

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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School's 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.