

Key Takeaways

Webinar Overview:

During the pandemic, international travel saw many restriction, leaving locals and residents no options but to explore the beauty of Oman's diverse nature. This has opened up opportunities for tour operators and tech-based tourism companies to innovate new ways of destination selection, booking and exploration. In this webinar, we pick the brains of some leading examples of entrepreneurs who has used technology as a tool to create meaningful and exciting travel experiences.

Startups under the spot light:

- ✓ Darbak: An app that brings all adventure and tourism companies under one umbrella.
- ✓ Nuzha: A tourism company aimed to create exceptional experiences for women.
- ✓ Talaah: Mobile app for easy booking of farmhouses, chalets and camps.
- ✓ Teepee: A company specialized in luxurious camping services.

Challenges Faced During COVID-19

- ✓ Some companies, especially those who have been working on a model based on foreign tourists, have had to change their business model to a new one that targets domestic tourism.
- ✓ Enforcement of social distancing and restriction on gatherings by the Supreme Committee affected the level of service provided
- ✓ The number of trip participants had to be reduced even after easing restrictions by the Supreme Committee
- ✓ Fear of launching applications during the pandemic

What is the impact of technology on activities of tourism companies?

- ✓ The use of technology and digital databases helped those companies to better understand the market.
- ✓ It has helped companies save time and effort in routine activities such as compiling participant lists and collecting payment.
- ✓ Technology also made it easier for customers to book trips at any time.
- ✓ Technology helped tourism companies to save time and focus on more critical tasks such as business development.

FAQs:

- 1. Why would a tourism company need investors?**
 - Like other startups, tourism companies need investments to expand their technology operations;
 - For marketing;
 - Expansion to regional and international markets;
 - To train staff;
 - To expand their operational assets.
- 2. How does TEEPEE choose their camp sites?**
 - TEEPEE works bases on understanding seasonal preferences. Every season, TEEPEE communicates with its customers and offer them the available sites for the season.
- 3. Are the NUZHA operations run entirely by women?**
 - Yes, we have an all-women crew to offer exceptional outdoor experiences for all women! The NUZHA team welcomes all female candidates to be part of its crew. If you wish to join the NUZHA crew, send your details to their email: info@nuzha.om
- 4. How can a tourism company maximize its visibility and customer buy-in?**
 - Work with travel agencies to reach the largest possible segment
 - Establish partnerships or cooperation deals with key tourism companies or other startups to expand customer network
 - Use social media influencers to promote for your services
 - Create special packages that suit customers' needs
 - Document all company activities
 - Use social media account smartly to reach the largest possible segment

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Do you have any questions for the webinar guests?

Do not hesitate to email them directly at:

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