
UDC Launches Astroverse at Gewan Island as Part of Visit Qatar's Hala Summer Campaign



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Doha, Qatar – 5 August 2026: United Development Company (UDC), the master developer of The Pearl and Gewan Islands, is participating in Visit Qatar's Hala Summer campaign through Astroverse, a dedicated family entertainment activation taking place at Crystal Walk, Gewan

Island.

Astroverse offers an immersive family experience that has already enthralled visitors during its opening weeks. Running until 30 September 2026, the activation features interactive games, activity corners, family entertainment, and appearances by popular Astroverse characters, creating a lively outdoor climatized destination for residents and visitors throughout the summer.

Astroverse welcomes visitors daily from 2:00 PM to 10:00 PM on weekdays, and from 2:00 PM to 11:00 PM on weekends, creating a vibrant setting for families to enjoy summer activities while exploring Gewan Island's retail and leisure offerings.

As part of the activation, customers spending QAR 100 at participating outlets will be eligible to access the activity corners free of charge, take part in games, and stand a chance to win vouchers sponsored by participating retailers.

Through taking part in the Hala Summer campaign, UDC continues to enhance the visitor experience across The Pearl and Gewan Islands by supporting engaging family activations, retail participation, and destination-wide initiatives that contribute to a dynamic summer atmosphere.

The activation reflects UDC's ongoing commitment to positioning The Pearl and Gewan Islands as leading lifestyle, retail, and leisure destinations, while offering residents, visitors, and shoppers

memorable experiences throughout the summer season.

For additional information on Visit Qatar's Hala Summer campaign, please visit:

<https://visitqatar.com/intl-en/events-calendar/summer-in-qatar>.