

# **RAHBAR KISAN INTERNATIONAL**

## **Msheireb Properties Celebrates Exceptional Eid Al-Adha**

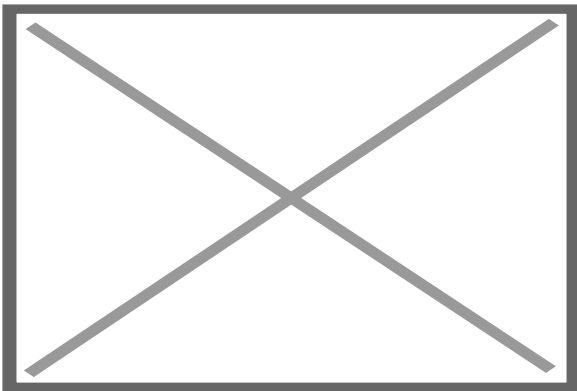
### **Footfall at Msheireb Downtown Doha**

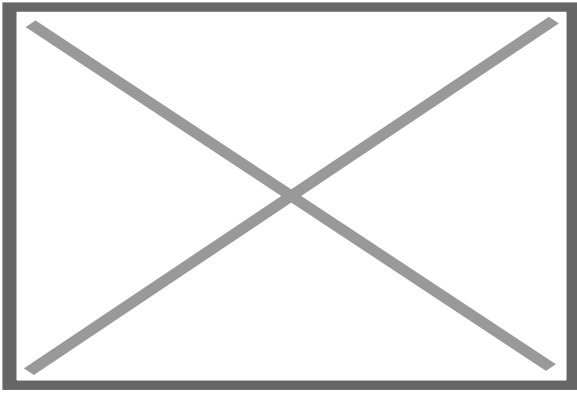
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**DOHA, 26 June 2024** – Msheireb Properties, Qatar’s leading sustainable real estate developer, today announced outstanding success for its Eid Al-Adha celebrations at Msheireb Downtown Doha. The week-long festivities, held from June 16-22, 2024, saw a significant increase in visitor numbers and tram ridership compared to the previous year.

Msheireb Downtown Doha (MDD) welcomed more than 230,000 visitors during the Eid period, marking a 19% increase from 2023. Msheireb Galleria (MG) experienced an even more significant surge, with 99,352 visitors representing a 30% growth from 2023.

“We are thrilled to see such a positive response to our Eid Al-Adha celebrations,” said Dr. Hafiz Ali Abdullah, Senior Director of Corporate Communications at Msheireb Properties. “These numbers reflect our commitment to creating exceptional experiences that bring joy and enrichment to the people of Qatar. The success of this year’s events further cements Msheireb Downtown Doha’s

position as a premier destination for community gatherings and family entertainment.”

#### Highlights of the Eid Celebrations:

- The first day of Eid (June 16) saw the highest increase in footfall, with MDD experiencing a 53% rise and MG a 58% rise compared to 2023.
- Tram ridership peaked on June 16 with 1,932 passengers, the highest single-day count during the Eid period.
- The total tram ridership during the Eid celebrations reached 9,302 passengers, showcasing the popularity and efficiency of the district’s sustainable transportation option.
- Popular attractions included a treasure hunt, escape room, photo booths, and the groundbreaking “Atlantis—The Immersive Odyssey” experience.
- Families enjoyed a variety of entertainment options, including stage shows, competitions, interactive games, arts and crafts stations, henna artistry, balloon twisting, and face painting.
- The area’s three premier hotels – Mandarin Oriental, Park Hyatt Doha, and Alwadi Hotel Doha M Gallery – contributed to the festivities with special offers and activities.

“The significant increase in both footfall and tram ridership demonstrates the appeal of our Eid programming and the growing popularity of Msheireb Downtown Doha as a destination,” added

Dr. Hafiz. “We’re particularly pleased to see the high utilisation of our sustainable tram system, which aligns with our commitment to eco-friendly urban living.”

The success of this year’s Eid celebrations underscores Msheireb Downtown Doha’s growing reputation as Qatar’s most innovative and sustainable smart city district, offering a unique blend of cultural heritage, modern amenities, and engaging activities that unite people.