



# LEBANON

## MARKET OF THE FUTURE

***GDP on the Rise...***

***GDP per capita In Lebanon Is higher than In Egypt, Jordan or Syria  
& well above the MENA average.***

*Source: Euro Monitor*

# Destination Lebanon



- Gate to the Middle East
- Moderated Climate
- The Touristic Destination of:
  - the Arab World especially from the Golf countries
  - Lebanese Diaspora
  - International tourists

From This Place, God's Gift  
to perceive His work  
Can be captured through glimpse."  
Alphone Lamartine (1790-1869)

# Lebanon has It All...

## Multiple Niche of Tourism

**The Tourism Country by Excellence**

- Winter & Ski
- Summer & Beach
- Adventure
- Ecotourism
- Religious
- Cultural & Heritage
- Nightlife
- Shopping
- Health & Medical
- Education
- Conference & Fairs



Lebanon Destination

Individual Tourism  
rather than Mass Tourism

Our policy is the Quality and Services

# Gulf and Arab citizens

- **Biggest Arab Destination**
- **High Spending Power**

**LABORATORY & WINDOW  
DISPLAY OF THE MIDDLE EAST**

*A new successful CONCEPT or  
PRODUCT in Lebanon is  
transferred to the Middle Eastern  
countries.*

# Room Competition Analysis

## Competition Market Estimated Room Numbers:

- Cyprus 50,000 rooms
- Jordan 53,000 rooms
- Dubai 100,000 rooms
- Antalya 100,000 rooms

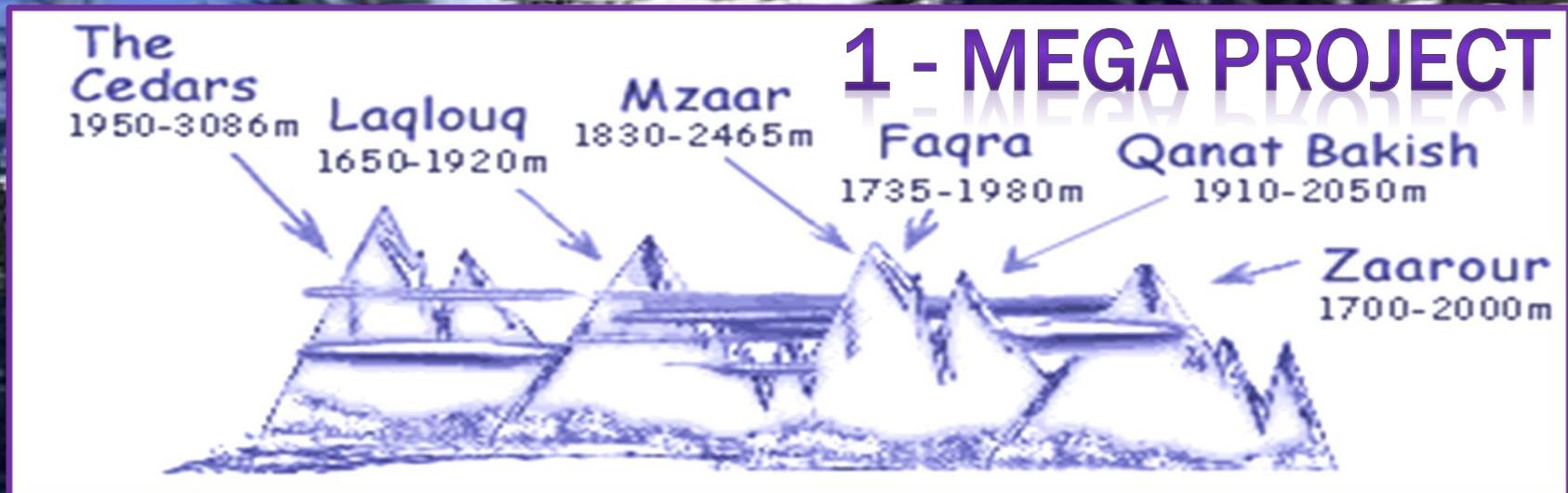
Lebanon Only 24,000 rooms

- Shortage in the Room Numbers
- The Oil & Gas Field Drilling will need alone more number of Rooms

# Winter & Ski Tourism

## Opportunities

1- 60-km Skiing Cross-country Télésiège & Téléférique linking the Ski Resort Mountain Summits



2. Hotel, Boutique Hotels & “Maison d’Hôte”

# Beach & Summer Tourism

## Opportunities:

### 1- BEACH RESORTS

- Unique Beaches & Resorts, and Vibrant Life
- But Limited Number of Rooms Supply
- 210-km coastal line under covered

To attract more...

- Russians
- Germans
- Scandinavians
- Beach Lover Tourists

### 2- LEISURE PORTS

Yearly more than 100,000 Yachts & Sailing Boats across the Mediterranean Sea Market share



# Ecotourism

**Weekend 100% occupancy for “Maison d’Hôte” & B&Bs**



**Fast Growing  
International  
Tourism Niche:**

**The Same for  
Lebanon**



**Opportunities:**  
**- Hotels**  
**- Boutique Hotels**  
**- Maison d’Hôtes**

**in Mountain & Coastal Areas**

# Cultural & Heritage Tourism

- ❑ Concentration of Hotels in Beirut & Mount Lebanon
- ❑ Lack of Hotels in Cultural & Heritage - Cities, Coastal & Mountain Areas

**BYBLOS...**

**The 2<sup>nd</sup> Inhabited City  
in the World**

**Opportunities:**

- Hotels
- Boutique Hotels
- Maison d'Hôtes

# Religious Tourism

**From North to South,  
Shrines & Sanctuaries  
Christianity and Islam  
Heritage and Traditions**

*“Lebanon is more than  
a country, Lebanon is a message!”,  
Pope Jean-Paul II*

*Opportunities:*  
*Boutique Hotels*  
*“Maison d’Hôte”*

# Nightlife

- BEIRUT... THE CITY THAT NEVER SLEEPS...
- DYNAMISM & CHARM SPRED ALONG THE URBAN CITIES FROM BEIRUT TO BATROUN:

RESTAURANTS  
PUBS  
LOUNGES  
NIGHTCLUBS



# Health-Medical Tourism

*High Growth Rate Segment worldwide & in Lebanon*

## Strength

- **Medical Destination for the Arab World**
- **Strong reputation in various corners of the Globe**
- **Unparalleled Medical treatments**
- **Famous cosmetic surgeries**
- **Full privacy & Cost effective**

## Challenge:

**Lack of development in product such as Detox & Diet Farms, Well-being & Anti-aging**

## Opportunities:

**HEALTH RESORTS in Urban Cities or Rural Areas**

# HOTEL INVESTMENT

1. First, Real Estate return on investment
2. Second, Business Operation

- The Land Value increases after the Hotel Construction

- Mountain Land, Double its price

# TOURISM INVESTMENT FUNDS & INCENTIVES



IDAL Incentives

Subsidized Loans

- Central Bank of Lebanon
- Kafalat



# Investment Project

## One-Stop-Shop

Zone A

Granting Work Permits

The Investment Development  
Authority of Lebanon (IDAL)

Granting Work Permits

100% Income Tax

Exemption for 10 years

Zone C

Zone B

Granting Work Permits

50% Income Tax

Exemption for 5 years

# SUBSIDIZED LOANS

- **CENTRAL BANK OF LEBANON:**

*Up to USD 10 million*

- **KAFALAT:**

*Up to USD 400,000*