



Introducing Club Med Musandam; an Exclusive Collection Resort

The first Club Med in the Gulf States

08 May 2024, London: The hospitality landscape in the Sultanate of Oman is about to expand with the official signature of the Club Med Musandam project, the first Club Med Resort in the Gulf States.

A direct result of a collaborative partnership between Club Med, Royal Court Affairs and Omran Group (developers of Club Med Musandam), the all-inclusive resort will immerse Oman traditions and Musandam wonders with a holistic well-being concept, whilst adhering to Club Med's commitment to local development - ushering in opportunities for job creation and sustainable growth.

Club Med, the renowned pioneer in all-inclusive sun and snow holidays, has been offering unparalleled holiday experiences around the world since 1950 and through its commercial partnership with dnata Travel Group, has been growing fast over the past few years in the Gulf Cooperation Council (GCC) countries. Club Med serves both leisure travellers and meetings & events (MICE) corporate customers based across GCC.

"The history and success of Club Med lies in its pioneer approach, strongly contributing to the development of regions and areas where it has been implemented. The project of Club Med Musandam is a key milestone as it is our first presence in the Gulf States" says Henri Giscard d'Estaing, President of Club Med.

H.E. Mr. Salim bin Mohammed Al Mahrouqi, Minister of Heritage and Tourism of Oman adds, *"This collaboration with Club Med is an important step that is in line with the objective of Omran vision 2040 aiming at bringing 11 million tourists in Oman to boost the inflow of international tourists to the Sultanate"*.

Sustainability at the centre of the project

Club Med commits to eco-certifying the construction of all its new Resorts with BREEAM or their local equivalent. BREEAM is one of the most recognized international and independent eco-construction certifications in the world. In Oman, the aim is to achieve a « very good » rating for this development.

Club Med Musandam will also adhere to Green Globe standards: an international and independent sustainable tourism certification. This standard rewards establishments in the tourism sector that are committed to improving the environmental and social management of their activity in 4 fields:

sustainable management, economic/social, cultural heritage, and the environment. 100% of Club Med Resorts are Green Globe Certified.

Sustainability is a key consideration for Club Med and this project embraces environmental stewardship by spearheading the "Bye Bye Plastics" movement, which looks at progressively cutting the usage of plastic water bottles and single-use plastics in resorts, a commitment already successfully implemented in the brand's resorts around the world. Echoing this, another eco-commitment by Club Med aims to achieve food waste reduction across all Resorts by 2030.

In addition, over 400 direct jobs and an additional 800 indirect jobs will be generated by Club Med Musandam, as well as employing an additional 1,000 employees throughout the multiple execution phases, invigorating the local economy and providing a significant boost to the job market in Oman and in Musandam Governorate in particular.

Supported by Oman debt funders and equity partners, Club Med Musandam represents an investment exceeding 100 million dollars under the enterprise of Omran Group. The construction period is estimated to be 26 months, commencing in early 2026 with the resort opening scheduled during 2028.

Omran Group is committed to create sustainable and authentic tourism assets, lifestyle communities and destinations that drive economic growth and contribute to the diversification of Oman's economy. *"Our mission is to bring Oman's beauty, peace, and warm hospitality to the eyes of tourists around the world. We are proud to support the growth of the tourism industry in Oman and Club Med Musandam will contribute to deliver this vision"*. Says Dr. Hashil Al Mahrouqi, CEO of Omran Group.

The "Norway of Arabia" with the world's only desert fjords

The unique location of Club Med Exclusive Collection Musandam adds to its charm and beauty. Nestled on the Musandam Peninsula at the extreme Northeast of the Arabian Peninsula, the location's geography, culture and history sets it apart from its Arabian neighbours. Extending out into the narrow Strait of Hormuz, Musandam's jagged coastline has earned it the nickname 'Norway of Arabia'.

In addition to the impressive fjords, the expansive Musandam mountains are equally worthy of exploration. The Hajar Mountains embrace the Strait of Hormuz and provide visitors with magnificent panoramas. The place stands out with its quaint coastal villages, historic forts, unique culture, and incredible marine life. Khasab is the capital of the Musandam province in Oman, and is surrounded with stunning, natural scenery, and is one of the few places where visitors can see authentic Bedouin lifestyle and traditions.

Club Med Musandam is a 5 minute boat ride away from Khasab city and 2 and half hours from Dubai International Airport, making it an attractive destination for both local and international travellers.

An Exclusive Collection surrounded by nature, clear water and mountains

Complete with 300 rooms, the resort will be an Exclusive Collection, the most exclusive and premium line of product of the Club Med portfolio. Taking inspiration from the Oman culture for the resort's interiors, entertainment and food & beverages, Club Med Musandam offers a refined and authentically luxurious experience.

The Club Med Exclusive Collection currently consists of 20 properties including: 5 Exclusive Collection Resorts, 10 Exclusive Collection Spaces, 4 Villas and Chalets, and 1 Sailing Yacht, the Club Med 2.

Activities and sports are an integral part of the Club Med DNA and expertise, and with an all-inclusive holiday at Club Med Musandam, holidaymakers can enjoy tennis, paddle tennis, beach tennis, archery, scuba diving, snorkelling, sailing, kayaking and paddling over the water.

For those looking for a wellness retreat, the Resort will offer a full holistic well-being experience with a real sanctuary to reconnect yourself with an indulgent spa, a fitness centre with several classes every day, a yoga school and an adult-only Zen pool and bar where guests can find the perfect peace, relaxation, and rejuvenation.

For kids, the resort will include a world-class kids' club with tailored facilities and certified staff for children of all ages, from 4 months old, inspiring curiosity, fun, and friendship.

The Resort Centre will also offer a shopping experience as well as gourmet food and beverages at either the restaurant, bar, or the wine corner. In this location, entertainment, artistic performances, and live music will happen both during daytime and evening.

With Club Med Musandam set to reinforce the Oman hospitality landscape, it is poised to become a symbol of transformation, empowerment, and sustainable growth for the region and the country.

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About Club Med:

Club Med, founded in 1950 by Gérard Blitz, is the pioneer of the all-inclusive concept, operating nearly 70 premium beach and mountain Resorts spanning across 5 continents with new openings and renovations planned every year. Each Club Med Resort features authentic local style and comfortably upscale accommodations, superior sports programming and activities, enriching children's programs, gourmet dining, and warm and friendly service by its world-renown staff with legendary hospitality skills, an all-encompassing energy and diverse backgrounds.

Club Med operates in more than 40 countries and regions and continues to maintain its authentic Club Med spirit with an international staff of more than 28,000 employees from more than 110 different nationalities.

Throughout its history, Club Med has reinvented itself while remaining true to its original philosophy, summed up in the words of its founder Gérard Blitz: “The purpose of life is to be happy... and from this idea a mindset was born. The place to be happy is here. And the time to be happy is now.

About Oman Tourism Development Company (OMRAN Group) Growth Through Tourism OMRAN Group, the Sultanate of Oman's executive arm for tourism development, is committed to creating sustainable and authentic tourism projects, residential communities, and destinations. These initiatives are key in driving economic growth and supporting the diversification of Oman's economy. The Group's multifaceted and collaborative approach enables it to work independently or as a catalyst, combining governmental strength with private sector innovation. OMRAN Group's partnerships span various stakeholders, including government bodies, private entities, local communities, SMEs, and more. This collaborative approach ensures its initiatives positively impact the environment, social fabric, and local economy while preserving Oman's rich cultural heritage and environmental values. Inspired by Oman's stunning beauty, peaceful harmony, and gracious hospitality, OMRAN Group endeavours to share these treasures globally, thus enriching the country's vibrant tapestry of experiences and opportunities.

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