



# *Hospitality*

★★★★★ 2023

## **Qatari hotels all decked up to celebrate Ramadan**

Fusing traditional cuisine with culinary innovation and world-class hospitality, hotels in Qatar are once again all set to welcome the Holy Month of Ramadan with a range of inspiring experiences to celebrate with family and loved ones. Live cooking stations, authentic cuisine as well as an extensive array of iftar and suhoor menus will be brought to life by expert chefs to celebrate the spirit of Ramadan with one and all.





## Waldorf Astoria Lusail, Doha stands out for its unparalleled facilities, bespoke services

Seasoned hotelier Chris Franzen has been appointed as General Manager of the Waldorf Astoria Lusail, Doha. A highly qualified hospitality professional, Chris has more than 30 years of experience in the industry, with an accomplished track record. He has extensive international expertise in leadership and management, spanning over five continents, ranging from luxury and upscale properties to select service operations in urban as well as resort environments. In an interview, Franzen talks about the ultimate luxury beachfront property featuring 429 spacious rooms with private balconies and residences overlooking the Arabian Gulf, as well as villas with a private Jacuzzi. Excerpts:



Chris Franzen



truly deliver on and enhance the guest experience. Moreover, a comprehensive understanding of the industry and the ability to adapt to changing trends and evolving guest preferences are vital attributes. Successful hoteliers must also demonstrate remarkable leadership and management skills, as they are accountable for supervising and inspiring team members to provide the highest level of service.

### Currently, what is the biggest trend in the hotel/hospitality sector in Qatar?

Qatar has been investing heavily in its tourism infrastructure in recent years, with the development of numerous luxury hotels, resorts, and entertainment venues. As a result, the demand for high-end experiences and personalized service has been growing among both domestic and international guests. At Waldorf Astoria Lusail, Doha, we are dedicated to continuously innovating and redefining the guest experience, with the aim of creating unforgettable and cherished memories for each and every guest.

### What are some new activities and announcements that you have at the hotel, especially since we are approaching Ramadan?

During Ramadan, there will be a wide range of activities at Waldorf Astoria Lusail, Doha. Our various offerings for guests during this holy month include a tasteful dining experience at Bywater Restaurant with breath-taking views of the stunning Arabian Gulf. As part of 'Green Ramadan', our food sustainability initiative, the restaurant takes pride in serving locally sourced produce from the Al Wabra Farm, showcasing a meticulously crafted menu that plays an active role in reducing food-related emissions. The hotel has also partnered with the Hifz Alnaema Food Bank to reinforce charitable giving during the holy month.

Guests will also have an opportunity to partake in traditional activities like Henna application, Ebru painting, Oud musicians, as well as family entertainment until April 5th, 2023.

### What pushed you to choose the world of hotel/hospitality and be adventurous in it?

I have always been passionate about delivering exceptional customer service and creating memorable experiences for guests. The hospitality industry offers opportunities to work in diverse locations and cultures, which can be incredibly rewarding and exciting for those who enjoy exploring new places and meeting new people. Overall, I find the hotel industry to be both challenging and fulfilling, and I am grateful for the opportunity to work in this dynamic field.

Over the course of my extensive 30-year career, I have acquired comprehensive expertise in managing Food and Beverage (F&B) operations in hotels, having held various roles in this area. One of my primary goals when it comes to F&B is to provide guests with unique and memorable experiences that they cannot find elsewhere. To achieve this, I have implemented a number of innovations in F&B, including introducing locally sourced ingredients into our menus, designing bespoke dining experiences for special occasions, and partnering with local vendors to offer distinctive food and beverage options.

### present in the hotel/hospitality sector, what are the key distinctions that set the Waldorf Astoria brand in Lusail, Doha apart from other hotels?

Iconic Luxury, Sincerely Elegant Service, Unforgettable Experiences.

Waldorf Astoria Lusail, Doha stands out for its unparalleled facilities and bespoke service, making it a true luxury resort getaway in the heart of the city. Our rooms, residences and sky villas offer an indulgent oasis complete with expansive balconies that offer stunning views. We are the only hotel in Lusail with direct beach access, the luxury experience extends to exquisitely designed facilities and a range of exceptional food and beverage venues, indoor and outdoor, providing spectacular views of the Arabian Gulf's waters. The resort-style amenities are unmatched and cater to families, with family-friendly pools, a waterpark, cabanas, kids' and teenagers' clubs, and a full-service spa.

The resort brings together Waldorf Astoria's expertise in luxury hospitality combining legendary service with one-of-a-kind destination dining and an appealing beachfront location, ensuring an unforgettable experience.

### tract guests from Gulf countries considering the growth that gulf tourism is witnessing after the Qatar 2022 World Cup?

Renowned for its warm hospitality and commitment to excellence, Qatar is transforming into a world-leading tourist destination. The country is keen as well to help drive significant growth in international visitor arrivals and aspires to welcome six million visitors a year by 2030.

There are many exciting developments underway to help the state maintain its attractiveness to tourists around the world that complement the country's existing tourism offering – from global sporting events to expansion on the cultural front with a host of new world-class museum openings on the anvil.

Visitors to the country are looking for unforgettable travel moments, experiences that will change and inspire them, that are truly meaningful and leave an indelible mark. Waldorf Astoria Lusail, Doha aims to bring together the essence of Qatar within an unparalleled luxury experience and position the country as a destination with a superlative hospitality offering.

### In your opinion, what does it take to be successful in the hotel/hospitality sector?

In the hospitality industry, the provision of exceptional service to guests and the cultivation of relationships with them requires individuals to possess robust interpersonal and communication skills. It is equally imperative to exercise great attention to detail in order to

### Considering the competition

### What are your plans to at-

في أكوالونج  
**نسامة**  
Nasamat  
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Gather with your loved ones under the stars and enjoy deliciously crafted Iftar and Sohour set menu including traditional Ramadan favorites while enjoying mesmerizing views of Doha skyline. Make your evening even more special, be entertained by live performances during Sohour.

<p>From Sundown – 9 pm QAR 145 per person inclusive of Ramadan juices</p>	<p>From 9.30 pm – 1.30 am QAR 125 per person inclusive of Ramadan juices with live entertainment</p>
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