

The Torch Hospitality Launched in Grand Ceremony; Unveils Guinness World Record-Holding Gym at The Torch Doha



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In a landmark celebration at The Torch Doha, a new chapter in Qatar's luxury hospitality sector

was opened with the official launch of The Torch Hospitality, a premium Qatari brand. The event was graced by dignitaries, media representatives, industry partners, and special guests who gathered to mark this significant milestone.

Rooted in a commitment to excellence, national pride, and innovation, The Torch Hospitality aims to redefine luxury stays by blending authentic experiences with world-class service. The launch also featured the unveiling of The Torch Club, now officially recognized by Guinness World Records as the world's highest gym in a building. Located on the 50th and 51st floors of The Torch Doha, the exclusive members-only fitness club offers panoramic city views, state-of-the-art Technogym equipment, body composition analysis, and a therapeutic salt room.

Mr. Wael Al Sharif, Area General Manager of The Torch Hospitality, stated:

“Today, we celebrate not just the launch of a hospitality brand, but the realization of a vision deeply rooted in Qatari excellence. The Torch Hospitality is committed to expanding locally and regionally, providing experiences that meet global expectations while celebrating local authenticity. With The Torch Club, we elevate well-being literally and figuratively—to unprecedented heights.”

Mr. Abdulla Nasser Al-Naemi, Acting CEO of Aspire Zone Foundation and Director General of Aspire Logistics, added:

“At Aspire Zone Foundation, we are pleased to be part of this special occasion marking the launch of a new brand in the hospitality sector. This brand carries a bold vision and embodies the highest standards of quality and excellence. We believe this step will enrich the hospitality experience both locally and regionally. It also reflects our commitment to supporting initiatives that enhance Qatar’s position as a leading destination.”

The Torch Hospitality currently manages four distinguished properties in Qatar:

- The Torch Doha – The flagship luxury hotel and iconic tower in Aspire Zone
- Al Aziziyah Boutique Hotel – A Victorian-style retreat nestled in Aspire Park
- Mina Hotel & Residences – Blending heritage and coastal charm in Old Doha Port
- 21 High Street Residence – Refined living in the heart of Katara’s luxury district

Exclusive Interview with Wael Al Sharif: Vision Behind the Brand

Following the launch, Rahbar Kisan International spoke with Mr. Wael Al Sharif about the journey and vision behind The Torch Hospitality.

Q: How did the idea for Torch Hospitality come about?

A: The idea began with The Torch Doha, originally built as the Olympic torch for the 2006 Asian Games. Its transformation into a luxury hotel and the trust it built for service excellence became the foundation. With three more distinctive properties added, we recognized the opportunity to

create a dedicated brand. Torch Hospitality was born to offer authentic, Qatari-rooted hospitality experiences that go beyond accommodation.

Q: What type of guests are you targeting?

A: We cater to the luxury five-star segment, attracting leisure travelers, business guests, and high-profile sports delegations. Our properties are strategically located to serve diverse needs from executive stays to family vacations.

Q: The Torch Club was just recognized as the world's highest gym. How does that feel?

A: It's a tremendous source of pride. The Torch Club isn't just a gym it's a complete wellness destination with stunning views and elite facilities. The Guinness recognition reflects both our innovation and Qatar's global ambition.

Q: Can you share a bit about your career?

A: I've worked in hospitality for 26 years, with the last 15 in Doha. My experience across several international brands gave me a broad perspective on what guests value. Qatar's transformation, especially during events like the FIFA World Cup, has been incredible to witness.

Q: Any message for the people of Qatar?

A: I sincerely thank the Qatari leadership and people for their trust and support. Torch Hospitality is committed to offering world-class service that embodies the generosity and values of this

remarkable nation.