

THE WORLD CUP IS COMING TO OMAN WITH THE FOOTBALL FAN FESTIVAL

SET TO BE ONE OF THE MOST EXCITING FOOTBALL FAN EVENTS EVER HELD IN OMAN

Muscat, Sultanate of Oman, 25 October 2022 | Bringing the spirit and celebration of the World Cup to the country, the Oman World Cup Programme is proud to announce the details of the Football Fan Festival, which will be hosted for the duration of the entire tournament. The Festival is set to bring fans and their families closer to the World Cup in Qatar with a variety of exciting activities, competitions, food stalls and more for everyone to enjoy. Every World Cup match will also be broadcast live at the Festival, which will take place at the Oman Convention and Exhibition Centre (OCEC) Gardens between 20 November and 18 December 2022.

Speaking on the upcoming Festival, HE Azzan Qasim Al Busaidi, Undersecretary of the Ministry of Heritage and Tourism and Head of the Steering Committee overseeing the Oman World Cup Programme, said, "The World Cup is one of the most significant sporting events to be held in the region in recent years. The 'Oman World Cup Programme,' aims to leverage our position as a satellite city to support Qatar's World Cup efforts and attract fans looking for the ideal base to stay in and explore while attending the tournament. With the Football Fan Festival as the main attraction of the programme, we intend to bring the excitement and atmosphere of the World Cup to local and visiting fans while also showcasing all Oman has to offer – its unique history, heritage, beauty and renowned hospitality."

The CEO of OMRAN Group, Hashil bin Obaid Al Mahrouqi, added, "From the outset, our aim has been to make this a family-oriented, memorable festival that brings fans closer to the action while providing them and their families with fun, exciting, and innovative ways to connect and engage through football. With all matches broadcasted live against the stunning backdrop that is our state-of-the-art convention centre, the Football Fan Festival will provide the best possible way for football enthusiasts to experience the World Cup with other fans and family."

An area of more than 9,000 square metres at the Oman Convention and Exhibition Centre Gardens will be dedicated to the Football Fan Festival, which will feature a specially constructed fan village catering to all ages, whether they are football fans or not. All World Cup matches will be broadcasted live throughout the Festival, with visitors also able to enjoy a wide range of interactive games, innovative technologies, football competitions, live performances, and food and drink outlets offering both local favourites and international cuisine. SMEs from over 60 different categories are currently involved in bringing this ground-breaking project to life.

The Football Fan Festival has appointed Oman's football icon Ali Al Habsi as the official brand ambassador alongside favourite sports personalities Khalil Al Balushi, Fatma Al Nabhani and Mohammed Al Noufali. They will all join the Festival's promotional activities and on-site activations. To ensure the event is accessible to everyone, the entrance fee will only be OMR 2 per person (free entrance for children of ages 4 and below). Considering the nominal entrance fee, thousands of visitors are expected daily.

Oman has taken several steps to welcome overseas World Cup 2022 travellers. To facilitate easy access to Oman and frequent travel to Doha to attend the World Cup matches, all Hayya Card holders and their immediate family members will be eligible for a free 60-day multi-entry visa.

Oman Air, the national carrier of the Sultanate of Oman, will operate dedicated daily flights between Muscat and Doha from 20 November to 03 December to facilitate travel for World Cup fans. The one-hour flights can be booked easily and come with a fast-track airport service for a seamless World Cup journey, offering a touch of Omani hospitality. With exciting kick-offs on the horizon, Oman Air makes sure fans get to the match in award-winning comfort and with exceptional onboard service.

There is so much more to Oman than just an amazing World Cup experience. The country offers a range of exclusive hotel packages and special tour rates available for visiting fans, as well as those accompanying them. These include over 20,000 hotel rooms across all budgets, plus a dedicated transportation network to ensure a seamless travel experience. Hayya cardholders can choose from a variety of customised day tours packed with thrilling adventures, breathtaking natural beauty, and Oman's centuries-old history.

For more information on the Football Fan Festival, please visit <https://www.footballfanfestival.om>

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About Oman's Football Fan Festival

The Football Fan Festival in Muscat is set to be the largest celebration of football in Oman, spanning an area of over 9,000 square metres. It will take place in the Oman Convention and Exhibition Centre (OCEC) gardens between 20 November and 18 December 2022 in a specially constructed, family-friendly fan village. Visitors to the Festival will be able to watch all World Cup 2022 matches and engage in everything from creative activations to interactive games, live performances and food and beverage outlets serving local and international cuisine.

About The 'Oman World Cup Programme'

With its 'Oman World Cup Programme', the Sultanate of Oman seeks to provide an unparalleled experience for all Hayya cardholders who choose to visit Oman at any time during the world cup. Alongside a series of promotional campaigns coinciding with the tournament, all Hayya cardholders will be offered unique experiences and be able to take advantage of a wide range of special visa, flight, transportation and accommodation offers. The Programme is being overseen by the Ministry of Heritage and Tourism in collaboration with the Ministry of Culture, Sports and Youth, Royal Oman Police, OMRAN Group, Oman Air, and Oman Airports.