

# Oman Tourism Report Q4 2015

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## Abstracts

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BMI View: Oman's tourism industry is underdeveloped in comparison to neighbouring UAE and Saudi Arabia, however the country offers substantial long term growth potential. Oman is home to a diverse range of tourism attractions and benefits from its proximity to major regional source markets. Tourism infrastructure is the subject of extensive government investments, and efforts to simplify visa applications and raise awareness are yielding results in the form of increased visitor numbers and higher rates of tourism related expenditure.

Oman is developing a reputation as an attractive beach holiday destination, with a long coastline and increasing volume of holiday resorts on offer. The capital Muscat is also a popular city break destination and visitors stand to benefit from development of social infrastructure including shopping malls and leisure facilities. Oman has lost out to regional rivals over recent years; however the government has targeted tourism as one of the key economic growth areas in order to achieve economic diversifications and as such the tourism sector is attracting considerable investment.

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