



Abdullah Al Ghafri

Snapchat Star & Omani Social Media Influencer

Omani - Oman

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Who is Abdullah Al Ghafri

Abdullah Al Ghafri is a prominent Omani Snapchat star and social media influencer, renowned for his dynamic youth-focused content that blends entertainment with value. Born on May 5, 1994, in Oman—believed to be from Sohar—he began by sharing short videos documenting his daily life with friends and family. Abdullah made his Snapchat debut around 2016, quickly standing out for his relatable, down-to-earth style. He captures the essence of traditional Omani life with a playful twist, from farm visits and coffee sessions with his grandparents to adventures exploring local tourist attractions. Abdullah gained widespread recognition through his innovative “30-Day Challenges” series, where he would test himself with new habits—like quitting sugar for a month or trying a new sport daily—and share his journey with followers. This interactive approach sparked significant engagement, inspiring many to join his challenges and share their own experiences. Known for his humor and energetic voice, Abdullah often opens his videos with lighthearted Omani banter, sometimes featuring his parents in amusing family moments. This authentic, family-oriented touch has endeared him to a broad audience.

Achievements of Abdullah Al Ghafri

Abdullah Al Ghafri has become one of the most recognizable Omani faces on social media, achieving regional fame across the Gulf. His Snapchat following numbers in the hundreds of thousands—if not millions—with fans spanning Saudi Arabia, the UAE, and Kuwait, who appreciate his fresh perspective on Omani life. A major milestone was winning the 2019 Best Content Creator Award in Oman at a local youth awards ceremony, where judges praised his creativity and ability to promote Omani heritage in a modern way. Abdullah has also leveraged his platform for tourism, collaborating with Oman’s Ministry of Tourism on the #Discover_Oman campaign. He visited and showcased stunning destinations like Jebel Akhdar, Wahiba Sands, and the Hallaniyat Islands, encouraging young people to explore their own country. This partnership positioned him as a leading influencer working with official entities in Oman. In 2021, Abdullah launched a youth-focused café, “Al Ghafri Café,” with his brother—blending modern design with Omani traditions, such as serving coffee in the traditional style—and used his influence to promote the venture, making it a popular spot among his fans. Socially, Abdullah has led charitable initiatives, most notably organizing a fundraising campaign via Snapchat for families affected by a cyclone in Dhofar, raising a significant sum within 48 hours and personally overseeing aid

distribution to ensure transparency. He has also supported environmental campaigns for beach cleanups and tree planting, reflecting his commitment to preserving Oman's natural beauty. Through his unique mix of entertaining and purposeful content, Abdullah Al Ghafri has become a positive role model for Omani youth and a beloved figure across the Gulf region.

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