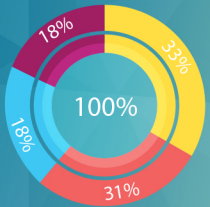


# Khuzestan Overview

One of the best places for investment

## Khuzestan Foreign Visitors Segmentation



Tourism/Leisure  
Business/Corporate  
Personal  
Treatment/Healthcare

### Why Khuzestan

#### Climate

The climate can be exceptionally attractive in the winter.

#### Oil and Gas

Most of Iran's oil business are located in the region

#### Tax Free

The province is home to Arvand Free Zone, a vibrant economic free zone.

#### Historical Sites

Historical existence of one of the oldest civilization in Shush

#### Archeological Studies

Attractive/ popular locations for archeological studies/ archeologists

#### Wildlife

Abundance of natural forestry with attractive wildlife features and agricultural lands.

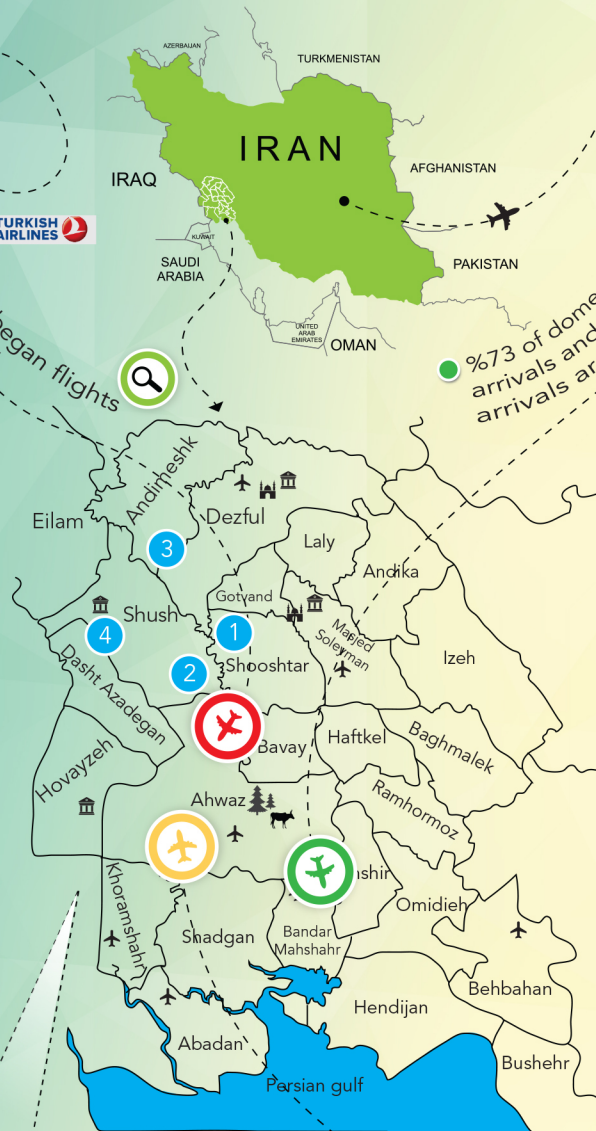
#### Wedding

Wedding tend to be large (often with 600 to 1000 guests) and there is demand for sizable venues in the area.

#### Historical Places

- 1 -Shooshtar Historical Hydraulic System
- 2 -Cogha Zanbil
- 3 -Dez Dam
- 4 -Shush Historical Area:  
Shush Castle  
Mausoleum of Daniel  
Haft Tapeh  
Apadana Palace

%18 of foreign travelers came to Khuzestan for medical tourism purposes



Turkish airline began flights to Ahwaz in 2014



%73 of domestic air arrivals and %93 of international arrivals are arriving at Ahwaz airport.

- %6** Since 1997, Khuzestan has experienced a %6 compounded annual growth rate in accommodation supply. Most of the growth has occurred in 3 star segment followed by the growth in 4 star hotels
- 8257** In the 7 years period from 2007 to 2014, 130300 local visitors and 8257 foreign visitors have stayed at Ahwaz hotels.
- %43** Khuzestan's population is relatively young with %43 being between 15 and 34, and with %26 being below the age of 14.
- %80** The average occupancy rate for the listed hotels during the low season is %33, in high season it is about %80, and the annual national average is about %48.5.
- 39** According to the Iran National Census, the total number of accommodations as of 2013 are 39 in Khuzestan. Four of which are 4 star.
- %50** According to Simorgh Investment Group calculation, hotel construction costs outside Tehran is %50 less than the cost of a hotel construction in Tehran.

There are proper roads available leading to the available sites and thus they can be easily accessible via road. There is currently not enough amenities, however present at most site locations ( high quality hotels, tour guides, food and beverage, public transport .etc.)

## Favorable conditions

- Khuzestan struggles with lack of quality hotels in general. There is evidently a clear gap in the market for quality hotel.
- The Economist Intelligence Unit (EIU) expected Iran to record the fastest growth in the Middle East and North Africa in 2020-2016
- Iran's National Development Plan sets tourism as one of it's priorities. 30 billion USD of investment needed and government is very flexible in support.



Furthermore for the first time in the last +30 years, international hotel operations are interested to enter/re-enter the Iranian market. Accor has been the first international operator to re-enter Iran's market. Accor operators two hotels (A Novotel and an Ibis) across from the Imam Khomeini International airport in Tehran. You can see the logo of the operators who are working in Iran.