



استثمر في عُمان
Invest OMAN



Project Profile for Setting Up a Wildlife Center in Oman Botanic Garden

A study for establishing a wildlife conservation and exhibition center dedicated to Oman's native species, providing educational and interactive experiences to promote biodiversity awareness.

Introduction

Invest Oman is a flagship initiative by the Ministry of Commerce, Industry, and Investment Promotion (MoCIIP), serving as a one-stop platform to streamline investment processes and highlight high-potential projects aligned with Oman's Vision 2040.

The Project

The proposed development focuses on establishing a center dedicated to the conservation and exhibition of Oman's native wildlife, providing educational and interactive experiences to promote biodiversity awareness.

Wildlife Center

A facility dedicated to the conservation of animals, often focusing on native species. It provides education to the public about wildlife preservation and sometimes serves as a sanctuary for animals that cannot return to the wild.

The Study and Report

This report illustrates the findings of the feasibility of developing a Wildlife Center in the Oman Botanic Garden located in Al Khoudh, Seeb (Muscat Region).

Oman Economy Overview

Sultanate of Oman is the third largest country in the Arabian Peninsula and second largest among the GCC countries, with a land area of approximately 309,500 km².

5.291M

Total Population (2023)

3 million nationals and 2.29 million expatriates

2.4%

Population Growth

Steady growth in both national and expatriate populations

41.12B

GDP (RO)

1% growth in 2024, following -5.4% in 2023

7,772

Per-capita GDP (RO)

Based on total population figures for 2024

With a high national population and low oil assets, Oman faces key challenges:

- Diversifying the economy away from oil
- Providing employment to nationals

Under Vision 2040, tourism is identified as one of five primary sectors for economic diversification, leveraging Oman's exquisite natural attractions to provide significant growth.

Destination Oman - Tourism Trends

Historical Development

- Until 1970: Almost completely closed to visitors
- 1980s: Opened gates to selective tourism
- 1990s: Promoted as cultural and landscape destination
- 2000: Gained WTO membership
- 2003: 630,000 foreign visitors (26% from Europe)

Future Plans

The Oman Tourism Strategy (2016-2040) aims to:



Current Status

- Tourism contributed 2.5% to GDP in 2023
- 16% increase in direct value added (RO 1.03B in 2023)
- Inbound tourism expenditure: RO 868M in 2023
- 2.9M inbound visitors in 2022, up from 652,000 in 2021



Oman's Tourism Package Potential

Oman stands apart in the GCC tourism landscape with its diverse tourism circuits, appealing to group leisure travelers. These circuits offer comprehensive experiences of the country's geographical wonders, spanning 2-10 day itineraries.

Desert and Semi-Desert Reserves

- Al Wusta Wildlife Reserve (Arabian Oryx Sanctuary)
- Al Dhahirah Nature Reserve
- Wahat al Buraimi Nature Reserve

Mountain and Plateau Reserves

- Jabal Samhan Nature Reserve (Arabian leopard)
- Wadi Sareen Nature Reserve (Arabian tahr)
- Al Jabal al Akhdar Scenic Reserve

Marine and Coastal Reserves

- Daymaniyat Islands Nature Reserve
- Ras al Jinz / Ras al Hadd Turtle Reserve
- Bandar Khayran Reserve

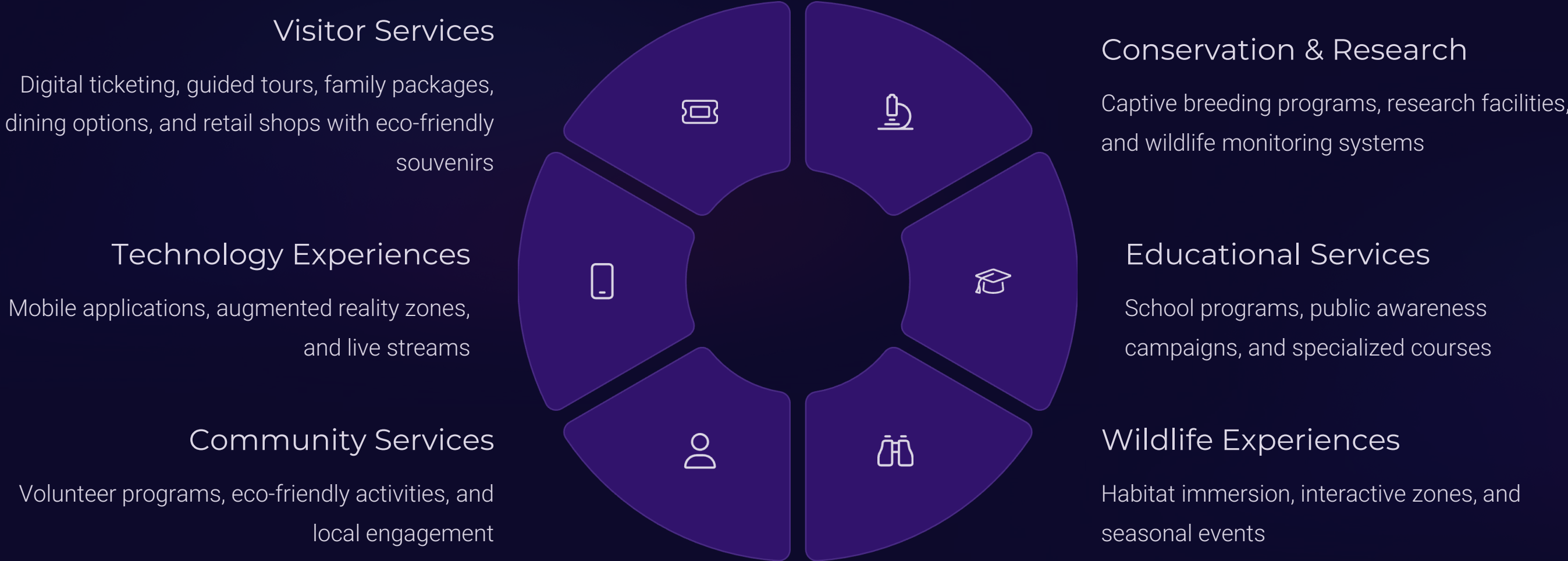
Wetland and Mangrove Reserves

- Bar Al Hikman Wetland Reserve (Ramsar site)
- Qurm Mangrove Reserve
- Dhofar Coastal Khawrs (9 lagoons)

Oman currently counts about 30 reserves, after three new ones were proclaimed in April 2024, bringing protection to every mainland governorate.

Market Analysis: Services Offered

The Oman Wildlife Centre (OWLC) will offer a wide range of services designed to cater to various visitor types while promoting conservation, education, and sustainable tourism.



Additional services include accessibility options for visitors with special needs, corporate packages for team-building events, and sustainability programs to educate visitors on conservation practices.

Market Analysis: Animals at the Wildlife Center

The Wildlife Centre will house approximately 190 animals native to the Arabian Peninsula, representing every key habitat from desert plains to coastal waters.

Selection Criteria

- Conservation Status: Prioritizing endangered species
- Educational Value: Teaching about Oman's biodiversity
- Visitor Appeal: Engaging and interesting species
- Suitability for Captivity: Appropriate enclosures
- Local Relevance: Native to Oman or Arabian Peninsula

Featured Species

- **Mammals:** Arabian Oryx, Arabian Tahr, Arabian Leopard, Caracal, Sand Cat, Fennec Fox
- **Birds:** Oman Owl, Egyptian Vulture, Pink Flamingos
- **Reptiles:** Spiny-tailed Lizard, Oman Carpet Viper, Arabian Horned Viper
- **Marine Life:** Green Turtle, Hawksbill Turtle, Loggerhead Turtle

The animal collection strengthens the project's conservation credentials while ensuring strong visitor appeal and educational value.



Competition Analysis / International Benchmarking

Based on discussions with the client, the following Wildlife Centers can be considered for benchmarking standards:

1

Regional & GCC Centers

- Al Ain Zoo (UAE): Largest zoo in Middle East with 4,000+ animals
- Sharjah Desert Park (UAE): Conservation center showcasing Arabian Peninsula biodiversity
- Arabian Wildlife Park on Sir Bani Yas Island (UAE): 4,200 hectares with 10,000+ free-roaming animals
- Dubai Safari Park (UAE): 119 hectares housing 3,000+ animals from around the world

2

International Centers

- The Living Desert Zoo and Gardens (California, USA): 1,200 acres dedicated to desert ecosystems
- Alice Springs Desert Park (Australia): 1,300 hectares showcasing Central Australian region

Success Factors from Benchmark Centers

- Effective conservation efforts including breeding programs for endangered species
- Engaging educational visitor experiences with knowledgeable guides
- Sustainable practices minimizing environmental impact
- Contribution to scientific research and educational programs
- Community engagement creating sense of ownership

Unique Selling Points

To differentiate itself and attract visitors, the new wildlife center in Muscat will offer several unique selling points:



Focus on Omani Biodiversity

Showcasing a wide range of Omani wildlife, including endemic species like the Arabian Tahr and the Oman Owl, providing visitors with a unique opportunity to learn about the country's rich biodiversity.



Conservation Programs

Highlighting the center's conservation efforts, such as breeding programs for endangered species and habitat restoration initiatives, raising awareness about the importance of protecting Oman's natural heritage.



Sustainable Practices

Implementing sustainable practices in design, construction, and operation to minimize the center's environmental impact through renewable energy sources and waste management programs.



Interactive Exhibits

Incorporating hands-on displays, virtual reality experiences, and educational games that make learning about wildlife fun and engaging for visitors of all ages.



Educational Programs

Offering diverse educational programs for schools, families, and tourists to foster awareness and appreciation for wildlife through guided tours, workshops, and lectures.



Visitor Access & Environmental Protection

Incorporating bird hides and viewing platforms to provide visitors with close-up views of wildlife while minimizing disturbance to the animals and their habitats.

Expected Footfall

Factors Influencing Footfall

- **Attractiveness of the Center:** Diversity of species, quality of exhibits
- **Accessibility:** Easy access by transportation, convenient location
- **Marketing and Promotion:** Targeting domestic and international tourists
- **Pricing Strategy:** Competitive pricing and attractive packages
- **Visitor Experience:** Positive reviews and word-of-mouth marketing
- **External Factors:** Economic conditions, regional events, tourism trends

Estimated Footfall

Based on regional and international wildlife centers:

450

Daily Visitors (Year 1)

164,250

Annual Visitors (Year 1)

12%

Annual Growth Rate

Rationale for Footfall Estimates

- **Physical Design Capacity:** Initial masterplan sized for mature throughput of 600,000 visits annually
- **Visitor Density:** Low crowd density (7 visitors per hectare) supports animal welfare
- **Market Realism:** Requires only modest local penetration to meet Year 1 targets
- **Financial Prudence:** Starting at 27% of ultimate capacity keeps early cash-flow positive

Technical Analysis: Location and Components

The Wildlife Center will be situated in Zone H of the Oman Botanical Garden (OBG) in Al Khoud, Wilayat of Seeb, Muscat Governorate. The total land area is 621,095 square meters.

1

Visitor Entry & Public Area

Welcome center, gift shops, café, restrooms, and public courtyards

Total Area: 3,100 sq.m.

2

Educational & Research Facility

Classrooms, laboratories, research offices, library, and event spaces

Total Area: 3,160 sq.m.

3

Wildlife Enclosure Zone

Northern Mountains, Wadi, Northern Gravel Desert, Sand Desert, Central Desert, Southern Mountains

Total Area: 68,100 sq.m.

4

Veterinary & Animal Management

Recovery units, food storage, quarantine facilities, breeding labs

Total Area: 1,990 sq.m.

5

Operations & Admin Support

Offices, staff facilities, meeting rooms, security

Total Area: 930 sq.m.

6

Trails and Pathways

Primary routes, secondary routes, tertiary trails, viewing decks

Total Area: 10,500 sq.m.

Technical Analysis: Utilities and Manpower

Power Requirements

Total power load: 1.4 MW during peak operations

- Annual energy consumption: 5.25 million kWhr
- Solar energy generation: 3.65 million kWhr
- Net grid requirement: 1.60 million kWhr per annum

Water Requirements

Total requirement: 255,500 cubic meters per annum (700 Cu m per day)

- Animal care: 140 Cu m/day
- Landscaping & irrigation: 500 Cu m/day
- Public use, veterinary, and administration: 60 Cu m/day

Manpower Requirements

Total staff: 93 employees (43% Omanization)

28

Animal Care Staff

9

Veterinary Staff

7

Research Staff

9

Education Staff

17

Visitor Services

23

Admin & Support

Project Implementation Plan

The development and investment of the Wildlife Center will follow a phased approach:



Financial Analysis

Project Cost : RO 5.57 Million
Equity : RO 2.23 Million
Term Loan : RO 3.15 Million
WC Loan : RO 0.19 Million

Key Financial Indicators

20.01%

IRR on Total Investment

27.95%

IRR on Equity

6.75

Payback Period (Years)

2.58

DSCR



Conclusion

Based on the comprehensive analysis conducted in this feasibility study, the Wildlife Center project at the Oman Botanic Garden presents a compelling investment opportunity with strong financial returns and significant social and environmental benefits.

Financial Viability

The project demonstrates robust financial metrics with an IRR of 20.01% on total investment and 27.95% on equity investment. With a healthy DSCR of 2.58, the project is well-positioned to meet its financial obligations.

Economic Impact

The Wildlife Center will create 93 jobs with 43% Omanization, contributing to the nation's employment goals while supporting tourism growth as part of Oman's economic diversification strategy under Vision 2040.

Conservation Value

By focusing on Oman's native species and implementing breeding programs for endangered animals like the Arabian leopard and Arabian oryx, the center will make a significant contribution to biodiversity conservation.

Educational Benefits

The center's comprehensive educational programs will raise awareness about wildlife conservation among visitors, schools, and the broader community, fostering environmental stewardship.

Based on the various analyses conducted, the Wildlife Center project is found to be technically feasible and financially viable, with significant potential to enhance Oman's tourism offerings while supporting conservation efforts.

OMAN OFFERS A WIDE RANGE OF INCENTIVES AND PRIVILEGES FOR INVESTORS LOOKING TO CAPITALIZE ON NEW OPPORTUNITIES



REDUCED RENTAL
RATES FOR TOURISM
DEVELOPMENT LAND



LONG-TERM
USUFRUCT LAND
AGREEMENTS



UNRESTRICTED
CAPITAL MOBILITY &
PROFIT REPATRIATION



TAX AND CUSTOMS
EXEMPTIONS IN FIRST
10 YEARS



FOREIGN
OWNERSHIP
RIGHTS



STREAMLINED LICENSING
& NO MINIMUM CAPITAL
REQUIREMENTS



STREAMLINED PROCESS
FOR REGULATORY
APPROVALS



MARKETING AND
PROMOTION
SUPPORT



SPECIAL
VISAS FOR FOREIGN
INVESTORS

استثمر في عُمان
Invest OMAN



Contact Us

+968 800 0222

Info@investoman.om

استثمر في عُمان
Invest OMAN



Ministry of Commerce and Industry & Investment Promotion – Sultanate of Oman

Investment Opportunity in
Wildlife Centre

Project Profile
August 2025

Oman Wildlife Center: Vision & Value Proposition

A comprehensive wildlife conservation and exhibition center dedicated to Oman's native species, providing educational and interactive experiences to promote biodiversity awareness.

Economic Diversification

Supporting Oman Vision 2040 by developing tourism as one of five primary sectors for economic diversification, leveraging Oman's exquisite natural attractions.

Conservation Impact

Implementing breeding programs for endangered species like the Arabian leopard and Arabian oryx, making a significant contribution to biodiversity conservation.

Educational Hub

Creating comprehensive educational programs to raise awareness about wildlife conservation among visitors, schools, and the broader community.



Key Offerings & Unique Selling Points

Featured Species

The Wildlife Centre will house approximately 190 animals native to the Arabian Peninsula, representing every key habitat from desert plains to coastal waters.

- Mammals: Arabian Oryx, Arabian Tahr, Arabian Leopard, Caracal
- Birds: Oman Owl, Egyptian Vulture, Pink Flamingos
- Reptiles: Spiny-tailed Lizard, Oman Carpet Viper
- Marine Life: Green Turtle, Hawksbill Turtle



Visitor Experience

Key Financial Indicators & Implementation

20.01%

IRR on Total Investment

Strong return on investment demonstrating financial viability

27.95%

IRR on Equity

Attractive returns for equity investors

2.58

DSCR

Healthy debt service coverage ratio

Visitor Projections

- 450 daily visitors (Year 1)
- 164,250 annual visitors (Year 1)
- 12% annual growth rate
- Ultimate capacity: 600,000 visits annually

Economic Impact

- 93 total jobs created
- 43% Omanization rate
- Supporting tourism growth as part of Vision 2040
- Contributes to economic diversification away from oil

Contact Us

+968 800 0222

Info@investoman.om

استثمر في عُمان
Invest OMAN

