MARAH

HOTELS & RESORTS MANAGEMENT

We create memories.

Hotel management, operating partnerships and hospitality development in Oman and beyond.

Hotels are everywhere.
The joyful are rare.

We believe hospitality is more than rooms, restaurants and reservations. It is the feeling a guest carries home - and the confidence an owner has in their investment.

MARAH brings operational precision and human warmth together. Every detail has a purpose. Every team member has a voice. Every stay is an opportunity to create a joyful, lasting memory.

Global standards.
Genuine soul.

To become a distinctive hospitality management brand born in Oman and trusted across the region - known for memorable guest experiences, disciplined commercial performance and personally delivered leadership.

OUR PROMISE

An experience guests never forget.

A performance owners always remember.

MARAH

Performance with personality.

01

Hotel Management

Owner-aligned, hands-on leadership across operations, people, guest experience and commercial performance.

02

Pre-opening & Turnaround

From concept and readiness to opening day - or from underperformance to renewed momentum.

03

Revenue & Commercial

Positioning, pricing, sales and distribution strategies that convert potential into sustainable performance.

04

Guest Experience

Service standards and memorable touchpoints that turn a stay into a story worth sharing.

05

Outdoor Events & Catering

Planning, catering and guest service for corporate events, weddings and private occasions.

06

Training & Development

Practical team development across front office, housekeeping, F&B;, sales and guest relations.

One vision.
Flexible ways to deliver it.

01

Hotel Management

Full operational leadership focused on guest satisfaction, profitability and long-term asset value.

02

Lease & Operate

Committed stewardship for owners seeking a clear commercial structure and stable operator.

03

Performance Partnership

Flexible fee structures aligned with revenue, profitability and measurable shared success.

04

Advisory & Pre-opening

Concept, recruitment, systems, launch planning and complete operational readiness.

International standards.
Local understanding.

Mövenpick

SHARM EL SHEIKH

International resort operations and destination-led guest experience.

Hilton

MORE THAN 5 YEARS

Global standards, disciplined systems and service-led commercial performance.

England

4 YEARS

Hotel experience in one of the world's most established hospitality markets.

Atana Hotels

SULTANATE OF OMAN

Experience with Oman's homegrown hospitality brand and local operating environment.

Numbers that tell a performance story.

60%+	REVENUE GROWTH	50%+	COST REDUCTION
#1	TRIPADVISOR RANKING	7.2 → 8.5	BOOKING.COM SCORE
10+	HOTELS	500+	TEAM MEMBERS
4+	HOTEL OPENINGS	6,000	CONFERENCE GUESTS

Leadership that moves a

COMMERCIAL

Revenue-led hotel leadership

Market positioning, rate integrity, sales focus and disciplined revenue management.

REPUTATION

Standards guests can feel

Service routines, room quality controls and accountability that strengthen loyalty and online scores.

EFFICIENCY

Better systems, stronger teams

Cost control, training and operating standards that translate strategy into daily results.

OPENINGS

Ready from day one

People, systems, standards and launch discipline for confident hotel openings.

F&B

Every space is a revenue story

Restaurant concepts, menu strategy and service design that turn outlets into destinations.

EVENTS

Hospitality beyond hotel walls

End-to-end event delivery for landmark conferences, corporate gatherings and private celebrations.

Hospitality without walls.

From private celebrations and weddings to corporate gatherings and landmark conferences, we bring hotel-level planning, catering and guest service to every venue.

6,000

conference guests

Experience opening a landmark conference venue among the largest in the Middle East.

Distinctive properties. Untapped potential.

We welcome conversations with hotel owners, investors and developers across Oman and the wider region.

01 Independent hotels

02 Resorts

03 Serviced apartments

04 New openings

05 Underperforming properti

06 Lease opportunities

Never generic.
Always intentional.

We adapt proven hospitality discipline to the character of each destination, property and team.

01 Distinctive by design

02 Commercially disciplined

03 Locally connected

04 Personally delivered

Bring us your vision.
We'll create lasting memories.

For hotel management, operating partnerships, investment opportunities, outdoor events and hospitality development in Oman and beyond.

CONTACT

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Sultanate of Oman | Hospitality without borders

MARAH