

## Majid Al Futtaim to open Snow Oman, the largest snow park in MENA region, on 24 December

*Advance tickets now on sale on [snowoman.com](http://snowoman.com)*

**Muscat, Oman, 23 December 2022:** Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa, and Asia, is excited to announce the opening of Snow Oman on 24 December. Be the first to experience the MENA region's largest indoor snow park by booking your advance tickets from [snowoman.com](http://snowoman.com).

Set in the heart of the Mall of Oman, Snow Oman covers a sprawling area of 14,830 square metres with a "Desert Blizzard" theme – a reimagined world where Oman's cityscapes and sand dunes are covered in real snow. The coolest must-visit destination will feature family-friendly rides such as the Mountain Thriller, Snow Bullet, Slide Winder, Cloud Climber, and Zorb Ball, unique attractions such as Cold Town Muscat, Frozen Shipwreck and Lighthouse, and a 475-square metre ice rink. Like its sister brands Ski Dubai and Ski Egypt, Snow Oman is now home to a colony of king and gentoo penguins who are provided with the best possible care in a custom-built penguinarium.

In 2005, Majid Al Futtaim pioneered a one-of-a-kind, sub-zero leisure offering in the Mall of the Emirates: Ski Dubai. The award-winning experience has been recognised as the World's Best Indoor Ski Resort by the prestigious World Ski Awards for seven consecutive years. In 2017, Ski Egypt opened in the Mall of Egypt and set an all-new record for being the first of its kind in the African continent.

Be the first to experience Oman's first and only indoor snow destination, Snow Oman. Book your tickets now at [snowoman.com](http://snowoman.com).

**END**

**Note to the Editor:** The legal name of this company is "Majid Al Futtaim" and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses, spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres and five community malls, which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 375 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens, as well as a portfolio of world-class leisure and entertainment experiences across the region, including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business, representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

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