

LEBANON,
STAR OF THE MIDDLE EAST



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MEDICAL COSMETIC TOURISM

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SHOPPING TOURISM

BUSINESS TOURISM

WINERY TOURISM



Lebanon has never been called before the star of the middle east



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Le Royal Hotels & Resorts - Beirut is launching a brave new campaign to revitalize five pillars of tourism in Lebanon, reflected in the concept of a five-sided star. The five pillars are medical cosmetic tourism, Shopping tourism, religious tourism, wine tourism and business tourism.



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The entire campaign will be promoted with the support of HE Minister Fady Abboud, Minister of Tourism in Lebanon and MEA



FIRST STAR PILLAR MEDICAL COSMETIC TOURISM



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LAUNCHING EVENT



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The event was attended by Mr. Nawzat Hadi the governor of Erbil, as well as Mr. Mawlawi Jaber Wahad, Head of General Board of Tourism Kurdistan Region. From the Lebanese side, Mr. Fady Abboud, Minister of Tourism in Lebanon, as well as Mr. Nather Auchy, Vice President of Le Royal Hotels, Dr. Nader Saab renowned plastic surgeon were also present to support this event.



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Demonstrating its success, the event attracted the high society of Erbil and the who's who of Kurdish circles, including the Kurdish businesswomen's association. Media representatives from both Lebanon and Iraq were there to cover the event as well, focusing on the first pillar of the star: medical cosmetic tourism as a joint venture between Le Royal Hotels and Resorts Beirut and Dr. Saab.





Feedback from all the attendees was very positive, and many expressed their strong interest in visiting Lebanon. Valuable gifts were offered during the dinner including airline tickets, accommodation at Le Royal and sophisticated facial treatments at the Dr. Nader Saab Hospital, which is considered the only cosmetic surgery hospital authorized by the Ministry of Health in Lebanon.



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Erbil, which is the capital of a region undergoing major transformation and with a vibrant economy, represents a new niche market for Lebanon. New partnerships such as the one by Le Royal, the Ministry of Tourism and Dr. Saab are excellent for revitalizing the tourism sector in the country. Lebanon will always have friends in every part of the world!





IDENTITY OF THE EVENT
THE STAR



IDENTITY OF THE EVENT
THE INVITATION CARD



IDENTITY OF THE EVENT
GIVEAWAYS PRODUCT PACKAGE



THANK YOU

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