INTRODUCTION • INVESTMENT CONCEPT • OCTOBER 2026

Integrated Hospitality & Entertainment Destination

Our project is an integrated Hospitality and Entertainment destination in Doha, combining an Event Venue, Hotel, Bungalows, Gym and Restaurant in one location, with each section contributing to a sustainable business model and diverse year-round revenue streams. Today, we will present the overall concept and its full potential.

DOHA
LEBANON
TOURISM & HOSPITALITY
HOTEL · RESTAURANT · EVENTS · CHALETS




Where Luxury Meets Vision,
and Experiences Become
Extraordinary.

Location & Accessibility — DAWHET EL HOSS

A coastal address positioned between Beirut and South Lebanon

Hospitals & Medical Facilities

- **American University of Beirut Medical Center:** 14 km / 20-30 min
- **Clemenceau Medical Center Beirut:** 14 km / 20-30 min
- **Lebanese Medical Center – Hadath:** 11 km / 15-25 min
- **Al Shefaa hospital - Aramoun:** 6 km / 10 min

Schools & Educational Facilities

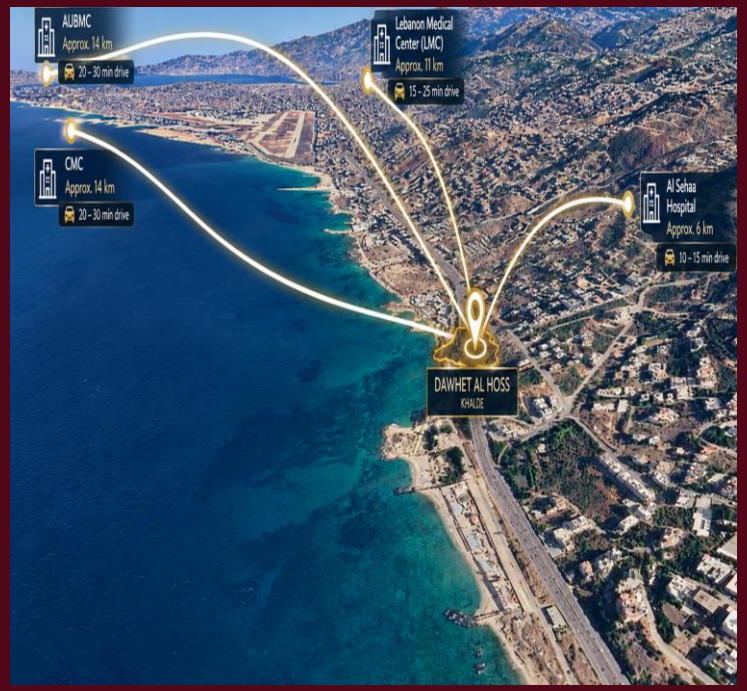
- **German International School Beirut:** 1 km / 2 min
- **La Cime Choueifat:** 1.6 km / 4 min
- **Al-Mabarrat / Al-Abrar School:** 500 m / 2 min
- **Lycée Phénix:** 100 m / 1 min

Commercial & Daily Services

A highly active coastal highway with **more than 50 restaurants & cafés** in the surrounding corridor.

- Strong daily traffic and high visibility
- Continuous movement between Beirut and the South
- Established Food & Beverage activity along the corridor
- High visibility for a new restaurant & café destination
- Opportunity to attract both passing traffic & destination visitors

Key Competitive Differentiation: The nearest hotel is approximately 2 km away, and it offers a standard commercial experience rather than the luxury and high-end hospitality our project aims to deliver.






Every Great Destination
Begins with the Right Location.

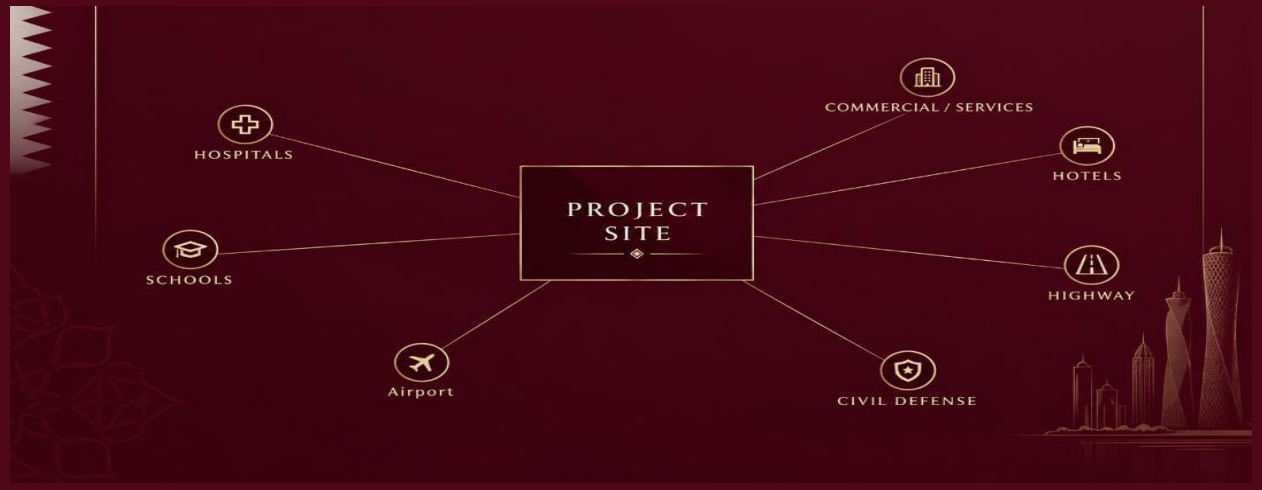
Emergency Infrastructure & Key Site Advantages

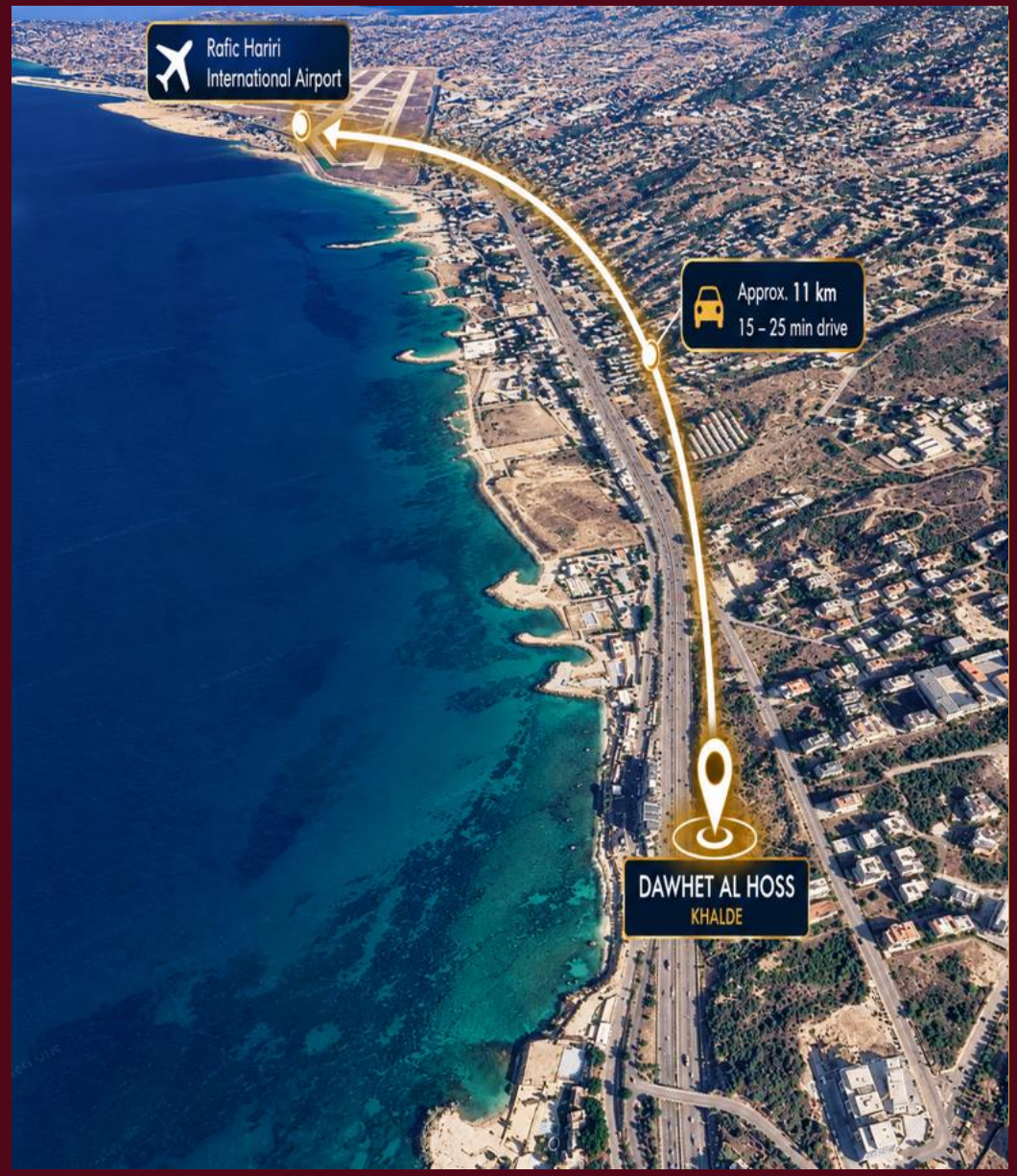
Emergency & Security Surrounding

- **Civil Defense (Khaldeh Center):** 2.3 km / 5 min
- **Internal Security Force:** 2.0 km / 4 min
- **Regional Gendarmerie:** 3.8 km / 8 min
- **Lebanese Red Cross (Khaldeh):** 2.6 km / 6 min

Key Advantages of this Location

- Strategic coastal location
- Easy regional accessibility
- Nearby public facilities
- Established hospitality ecosystem
- Strong highway connectivity
- Convenient daily services





THE HIGHWAY BILLBOARD

The highway already passes our door

The land faces the coastal highway. Before a single room exists, the site itself can start talking.

TEASER LINES TO TEST

"Something remarkable is rising on the Doha coast."

"Your biggest moments deserve a new address."

"Under one canopy. Soon."



Engineering Vision & Project Execution

1. Architectural & Gulf Standards

- Transforming architectural vision into an executable project meeting highest standards.
- Managing all engineering works from site preparation through final handover.
- Implementing standards aligned with quality of leading Gulf tourism projects.

2. Integrated Project Management

- Coordinating architectural, structural, electrical, mechanical, and plumbing works.
- Managing contractors, suppliers, and technical teams within a unified project plan.
- Resolving engineering conflicts before causing delays or extra costs.

3. Quality Assurance & Standards

- Clear plan for material inspection, work inspections, and formal approvals.
- Ensuring compliance with approved specifications, codes, and applicable standards.
- Monitoring construction quality continuously at every single stage.

4. Schedule, Cost & Safety Control

- Comprehensive schedule with clear phases and defined milestones.
- Controlling quantities, procurement, and changes to minimize waste.
- Site safety procedures, commissioning & testing for fully operational handover.

PROJECT EXECUTION WORKFLOW

التخطيط ← تنسيق التصاميم ← التوريد والمشتريات ← التنفيذ والإنشاء ← الفحوصات والتشغيل التجريبي ← التسليم النهائي

Engineering Leadership Role & Benchmark Ambition

My Professional Role & Commitment

" يتمثل دوري في ضمان إدارة جميع مراحل هذا المشروع باحترافية، وتنسيق الأعمال الفنية والهندسية بشكل متكامل، وتنفيذها وفقًا لمعايير الجودة والميزانية والجدول الزمني المعتمد."

My role is to ensure all project phases are managed professionally, coordinating technical and engineering works seamlessly, and executing them according to approved quality standards, budget, and timeframes.

Our Ultimate Strategic Objective

" هدفنا ليس مجرد إنشاء مبانٍ، بل تطوير وجهة ضيافة متكاملة تلبي التوقعات والمعايير الدولية، وتعكس مستوى التميز الذي انفردت به أبرز المشاريع في قطر ومنطقة الخليج العربي."

Our goal is not merely construct buildings, but to develop an integrated hospitality destination meeting international standards and reflecting the excellence seen in leading projects in Qatar and the Arabian Gulf.



Hotel Concept & Accommodation Services

Cultural Identity

A unique blend of Qatari heritage and Lebanese culture, offering warmth, prestige, and authenticity.

Accommodation Mix

Single Rooms & Double Rooms

Premium Suites & Royal Suites

Tourism & Medical Tourism

Tourism Packages: Trips to main Lebanese tourist spots.

Medical Tourism: Coordination with hospitals & doctors.

Personalized Assistance: Complete support throughout stay.

Transportation & Technology

Airport Transfers: Pick-up & drop-off services.

Guest Transportation: Daily needs & tourism transfers.

Connectivity: Dedicated SIM cards for international guests.

Wellness & Leisure Amenities: Spa & Wellness Relaxation Facilities • Fully Equipped Gym • Rooftop Pool with Panoramic Views • Signature Olympic-Size Swimming Pool Prominently Located at Entrance



A Destination for Wellness — Four Pillars

"More Than a Gym. A Lifestyle Destination."

A premium wellness club combining purposeful training, recovery, innovation and meaningful community experiences.

"It starts with wellness. It grows into a community."

PILLAR 1: PERFORMANCE
Train with purpose

PILLAR 2: RECOVERY
Restore & recharge

PILLAR 3: TECHNOLOGY
Simplify the journey

PILLAR 4: COMMUNITY
Connect & belong

Target Audience: Hotel guests, external members, athletes, families, and wellness seekers.



Club Experience — Built Around the Member Journey

Performance & Aquatic

Strength, cardio & functional training

Personal coaching & group studios

Gym / pool membership options

Swim classes grouped by skill level

Swimmer-specific athletic programming

Recovery & Rest

Massage & assisted stretching

Hot and cold therapy & relaxation

Meditation suites

Specialist wellness referrals

Smart Technology

One app for classes, PT & pool bookings

Digital training plans & progress tracking

Digital profile and coach-reviewed AI tips

MEMBERSHIP STRUCTURE OPTIONS

- **GYM ACCESS**
- **POOL ACCESS**
- **COMBINED FITNESS + POOL**
- **CLASSES BY SWIMMING LEVEL**



The Signature Experience — Where Connection Comes to Life

The Signature Terrace

- Sunrise yoga & sunset sessions
- Outdoor functional training & mobility
- Workshops, mindfulness and retreats
- Swimming education and athlete workshops

Fitness Coffee Shop

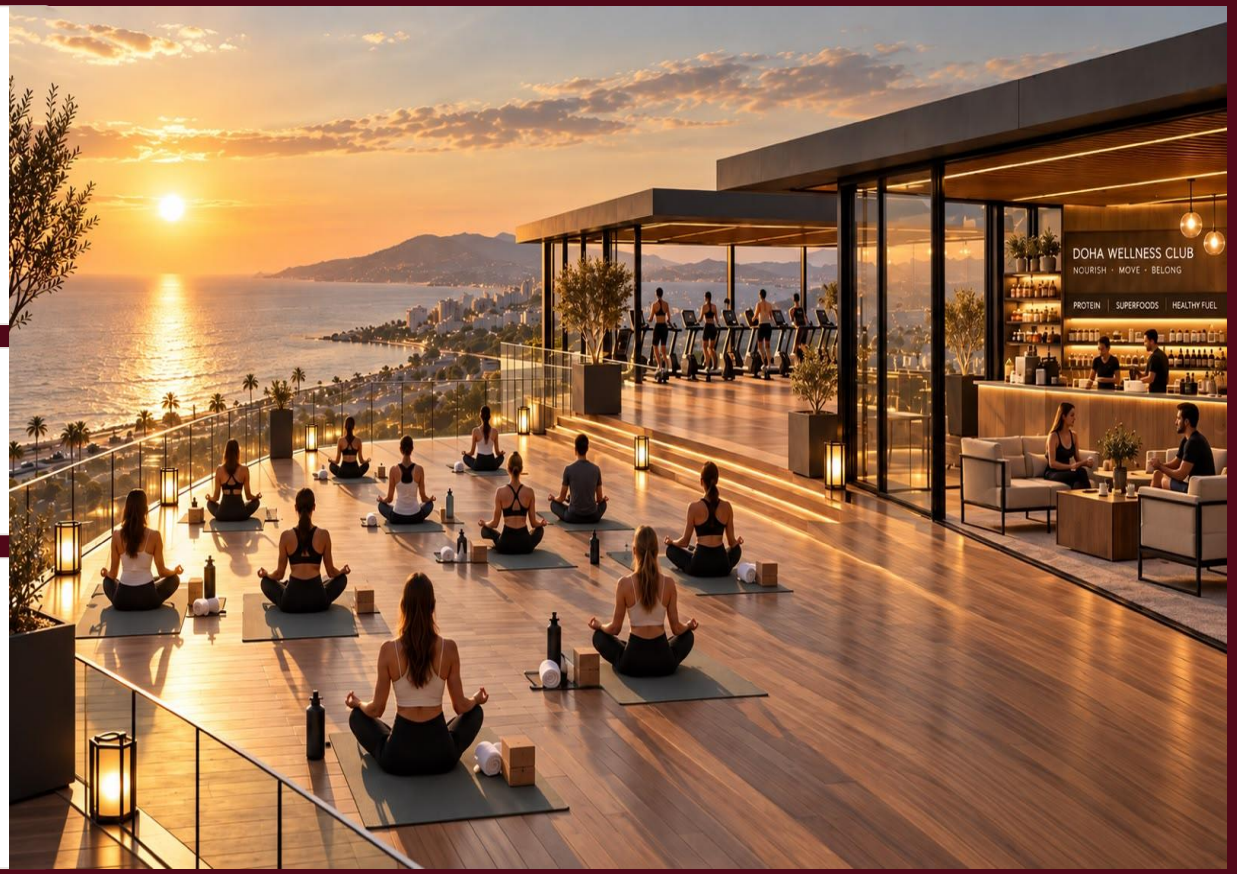
An enclosed social lounge for specialty coffee, protein shakes, wellness nutrition and meaningful connection.

Community Beyond the Club

Local partnerships, inclusive events, corporate wellness and retreats that inspire healthier lifestyles across society.

Premium memberships **Guest specialists** **Monthly signature events**

Retreat experiences



Events Venue Concept — Redefining Luxury Events

OUR VENUE VISION
Redefining luxury events in Lebanon through bespoke design, exceptional service, and creating unique personalized experiences for every couple.

Indoor Venue Specifications

- Flexible zoning based on guest capacity and event requirements.
- Removable, sealed acoustic walls for complete sound isolation between zones.
- Signature bridal entrance featuring cascading waterfall walls & grand central staircase.

Outdoor Venue & Qatar Technology

- Elegant water features, fountains, waterfalls, and premium landscaping.
- **Advanced underfloor cooling technology** for dance floor and guest areas (inspired by Al Hazm Mall, Qatar).





Four Event Portfolios & Flexible Packages

1. WEDDINGS & ROMANCE

Weddings · Engagements · Bachelor/Bachelorette · Proposals · Anniversaries · Marriage Contract Ceremonies

2. CORPORATE EVENTS

Corporate Dinners · Business Lunches · Product & Brand Launches · Anniversaries · Award Ceremonies · Employee Appreciation

3. SOCIAL & FAMILY EVENTS

Birthdays · Family Gatherings · Graduations · Baptisms (المعمودية) · First Communions (أول تناول للقربان) · Charity Ramadan Iftars

4. BABY & MATERNITY EVENTS

Baby Showers & Gender Reveals · Baby Welcomes · First Birthdays · Mother-to-be Celebrations

FLEXIBLE PACKAGE TIERS:

- **Essential:** Core venue and event services.
- **Premium:** Enhanced décor, catering, and personalized details.
- **Luxury:** Fully bespoke high-end experience with customized design, premium services, and **VR previews** to visualize events prior to the day.



A 12-Month Revenue Strategy Beyond Wedding Season

Year-Round Commercial Strategy

- Year-round bookings through weddings, corporate functions, birthdays, family celebrations, seasonal events, and private gatherings.
- Flexible indoor and outdoor spaces to accommodate different event types and guest capacities.
- Multiple revenue streams designed to reduce dependence on the traditional wedding season.

Integrated Revenue Opportunities

- Venue rental and structured event packages.
- In-house décor, floral design, custom furniture, and professional lighting.
- In-house catering, beverage service, and customized guest experiences.
- Additional ancillary services tailored to each individual event and client.



The Complete Luxury Wedding Experience — Everything Under One Roof

EVENT & DESIGN

Venue, flowers, custom décor, theatrical lighting, and luxury furniture.

PERSONAL SERVICES

Makeup artists, bridal and groom attire styling, and personalized guest souvenirs.

LUXURY HOSPITALITY

Exclusive Royal Suite accommodation for the couple's wedding night.

TRAVEL & LOGISTICS

Car rentals, airport transfers, travel agency coordination, and honeymoon packages.

END-TO-END COORDINATION

One single point of contact managing every single detail, from initial planning to the wedding day and beyond.

BUSINESS OBJECTIVE: Maximize revenue per client through integrated services, strategic partnerships, and premium package upgrades.



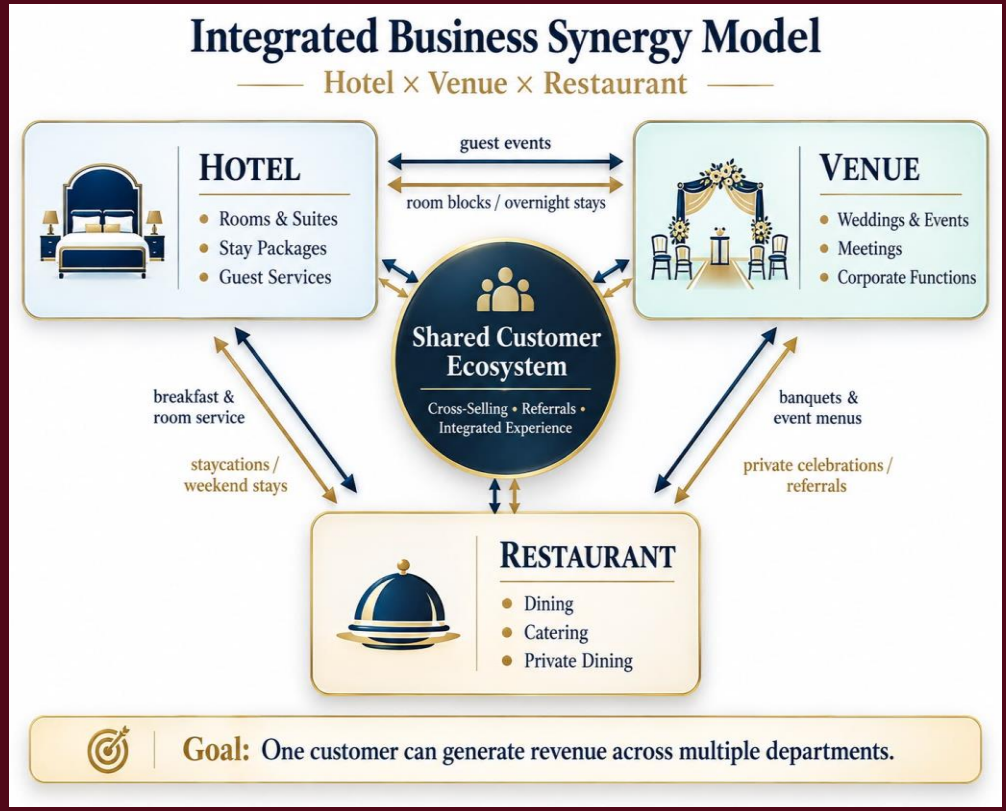
Integrated Business Model — One Destination, Shared Success

Synergistic Business Ecosystem

Our goal is to create a fully integrated business ecosystem where the Venue, Hotel, and Restaurant support and generate revenue for one another.

How The Synergy Works:

- **Venue → Hotel:** Venue drives hotel bookings through Royal Suite wedding night stays and attendee guest accommodation.
- **Restaurant → Venue:** Central Kitchen provides banqueting, catering, and gourmet buffets for all events.
- **Operational Efficiency:** Shared overheads maximize total revenue, strengthen operational efficiency, and create a sustainable business model across all departments.



Restaurant & Leisure Concept — Seaside Gastronomy

DINING VISION
Modern dining, leisure, and wellness destinations by the sea, serving hotel guests and outside visitors year-round, powered by clean energy.

1. ALL-DAY RESTAURANT & ROOFTOP LOUNGE
Breakfast, lunch, dinner · Contemporary Mediterranean & Lebanese cuisine · Sunset lounge bar with cocktails, specialty coffee, wines, mezze tapas & DJ music.

2. STANDALONE LEBANESE SEAFOOD RESTAURANT
Open to the public as a standalone seaside destination featuring fresh fish, Lebanese mezze, and a terrace directly on the sea.

3. CENTRAL KITCHEN & SUSTAINABILITY
Multinational kitchen preparing food for hotel, seafood venue, rooftop, hall & room service (lowers costs) · **Solar energy** powers kitchen, spa & pools alongside water recycling and local sourcing.



Off-Site Catering Services — Expanding Reach

Customized Off-Site Catering

Customized buffet and catering services tailored for private homes, luxury villas, private parties, and exclusive gatherings.

Menu Tailoring & Presentation

Bespoke gourmet menus and professional food presentation for high-end events executed both inside and outside the project boundaries.

EXTERNAL REVENUE EXPANSION:
An additional revenue stream that expands the restaurant's brand awareness and commercial reach far beyond the physical project site.



Luxury Bungalows — Cultural Diversity Concept Into Seven Civilisations

FIVE ARCHITECTURAL STYLES:

STYLE 1
Turkish Style

STYLE 2
Traditional Lebanese

STYLE 3
Tunisian Blue & White

STYLE 4
African-Inspired Style

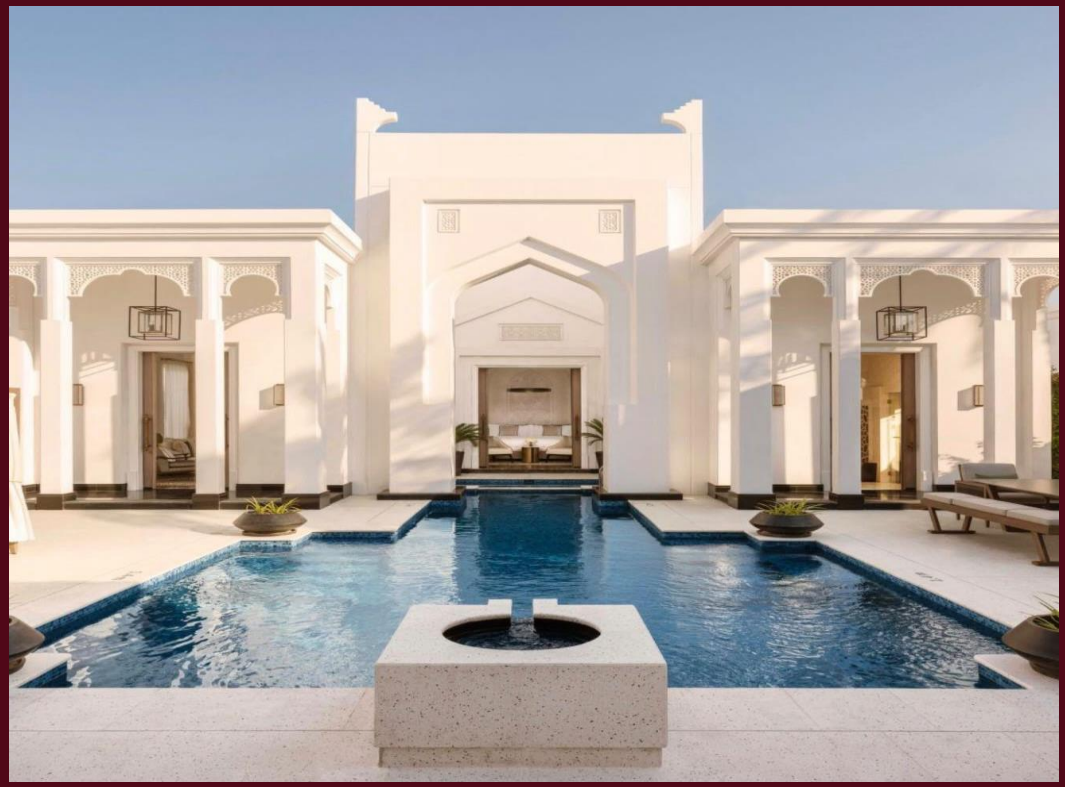
STYLE 5
Chinese-Style

STYLE 6
Gulf-Style

STYLE 7
Modern Glass Bungalows

KEY UNIT FEATURES

- Private swimming pool for every bungalow
- Complete privacy between individual units
- Unique signature interior & exterior design per style









Bungalows Marketing Vision & Visual Landmark

Cultural Mosaic Destination

Multiple global cultures brought together seamlessly within one cohesive destination.

Roadside Highway Landmark

A distinctive, highly visible visual identity that instantly captures attention and curiosity from the main coastal road.

Unique Selling Proposition

A landmark concept designed to generate natural curiosity, combining architecture, world-class hospitality, and cultural diversity.










DOHA VENUE
Let’s start the story before the
first stone is laid.

Conclusion & Investment Vision

Our vision is to create an integrated hospitality and entertainment destination that brings together a luxury hotel, bungalows, restaurant, and multi-purpose event venue. By connecting these facilities within one project, we aim to maximize revenue opportunities, attract diverse customer segments, and maintain business activity throughout the year.

ONE DESTINATION. MULTIPLE EXPERIENCES. SUSTAINABLE GROWTH.