

Oman Tourism Report Q1 2016

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Abstracts

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BMI View: The tourism industry in Oman is growing rapidly, albeit it from a small base compared to regional competitors such as the United Arab Emirates. The country has a lot to offer potential visitors, and solid government investment in supporting transport infrastructure means Oman's various attractions are increasingly accessible.

International visitor numbers are expected to increase steadily over our forecast period to 2019, boosting tourism related expenditure and hotel industry value, thereby ensuring that Oman will continue to attract the attention of the leading global hotel groups.

Key Updates and Forecasts

Oman's government continues to invest in international market campaigns, including participation in the World Travel Market in London in November 2015 where the country's tourism services and facilities will be highlighted to the industry. Meanwhile the Oman Tourism Development Company has around 40 projects, including new hotels, under development.

Accessibility continues to improve: Oman Air recently announced its new 2015/16 winter schedule which includes a new route to Dhaka and enhanced capacity to Frankfurt, Colombo, Tehran and Dammam.

International visitors to Oman are increasingly steadily, with total tourism arrivals expected to increase from 1.1mn in 2015 to over 1.4mn in 2019, providing a healthy boost to international tourism related expenditure.

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