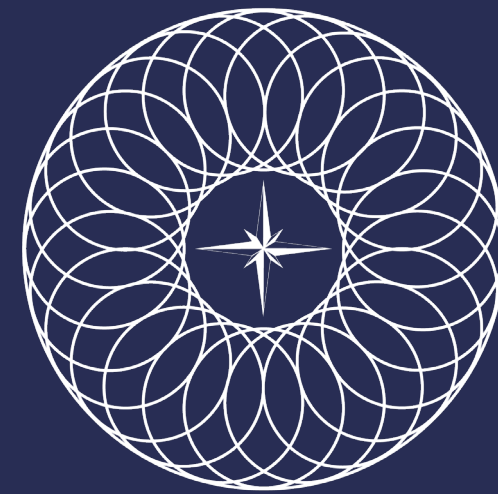




OmarOwen
Global

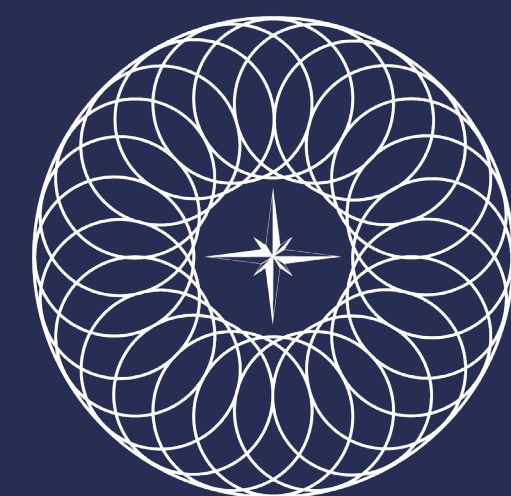
Welcome to OmarOwen,

Where we redefine the art of hospitality
by curating immersive cultural
experiences and fostering holistic
wellbeing.

Here, every destination is more than a
place – it is a gateway to self-discovery,
cultural richness, and purposeful luxury.

Join us in bringing this visionary concept to life.
Invest in the future of transformative, sustainable hospitality.





*Imagine a hospitality experience that
transcends the ordinary - a sanctuary where
every stay becomes a transformative journey.*

The Invitation

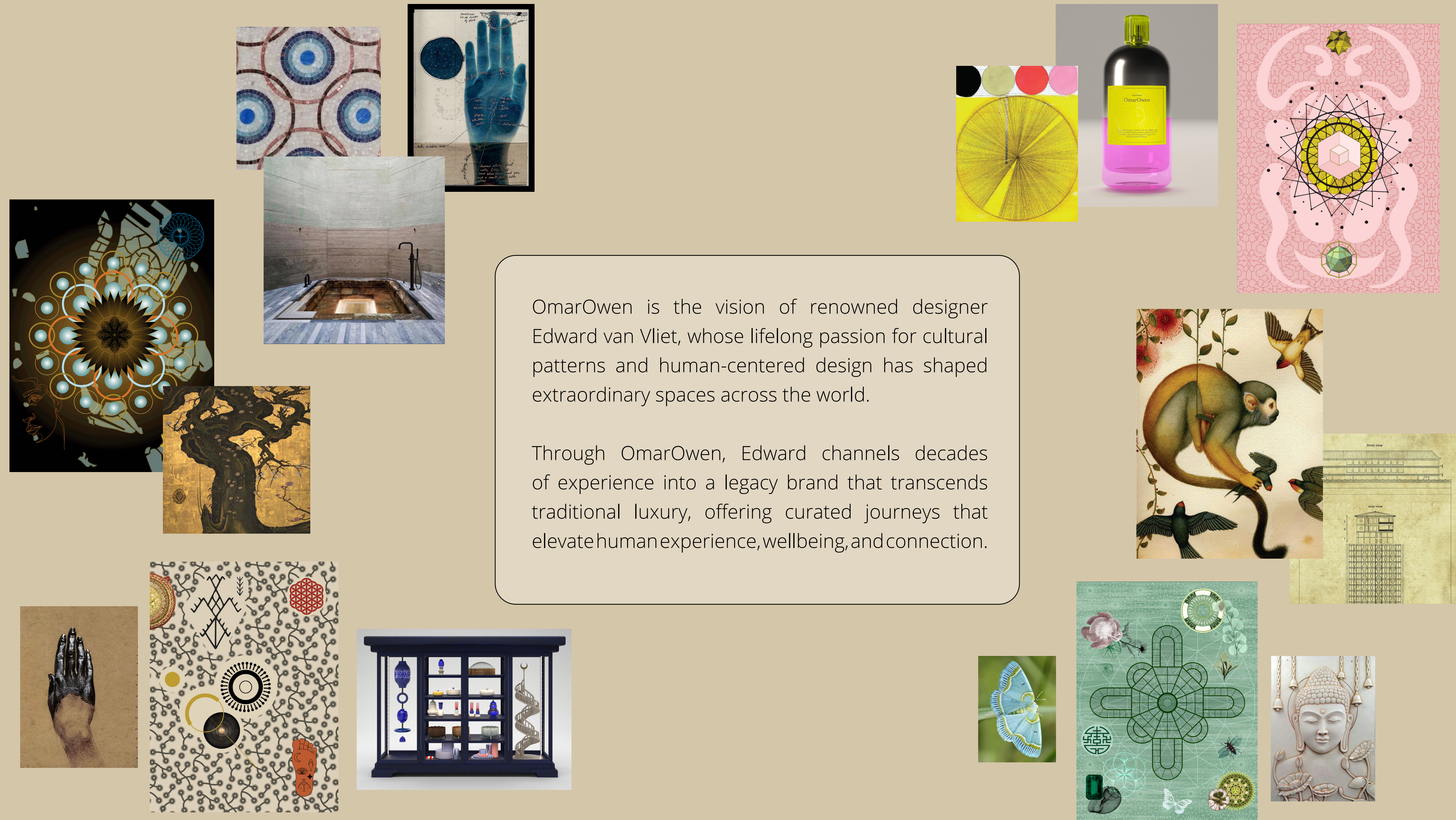
*Your Path to Holistic Wellbeing and
Cultural Immersion*

The Brand

*Purposeful Luxury by
Edward van Vliet*

OmarOwen is the vision of renowned designer Edward van Vliet, whose lifelong passion for cultural patterns and human-centered design has shaped extraordinary spaces across the world.

Through OmarOwen, Edward channels decades of experience into a legacy brand that transcends traditional luxury, offering curated journeys that elevate human experience, wellbeing, and connection.



The Brand Ecosystem

A Symphony of Spaces and Experiences

Under the OmarOwen umbrella, three distinct yet interconnected worlds come to life

OmarOwen Hotels

Destinations where luxury and transformation converge.

Cubikoo Private Residences

Bespoke living spaces that extend the hotel's philosophy into the everyday.

Rooms of Origins Collections

Signature design elements, fragrances, and curated objects that elevate each space's soul.

Together, these worlds create a multi-dimensional lifestyle brand designed for discerning global citizens

The Seven Transformative Journeys

INVITATION

Follow the trail of OmarOwen, the enlightened wanderer who stays just a step ahead -leaving behind a tapestry of discoveries for those who dare to follow.

As guests embark on each of the Seven Transformative Journeys, they are not merely observers; they are fully immersed in curated spaces, sensory rituals, and cultural narratives that awaken the senses and stir the soul. Each journey invites personal exploration, offering moments of reflection, connection, and wonder - designed to resonate deeply within.

Through meticulously designed spaces, sensory textures, evocative fragrances, and symbolic touchpoints, guests are gently guided toward a sense of inner expansion - a feeling of boundless freedom that transcends the physical space. This freedom is not fleeting; it is cultivated from within and lingers long after departure, becoming part of the guest's personal story, a transformation that endures.



1

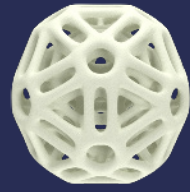
Journey of Timeless Wisdom

More than a restaurant, The Orient Club is a refined sanctuary where dining becomes a gateway to deeper insight.

Rooted in astrology, mythology, and symbolic traditions, this journey offers guests an atmosphere of quiet elegance and meaningful discovery:

- Tarot, astrology, and palm readings woven into the experience
- Personalised birth chart consultations and moon cycle sessions
- Intimate spaces for quiet reflection, storytelling, and symbolic exploration.

Inspired by ancient trade routes and timeless wisdom, The Orient Club invites guests to dine in a setting where culture, mysticism, and self-inquiry converge—offering nourishment not only for the body, but for the spirit.



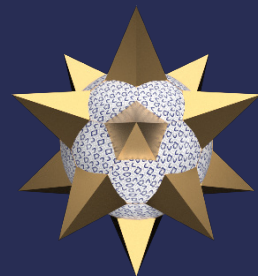
2

Journey of Creative Devotion

A sanctuary for self-expression and creative renewal, Journey of Natural Harmony is designed for solo travelers, artists, and seekers of inspiration. Set within a fluid indoor-outdoor space, this journey invites guests to slow down, reconnect, and create with intention.

- Facilitator-led art and writing studios
- Communal spaces that nurture creativity and connection
- Short-form workshops to unlock flow and quiet inner doubt
- Masterclasses with visiting artists and visionaries

At the heart of this journey is The Artist-in-Residence Atelier—a living, breathing studio where inspiration is not just found, but actively cultivated. Here, the natural world meets human imagination, and creativity becomes a form of wellbeing.



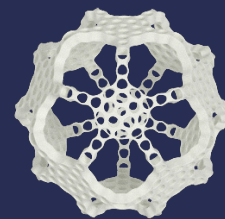
3

Journey of Deep Memory

A return to ritual, Journey of Deep Memory invites guests into a sensory journey of cleansing, renewal, and remembrance. Rooted in region-specific wellness traditions, this experience blends time-honored practices with refined serenity.

- Traditional hammam rituals, mineral-rich scrubs, and steam therapies
- Body treatments using locally sourced, natural products
- Curated wellness programs ranging from a single session to multi-day immersions

At the center lies The Hammam Suites—a tranquil haven where ancient purification rituals are reimagined as modern rites of restoration. This is where the body is cleansed, the mind quieted, and deep memory awakened.



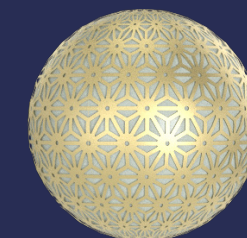
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Journey of Natural Harmony

A spa experience rooted in nature, The Conservatory Spa is a greenhouse sanctuary where wellness and the natural world come together.

- Outdoor water and sound therapy
- Guided nature walks, forest bathing, and silent hikes
- Buddhist meditation and seasonal grounding rituals

Designed for guests seeking calm, clarity, and reconnection, this journey blends spa rituals with the healing power of the landscape. A quiet retreat where nature is the therapist, and the surroundings do the work.



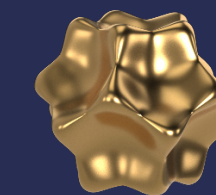
5

Journey of Sacred Perception

For the curious minds and soulful seekers, Journey of Sacred Perception is a sanctuary of thought and discovery. Here, guests are invited to reconnect with the wisdom of the world through:

- Curated libraries featuring rare books, manuscripts, and global texts
- Intimate talks and readings exploring mythology, history, and storytelling
- Rotating exhibitions and guest lectures led by local scholars and cultural voices.

This immersive space—The Archival Hideaway—offers more than knowledge; it's a reflective journey through time, designed for those who seek meaning, context, and a deeper connection to the places they explore.



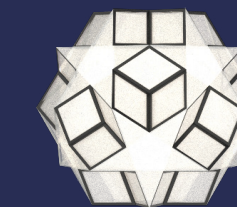
6

Journey of Inner Awaken- ing

A serene space for grounding and growth, Journey of Inner Awakening guides guests toward balance through daily rituals of movement and stillness.

- Yoga, breathwork, and mindfulness sessions
- Movement therapy for body awareness and emotional release
- Flexible programs, drop-in or structured, tailored to each guest's rhythm.

Set within The Meditation Garden, this journey offers a peaceful retreat where ancient practices meet modern needs cultivating clarity, strength, and inner calm.



7

Journey of Boundless Freedom

A journey with no destination—Journey of Boundless Freedom invites guests to turn inward, carrying the insights of other paths into their own evolving story.

- Nighttime gatherings centered on wisdom and culture
- Storytelling with local elders and thought leaders
- Fire circles and open conversations on purpose, identity, and belonging.

This is not tied to a place—it lives within the guest. A nomadic experience that unfolds wherever presence meets curiosity, and reflection meets connection. A celebration of the self in motion, guided by meaning, community, and the freedom to explore without limits.

The Wellness & Sustainable Travel Opportunity

A Trillion-Dollar & Rapidly Expanding Market

Wellness tourism was valued at US \$815 B in 2022, projected to reach US \$2.1 T by 2030 (CAGR12.5%) (Sources: CN Traveler, Grand View Research, Hotel Dive).

Wellness travelers account for 23% of global lodging revenue and typically spend 35–53% more per stay than the average tourist.

The broader wellness economy is expected to reach US \$9 T by 2028, fueled significantly by wellness tourism and wellness real estate.

Guest Expectations Are Transforming

Today's travelers—especially affluent and wellness-focused guests—seek more than spa treatments. They desire immersive, holistic experiences: mindfulness, guided nature rituals, longevity programs, and personalized wellbeing journeys (Sources: The Times, Business Insider, NY Post).

Guest demand is shifting:

- 76% say sustainability is essential
- 78% actively seek eco-certified stays
- 35% require energy-efficient infrastructure (Source: TravelPerk)

A Market Ready for Deeper Involvement

Sustainability in Hospitality: The Next Frontier

- The global hospitality industry has made valuable progress in adopting greener practices—but many of these efforts remain surface-level or fragmented.
- Today's guests are calling for something more:
Authenticity. Depth. A true sense of responsibility.

Common Gaps in the Industry Today

- Many properties focus on “greenwashing”- marketing sustainability without embedding it into design, materials, or supply chains.
- Remote wellness resorts often lack proper waste management systems, inadvertently harming the very environments they celebrate.
- Energy and water efficiency are frequently afterthoughts, not core design pillars.
- With minimal global regulation over sustainability and wellness standards, guest expectations are not always met consistently.

OmarOwen's Deeper Commitment

At OmarOwen, sustainability is not a feature—it is a founding principle.

While many hotels offer sustainability claims or wellness experiences, the industry currently lacks a global baseline, leading to wide variations in authenticity and quality.

The World Travel & Tourism Council (WTTC) has highlighted this gap, creating a clear opportunity for visionary brands like OmarOwen—those that embed genuine sustainability and transformative guest journeys into their very DNA.

We are committed to building from the ground up with:

- Regenerative design and locally sourced materials.
- Energy-efficient, low-impact construction.
- Responsible water and waste management systems.
- Partnerships with artisans and local communities to preserve cultural authenticity.
- Guest journeys that cultivate personal transformation and environmental awareness.
- We create spaces that enrich the guest experience while honoring the planet.

This is the evolution of luxury

Built in Harmony

OmarOwen's Commitment to Regenerative Luxury

Built-in Harmony with Nature

Structures are thoughtfully designed to preserve and nurture the surrounding ecosystem, seamlessly blending indoor and outdoor living to immerse guests in natural beauty.

Smart Design

Prioritize energy efficiency through environmentally responsive design, incorporating photovoltaic roofs, carbon-absorbing walls, and smart storage solutions to optimize resource use.

Holistic Sustainability

OmarOwen promotes a lifestyle of mindful consumption, balancing reduced resource demand with exceptional comfort and wellbeing throughout every space.

Modular Design & Circularity

Spaces are built for longevity and easy maintenance, using materials that support circular economy principles—minimizing waste and enabling continuous renewal.

Capturing the Wellness Economy in One Transformative Model





Unlike many hospitality brands that tap into a single wellness niche, OmarOwen's integrated model allows us to simultaneously access multiple high-growth sectors of the US \$9 trillion global wellness economy.

By offering immersive guest journeys, private residences, and curated design collections, we create:

- Layered revenue streams
- Multi-sector market access (hospitality, wellness tourism, wellness real estate, luxury products)
- Deeper guest loyalty within one cohesive experience ecosystem

OmarOwen is more than a hotel - it's a living, evolving platform designed to capture the wellness economy in its most expansive form.

The Investment Proposition

Purposeful Partnerships

OmarOwen partners with visionary investors and operators who share our commitment to **purposeful luxury, sustainable practices, and transformative guest experiences.**

Our partnership model offers

- Project-specific licensing
- Market-specific territory rights
- Global rights for qualified international operators

Essential Criteria

- Proven excellence in hospitality operations
- Experience with luxury brands
- Strong operational infrastructure
- Track record of successful project completion
- Established client base in target market
- Commitment to maintaining brand integrity
- Brand ownership retained by OmarOwen Global

The Opportunity

More Than a Hotel

OmarOwen is positioned to capture the growing demand for wellness-driven, culturally immersive luxury travel.

Our multi-revenue model spans



- Hospitality (hotels, resorts, spas, wellness centers)
- Private residences with a direct design lineage to our hotels
- Lifestyle and design collections for ongoing brand engagement

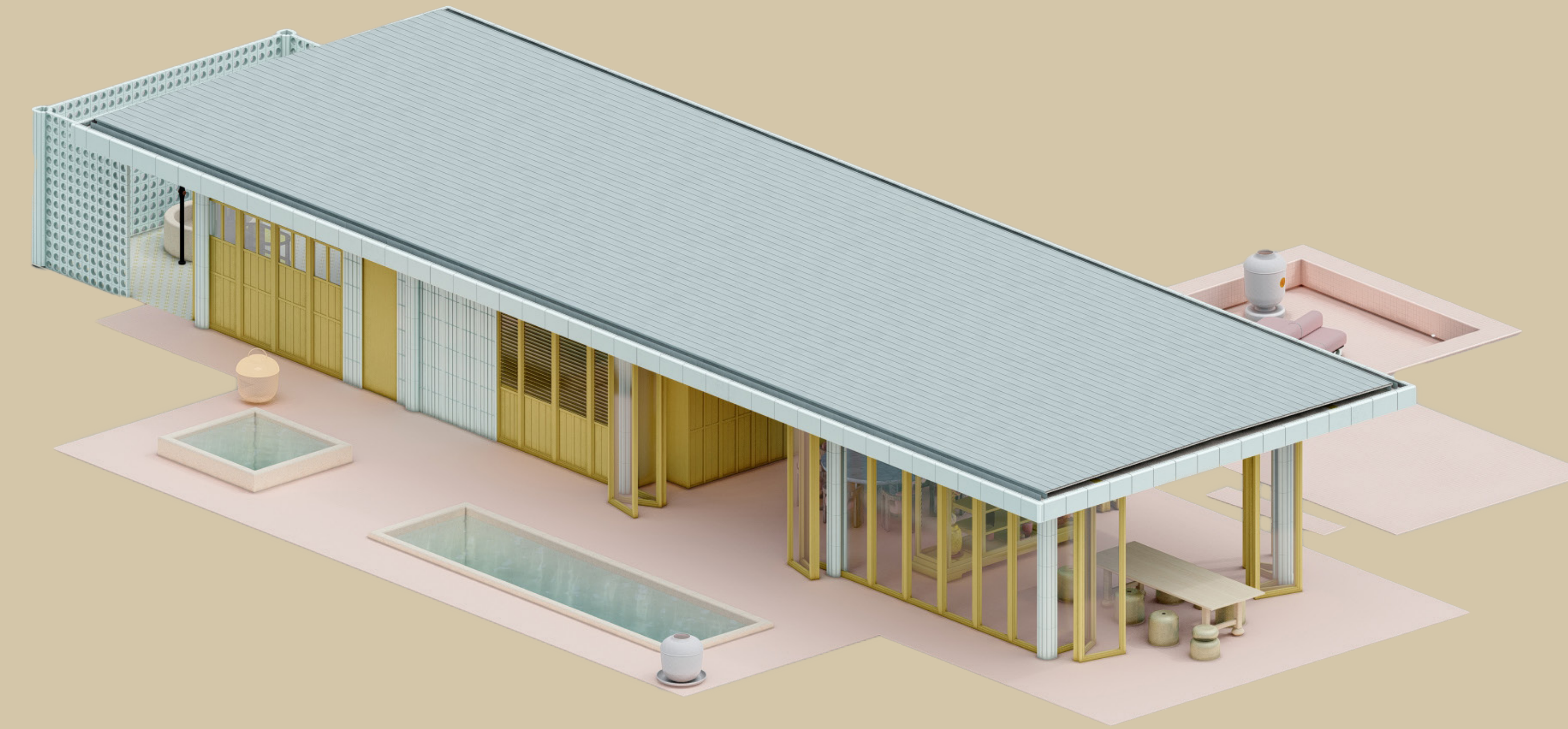
With a scalable partnership structure and a globally resonant story, OmarOwen offers a distinctive opportunity to invest in a legacy of meaningful luxury.

Cubikoo & Rooms of Origins

Extending the Experience

Cubikoo Private Residences

Redefining home as a sanctuary for self-discovery and curated living.

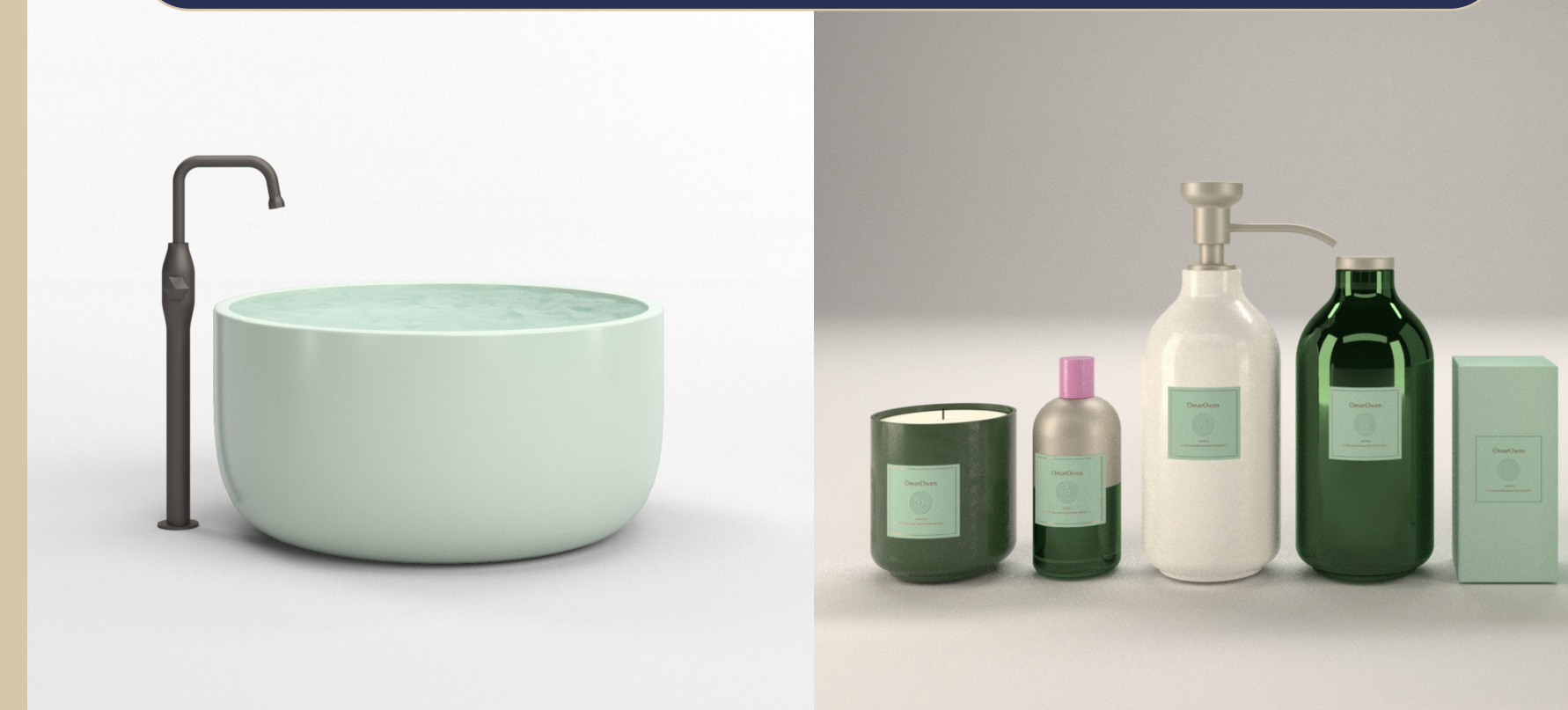


Both seamlessly integrate into the OmarOwen guest journey, extending the experience beyond the hotel walls.



Rooms of Origins Collections

Our bespoke furnishings are thoughtfully crafted to prioritise sustainability and guest comfort. Our handcrafted signature fragrances create a lasting emotional connection to our spaces, each designed to evoke memory, place, and emotion - adding an invisible yet deeply immersive layer to the OmarOwen experience.



Sustainability, Legacy, and Global Reach

MISSION

OmarOwen is committed to meaningful impact - environmentally, culturally and socially.

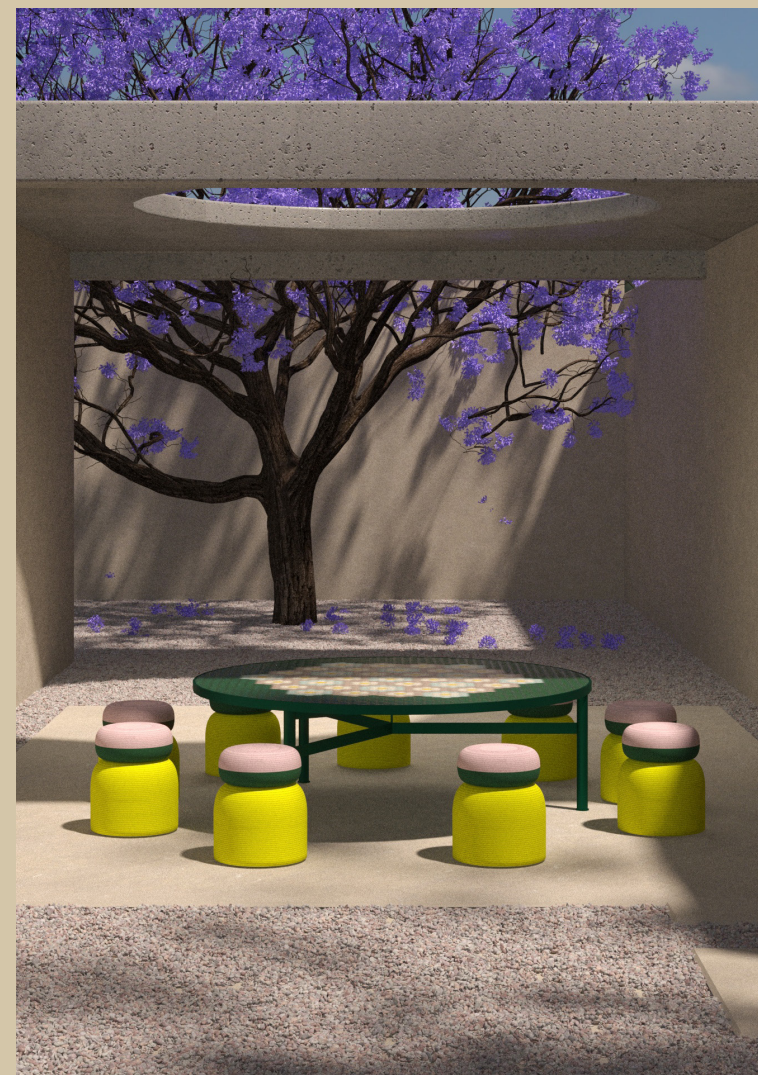
We integrate sustainable practices at every level, ensuring each project contributes to the wellbeing of both people and the planet.

Through our global design network, we adapt each destination to celebrate local heritage while maintaining the uncompromising elegance that defines our brand

Next Steps & Contact



Contact: Edward van Vliet | edward@edwardvanvliet.com



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