

Crowne Plaza Resort Salalah

Guestrooms: 153
Suites/Villas: 19
Meeting Rooms: 4
Largest Meeting Capacity: 550
Outdoor Space: 2000 capacity
Restaurants/Cafes: 5
✉ Manuel.Levonian@ihg.com

Fanar Hotel and Residences

Guestrooms: 577
Suites/Villas: 16
Meeting Rooms: 2
Largest Meeting Capacity: 110
Outdoor Space: 1000 capacity
Restaurants/Cafes: 4
✉ reception@fanarhotel.com

Hilton Salalah Resort

Guestrooms: 133
Suites/Villas: 14
Meeting Rooms: 4
Largest Meeting Capacity: 249
Outdoor Space: 700 capacity
Restaurants/Cafes: 4
✉ ahmed.massoud@hilton.com

Juweira Boutique Hotel

Guestrooms: 87
Suites/Villas: 21
Meeting Rooms: 1
Largest Meeting Capacity: 14
Outdoor Space: 800 capacity
Restaurants/Cafes: 3
✉ reservations.juweira@juweirahotel.com

Salalah Rotana Resort

Guestrooms: 422
Suites/Villas: 13
Meeting Rooms: 5
Largest Meeting Capacity: 402
Outdoor Space: 1000 capacity
Restaurants/Cafes: 4
✉ marketing.salalah@rotana.com



Destination Management Companies

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www.abundancetourism.com

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+968 24490500
saleh@arabicaorient.com

Arabian Adventures

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+968 92828578
thuwaiba.alharthy@emirates.com
www.arabianadventuresmice.com

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www.pure-arabia.com

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www.silentsandsoman.com

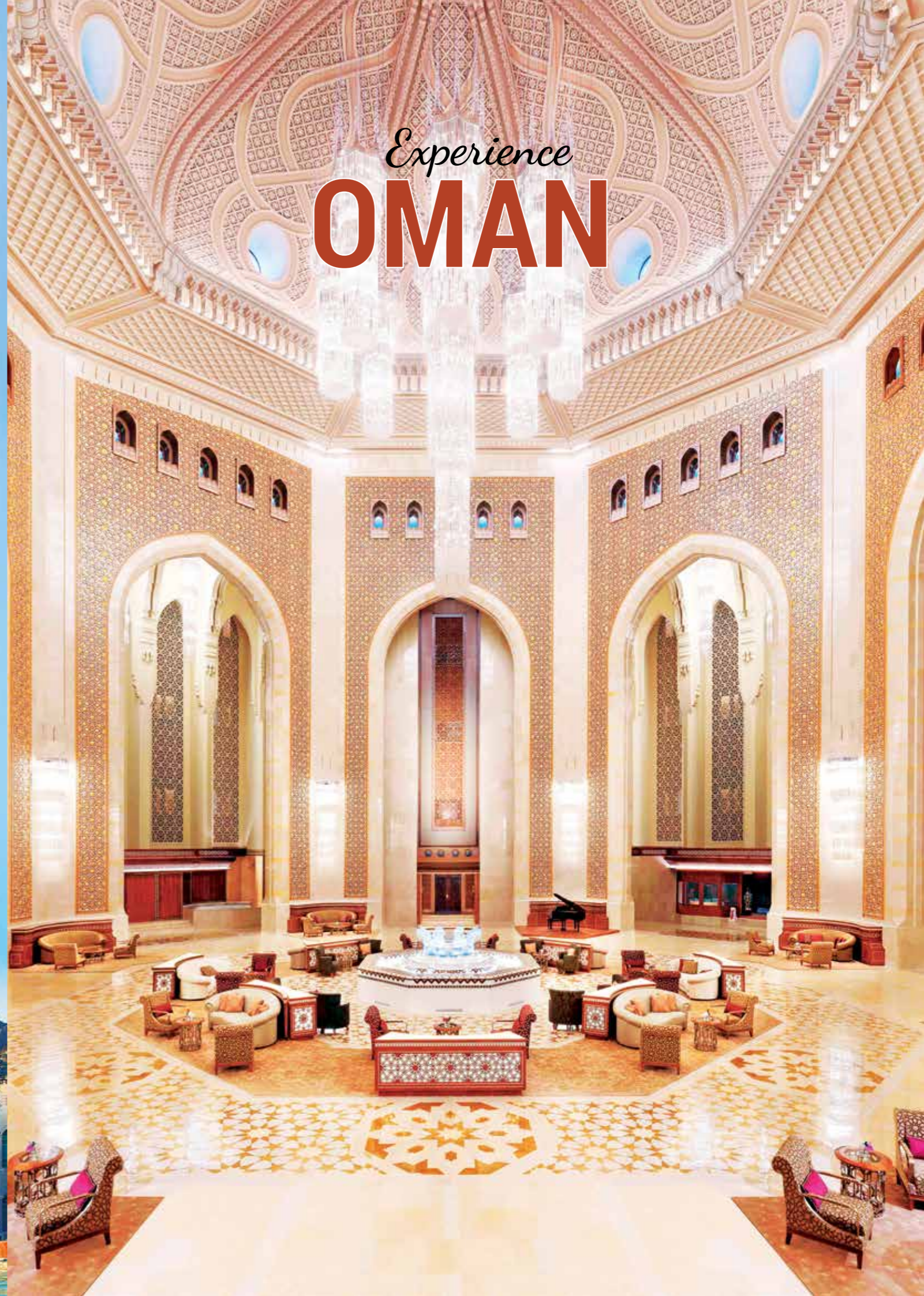
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manish.g@travco.com
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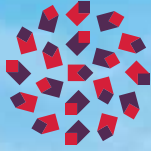
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