



RAHBAR KISAN INTERNATIONAL

Msheireb Properties Celebrates Record-Breaking Summer

Season at Msheireb Downtown Doha

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Doha, Qatar – September 4, 2024 – Msheireb Properties announced the successful conclusion of

the

Msheireb Downtown Doha (MDD) Summer Season, which has firmly established MDD as

Qatar's

premier family destination. The season, running from June to August 2024, saw unprecedented footfall

and visitor engagement, setting new benchmarks for urban entertainment in Qatar.

Dr. Hafiz Ali Abdulla, Senior Director of Corporate Communication at Msheireb Properties, stated:

"This

summer season has been a testament to Msheireb Downtown Doha's role as a cultural and social hub

for Qatar. The remarkable increase in visitors reflects not just the appeal of our events, but the growing

appreciation for the sustainable urban living model we've created. It's particularly gratifying to see how

our educational and cultural initiatives have resonated with families, reinforcing MDD's position as a

place where heritage and modernity coexist harmoniously."

The summer season witnessed exceptional growth across all areas of MDD. Overall footfall reached an

impressive 2,388,809 visitors from June 16 to August 31, 2024, marking a substantial 73.2%

increase

compared to the same period in 2023. Msheireb Galleria, a key attraction within MDD, welcomed

802,407 visitors during this period. While the eco-friendly tram service saw ridership soar to

64,807

passengers, a remarkable 44% increase compared to the previous year, highlighting the

public's

embrace of sustainable transportation options.

MDD offered a diverse range of activities throughout the summer, starting with vibrant Eid Al

Adha

Celebrations that featured daily stage performances and a captivating treasure hunt. This was

followed

by the four-week Skillfest, in partnership with Visit Qatar, Heenat Salma Farm, Dar Salma, The

Local

Context, and Bluribbon Design Ateliers. Families celebrated Qatar's rich marine heritage

through the

photography exhibition by Azzam Al Mannai, in addition to enjoying various workshops, markets

and

master classes within Skillfest. Other themed areas within Msheireb Galleria, included the

Creative Pop-

Up Play Zone, Arcade Zone, Maze Zone, and the popular Splash Zone on the rooftop terrace of

Msheireb

Galleria.

Msheireb Museums played a crucial role in the season's success, offering a wide array of

workshops and

activities in partnership with Studio 5 and the Ministry of Communications and Information

Technology.

Popular sessions included Lego Printmaking, Arabic Calligraphy, and Gypsum Crafts, alongside

innovative

activities such as 3D printing and solar-powered miniatures. The museums' blend of

education and

entertainment resonated strongly with visitors, reinforcing MDD's position as a hub for

cultural learning

and creativity.

"The success of this summer season goes beyond mere numbers," Dr. Hafiz

elaborated. "What we've

witnessed is the power of thoughtfully designed urban spaces to foster community engagement

and

cultural exchange. From the educational workshops at Msheireb Museums to the nostalgic

"Back to

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Public

School" installations, we've created opportunities for intergenerational learning and

connection. This

aligns perfectly with our vision of Msheireb Downtown Doha as a place where Qatar's rich

past informs

and enriches its dynamic present and future."

The final phase of the summer programme featured a unique "Back to School" theme,

recreating vintage

classrooms from the 70s, 80s, and 90s in partnership with the Ministry of Education and Higher

Education and Mowasalat. This nostalgic journey was complemented by collaborations with

Education

Above All, TLC Nursery, Zulal Wellness Resort and Hour & Hour, offering a mix of educational and wellness-focused activities.

As the summer season concludes, Msheireb Properties is already planning future initiatives to build on

this success, ensuring that Msheireb Downtown Doha remains at the forefront of urban living and community engagement in Qatar.