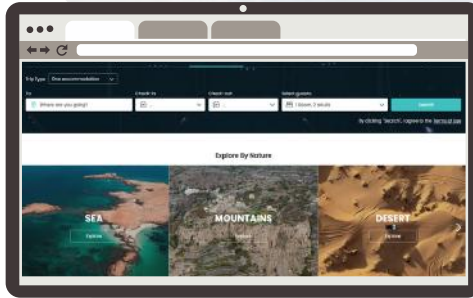




**V I S I T O M A N**

20  
21



## Launch of B2B Booking Platform



**IATA-Certified Travel Service**  
Strengthening Oman's credibility  
in global aviation and travel



### **Airlines Global Distribution System Integration**

AI-powered, real-time access to  
85+ airlines worldwide for more  
competitive choices



### **Digital Integration Across Oman's Upscale Hotel Portfolio**

Dynamic pricing and real-time  
availability to global trade  
partners



20  
22



## Digitally Connecting Oman to the World



**Domestic Airlines Partnerships**  
Strengthening Oman's travel ecosystem: Salam Air & Oman Air



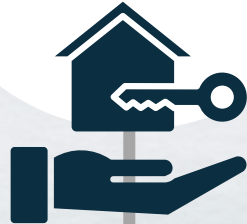
**390+ Global Trade Partners**  
**Onboarded Across 55+ Countries**  
A fully digital gateway to Oman's entire integrated travel supply chain, instantly bookable at a click



**Empowering 250+ Quality-Assured Local Tourism Providers, 80% SMEs**  
Digitally distributing Oman's travel services to trade partners worldwide



20  
23



## Growth, Digital Expansion & Global Visibility



### Global Marketing Incentive Program

Full-fledged campaigns with Voyage Privé, Skyscanner, Hotelbeds, and Almosafer, achieving over 150,000 visitations and earning the Best Destination Award.



### Tech-Powered Award-Winning World Cup Tourism Campaign

Delivered seamless digital travel experiences and 128 #HalfTimeForOman campaign travel packages



### Tailored Plug-and-Play Partners Booking Solution Goes Live

Seamless, fully integrated travel technology powering national campaigns, including MoHT's #AGiftForLife winter campaign



20  
23



### Growth, Digital Expansion & Global Visibility



#### Digital Travel Hub (B2B2C) Launch, Connecting 170+ Global Markets

Scaling global digital distribution of Omani tourism products to a combined user base exceeding 110 million



#### Launch of Oman's First Licensed Short-Stay Rental Platform

A regulated, tech-enabled short-stay ecosystem expanding accommodation choices for visitors, powered by MoHT



20  
24



## Scaling Global Digital Distribution



### Omani Tours & Experiences Go Global

Expanding access to Omani experiences through a multilingual platform across 160 countries



### Integration with Leading AI-Powered Travel Distributor

Multi-product travel reach, including air, hotels, packages, transfers, activities, and car rentals across 100 countries



### Smart Pay Integration Activated

Empowering travelers with secure payments via local and international card networks.

### Launch of Regional Summer Tourism Campaign



Led the #LiveTheVibe marketing campaign and booking platform for MoHT and OMRAN Group, coordinating seamlessly with tourism suppliers across Oman



20  
25

## Multi-Segment Platform Activation



### Activation of Fully Integrated B2C Booking Platform

Comprehensive booking platform for B2C clients, with full range of inbound & outbound travel options



### Travel Tech Booking Solution for Local Agencies and SMEs

Expanded platform utilization by onboarding 130+ local agents, enhancing coverage for consumer travel and corporate travel



### Oman Air Stopover Program Launch

The nation's first-of-its-kind stopover program, featuring 10+ tailored packages across Oman





20  
25

## Multi-Segment Platform Activation



### Activation of MICE Travel Services

Official 'Travel Experience' partner for 14 events, offering landing pages, tailored packages, instant bookings



### #WithinOman Summer Campaign

Marketing campaign for OMRAN Group hotels, activities, and events, with dedicated booking platform



### End-to-End World Cup Qualifiers Ticketing & Registration Solutions

Integrated digital platform offering smooth registration verification and effortless package bookings



### B2B Online Travel Training Course

Multi-language Visit Oman training course for 93,000+ travel agents worldwide



### **Official Launch of IRONMAN Oman Booking Platform (4-Years)**

Experience Oman partnership, offering a dedicated booking platform for travel services



### **Introduced Short-Term Rentals Category on Booking Platform**

Delivering diverse accommodation options across apartments, farms, houses, and chalets, supported through OTA integrations/suppliers



### **Oman Air AI-Enabled Microsites**

Full-service booking platform optimized for efficient global GSA operations



### **Ministry of Heritage & Tourism's "Tashgheel" Tour Guide Program**

Connecting licensed Omani tour guides to global OTAs, supported by an e-learning hub, and global distribution



### **B2B Online Travel Training Course**

Multi-language Visit Oman training course for 93,000+ travel agents worldwide.



### **International Convention & Congress Association (ICCA) Membership**

The only Destination Management System (DMS) in Oman accredited as an ICCA member, strengthening the position in global MICE tourism.



**V I S I T O M A N**