

استثمر في عُمان
Invest OMAN



Wellness Retreat Project at Oman Botanic Garden

A world-class wellness retreat and eco-lodge development proposed for the Eastern Conservation Zone of the Oman Botanic Garden. This sustainable luxury project aligns with Oman's Vision 2040 to diversify the economy through tourism while preserving the country's unique biodiversity and cultural heritage.



Project Overview

Location

Eastern Conservation Zone (Zone F) within the Oman Botanic Garden in Al Khoudh, Seeb, Muscat Governorate

Concept

50 luxury eco-lodges with sustainable designs inspired by traditional Omani architecture, integrated with comprehensive wellness facilities

Investment

Total project cost: RO 11.5 million with 40% equity (RO 4.6 million) and 60% debt financing

Returns

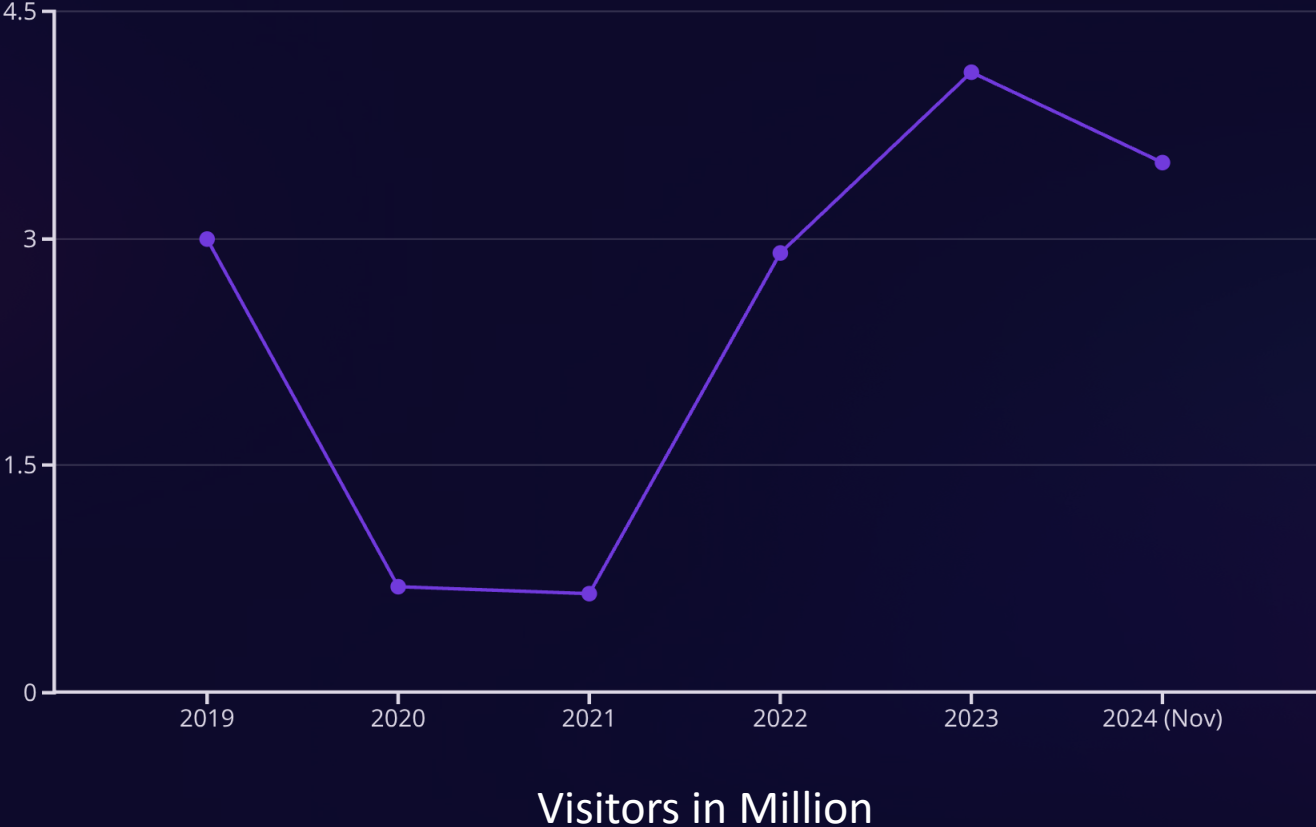
IRR on Total Investment: 15.82% IRR on Equity: 21.66% Payback period: 7.5 years

The project supports Oman's economic diversification strategy by enhancing the tourism sector's contribution to GDP while promoting environmental conservation and cultural preservation.

Oman's Tourism Landscape

Oman's tourism sector has shown remarkable growth, with visitor numbers reaching 4.1 million in 2023, a 38% increase year-over-year. The country aims to attract 11 million international visitors by 2040, with tourism contributing over 6% to GDP and providing employment for 500,000 people.

The Sultanate offers diverse experiences including natural attractions, family holidays, adventure trips, eco-tourism, cultural journeys, and MICE tourism. Tourism contributed 2.5% to Oman's GDP in 2023, with direct value added reaching RO 1.03 billion, a 16% increase from 2022.





Hospitality Industry Performance

812

Hotels in Oman (2023)

Growing at a CAGR of 12% since
2015

31,638

Hotel Rooms

Expanding at a CAGR of 10% since
2015

36.5%

Overall Occupancy

Recovering from pandemic lows of
26.4% in 2020

RO 276M

Hotel Revenue (2023)

23.3% increase from previous year

Five-star hotels experienced significant growth with a CAGR of 13% since 2015, reflecting increasing demand for luxury accommodations. Despite pandemic challenges, the sector has demonstrated resilience, with occupancy rates steadily improving and revenues returning to pre-pandemic levels.



Wellness Retreat Concept

Accommodation

- 50 sustainably designed luxury eco-lodges
- Private patios and eco-friendly green roofing
- Optimal privacy with breathtaking views

Wellness Facilities

- Spa and rejuvenation centers with hydrotherapy
- Yoga and meditation pavilions surrounded by native plants
- Holistic Health Center for nutrition counseling and detox programs

Recreational Amenities

- Elevated boardwalk nature trails with interpretive signage
- Outdoor fitness zones for activities like Tai Chi and yoga
- Interactive organic gardens for sustainable gardening experiences

Dining and Retail

- Organic restaurant featuring locally sourced ingredients
- Boutique selling wellness products and Omani handicrafts
- Eco-tourism souvenirs and sustainable products

Unique Selling Propositions

Integration with Oman Botanic Garden

Direct connection with Oman's rich biodiversity and conservation efforts, appealing to eco-conscious travelers and botany enthusiasts

Exclusive Location

Pristine setting with limited external disturbances, yet only 46 km (41 min) from Muscat International Airport

Unique Eco-Lodge Concept

Private gardens and panoramic views with direct access to surrounding natural landscape and botanic collections

Additional advantages include Oman's 14-day visa-free waiver for 100+ nationalities, approximately 3,500 sunshine hours per year, and the country's high safety ranking (37th worldwide, 3rd in MENA on the 2024 Global Peace Index).

Market Analysis

Target Market Segments

- Affluent locals and expatriates seeking relaxation
- International wellness tourists from Europe and GCC
- Eco-conscious travelers interested in sustainable tourism
- Corporate groups for retreats and team-building

With wellness trips representing 7.8% of global tourism and Oman hosting about 4 million international visitors in 2023, the project needs to attract only 0.8% of wellness-motivated travelers to achieve its targets.

Competitive Landscape

The retreat will position itself among premium wellness destinations in the region, including:

- Anantara Al Jabal Al Akhdar Resort (Nizwa)
- Six Senses Zighy Bay (Dibba)
- The Chedi (Muscat)
- Al Bustan Palace, Ritz-Carlton Hotel

The project's unique integration with the Botanic Garden provides a distinct advantage over these competitors.

Benchmarking Success Stories

1

Euphoria Retreat - Greece (45 keys)

- Generous wellness space: 3,000 m² for just 45 rooms (≈67 m² per key)
- Mandatory long-stay programs with premium pricing (€703 gross per night)

2

Six Senses Zighy Bay - Oman (82 villas)

- 82 standalone pool villas averaging 247 m² support ADRs from US\$722 to US\$19,000
- Signature arrival experiences and verified eco-credibility
- Regional awards reinforce rate integrity

3

Kamalaya - Thailand

- Year-round occupancy ≈70% across 76 keys
- 40% repeat guests and >20% who have stayed four-plus times
- High-touch delivery with 4.6 staff per room

4

SHA Wellness Clinic - Spain

- Runs at "full capacity" with up to 6,000 residential guests per year
- 53% of arrivals are returning clients
- Five core signature programs driving occupancy

Technical Specifications

Land and Development

- Total land area: 662,610 sqm
- Building density: Less than 5% built-up area
- Height restriction: G+1

Eco-Lodge Specifications

- 50 eco-lodges at 1,500 sqm each (including gardens)
- Each lodge: 300 sqm built-up area
- Features: Master bedroom, luxury bathroom, living area, private deck, plunge pool

Utilities

- Connected electrical load: 1,000 kW
- Annual electricity consumption: 4.5 million kWhr
- Solar power generation: 3.65 million kWhr
- Water consumption: 18,250 m³ annually

Sustainable Features

- Solar panels for renewable energy
- Water recycling systems
- Eco-friendly building materials
- Waste management systems



Operational Plan



Staff Training Programs

Comprehensive training in customer experience, wellness expertise, sustainability practices, and cultural awareness



Local Partnerships

Collaborations with Omani artisans, local farmers, and wellness experts to provide authentic experiences and support communities



Sustainability Monitoring

Systems to track waste management, energy and water usage, with regular audits to maintain compliance with certifications

The retreat will employ 117 staff with an Omanisation percentage of 35%, providing significant employment opportunities for locals while ensuring international service standards.

Marketing Strategy

Service Offerings

- Specialized wellness programs integrating traditional Omani practices
- Stress management, yoga retreats, detox programs
- Guided nature walks and outdoor activities
- Farm-to-table dining with local ingredients

Pricing Strategy

- Premium positioning reflecting unique location
- Seasonal pricing: RO 200 (peak) / RO 125 (off-peak)
- Wellness programs: RO 300-1,200 depending on duration

Promotion Strategy

- Digital marketing with high-quality visuals
- Collaborations with influencers and travel bloggers
- Partnerships with premium travel agencies
- Participation in global luxury travel expos
- Features in luxury travel magazines

Target Markets

- GCC countries (especially UAE)
- European wellness tourists
- North American luxury travelers
- Domestic Omani market

Risk Assessment & Mitigation

Delays in Government Approvals

Mitigation: Early engagement with authorities, comprehensive documentation, and contingency time in project timeline

Construction Cost Overruns

Mitigation: Detailed cost planning, fixed-price contracts, regular monitoring, and 10-15% contingency budget

Competition from Established Players

Mitigation: Emphasize unique selling propositions, targeted marketing, and strategic pricing

Seasonal Variability in Demand

Mitigation: Seasonal campaigns, focus on indoor activities during summer, and optimized operational efficiency

Economic Downturn or Travel Restrictions

Mitigation: Diversified target markets, flexible pricing, and operational agility to adjust during challenging periods

Financial Analysis

Project Cost Breakdown

Land Development	RO 333,000
Building & Civil Works	RO 8,529,000
Electromechanical Works & STP	RO 400,000
Vehicles & Transport	RO 44,000
Furniture & Equipment	RO 680,400
Pre-operative Expenses	RO 706,000
Contingency & Escalation	RO 518,000
Working Capital	RO 296,000
Total Project Cost	RO 11,506,400

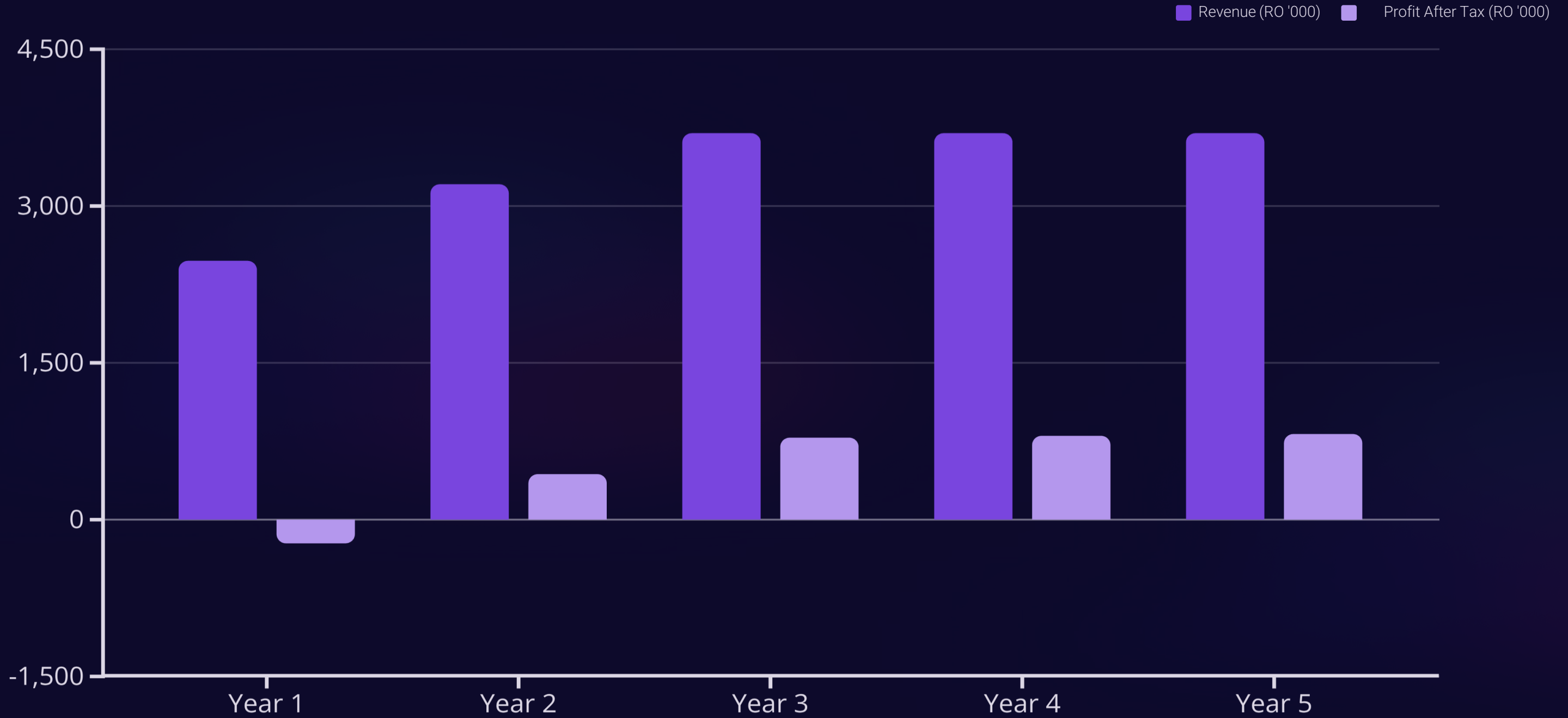
Means of Finance

Equity (40%)	RO 4,603,000
Term Loan (6% interest)	RO 6,696,200
Working Capital Loan (6%)	RO 207,200
Total	RO 11,506,400

Key Financial Indicators

- IRR on Total Investment: 15.82%
- IRR on Equity: 21.66%
- Payback Period: 7 years 6 months
- Debt Service Coverage Ratio: 1.65

Projected Financial Performance



The project shows strong financial performance with revenue stabilizing at RO 3.7 million from Year 3 onwards. After an initial loss in Year 1, profitability improves significantly, with profit after tax reaching RO 782,000 by Year 3 and continuing to grow steadily thereafter. The project demonstrates robust cash flow generation, with a closing balance of RO 2.67 million by Year 5.



Conclusion

The Wellness Retreat at Oman Botanic Garden represents a compelling investment opportunity that aligns perfectly with Oman's Vision 2040 for economic diversification through sustainable tourism. With strong financial indicators, including an IRR of 15.82% on total investment and 21.66% on equity, the project offers attractive returns while contributing to environmental conservation and cultural preservation.

The unique integration with the Oman Botanic Garden, combined with luxury eco-lodge accommodations and comprehensive wellness facilities, positions the retreat to capture the growing global wellness tourism market. The project is technically feasible, financially viable, and strategically positioned to become a flagship sustainable luxury destination in the region.

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

Investment Opportunity in
Wellness Centre

Project Profile
August 2025

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A world-class wellness retreat and eco-lodge development proposed for the Eastern Conservation Zone of the Oman Botanic Garden. This sustainable luxury project aligns with Oman's Vision 2040 to diversify the economy through tourism while preserving the country's unique biodiversity and cultural heritage.

Vision

Create a premium wellness destination that integrates with Oman's rich biodiversity while supporting economic diversification through sustainable tourism.

Location

Eastern Conservation Zone (Zone F) within the Oman Botanic Garden in Al Khoudh, Seeb, Muscat Governorate - just 46 km from Muscat International Airport.

Market Opportunity

With wellness trips representing 7.8% of global tourism and Oman hosting about 4 million international visitors in 2023, the project needs to attract only 0.8% of wellness-motivated travelers.

Key Offerings & Unique Selling Propositions



Accommodation

- 50 sustainably designed luxury eco-lodges (300 sqm each)
- Private patios and eco-friendly green roofing
- Master bedroom, luxury bathroom, living area, private deck, plunge pool

Wellness Facilities

- Spa and rejuvenation centers with hydrotherapy
- Yoga and meditation pavilions surrounded by native plants
- Holistic Health Center for nutrition counseling and detox programs

Integration with Oman Botanic Garden

Direct connection with Oman's rich biodiversity and conservation efforts, appealing to eco-conscious travelers and botany enthusiasts.

Sustainable Features

Solar panels generating 3.65 million kWhr annually, water recycling systems, eco-friendly building materials, and comprehensive waste management.

Premium Experiences

Specialized wellness programs integrating traditional Omani practices, guided nature walks, and farm-to-table dining with local ingredients.

Financial Analysis & Investment Opportunity

Project Cost & Financing

Total project cost: RO 11.5 million

- Equity (40%): RO 4.6 million
- Debt financing (60%): RO 6.9 million

Key Financial Indicators

15.82%

IRR on Total Investment

21.66%

IRR on Equity

7.5

Payback Period (Years)

1.65

Debt Service Coverage
Ratio

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