

MAKE LEBANON

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# Lebanon

A slice of land in the Middle East.

One with a coastline like the Côte d'Azur, Swiss-style ski resorts, and relics from history's greatest civilizations scattered around and within the oldest continually inhabited cities in the world.

“This tiny nation has been known as the Switzerland of the Arab World or the Paris of the Middle East. Justified by its incredible landscape, the European flair and warmth hospitality of its people. Lebanese are full of life and this contagious feeling will definitely get you as soon as you land. From ski resorts in winter to sandy beaches in summer, Lebanon has it all and we cannot wait to welcome you into our world of History, Culture, Fashion, Hospitality and Art.”

– Marwa Rizk Jaber, Founder and CEO –





# What To Expect

## LANGUAGE

The official language in Lebanon is Arabic. International languages such as English and French are widely spoken almost around all the country.

You might be surprised by the ability of mixing them all together.

## TIME ZONE

Lebanon follows Eastern European Standard Time (GMT+2).

## CURRENCY

Lebanese Pound (LBP). U.S. dollars are also accepted and can be withdrawn at ATMs.

Note that few people will exchange LBP outside of Lebanon, so don't withdraw more than you need.

You can find exchange places all around the city, better ask your concierge, or your travel agent for such matter.

Better to pay in local currency in order to avoid hidden conversion.

Note that: Some place doesn't accept American Express.

## TIPPING

Tipping is very common in Lebanon.

No true set of standards and the appropriate amount

Tipping will vary based on your experience at the place or with the service you are getting

Usually tipping is not included in the bill.





# What To Expect

## WEATHER

Beirut's Mediterranean location it's known for the 4 different seasons around the year.

Autumn and spring are the most pleasant seasons where the weather is mild and you can enjoy sun and breeze at the same time.

The coast gets hot and humid in the summer, many city residents move to the mountains. The beaches are open and the mountain resorts as well

April and March might face a hot wind coming from the surrounding sahara.

During Winter, Mountains covered with white snow, and the coast is rainy. Thunderstorm and rain are very common.

Bekaa valley has a desert style weather.





## FOOD AND DRINKS

A delicious and diverse cuisine that blends Mediterranean and Arabic traditions.

Menu include lamb, chicken, chickpeas, green vegetables and bread.

Each region, is well known for 1 or 2 type of food, ask for this whenever you visit a village.

Stick to bottled water since Beirut's tap water is considered sanitary.

Coffee is a must, with a traditional Arabic brew being the most popular

Wine culture is very present with wineries placed in the Bekaa valley.





## CUSTOMS TO KNOW

Always try what your host presents, it is considered impolite to turn down the offer of food or drink.

Hosts will keep on serving you food unless u show that your are full by keeping some food in your plate.

People wil always invite you in, its a custom comunly kown of the generosity of the Lebanese.

In Beirut you will meet many different people from different backgrounds.

Men and women should not touch, in traditional or conservative Muslim homes.

While in others its very comun to touch and say hello by Hand.





## GETTING AROUND

In Beirut, traffic can be unpredictable, it is recommended to walk around if possible.

Drivers can be aggressive, better to be careful as you walk.

Directions are given per landmarks or known place, as street names are not used.

Uber or a Careem applications can be used if you need a drive. It's less expensive than a private cab recommended by the hotel. Always ask for the price in case of a private Cab.

A short services ride usually costs around 2,000 Lebanese lira (this service is not recommended)





## CULTURE & RELIGION

Lebanon known for its ethnic and religious diversity.

It is one of the oldest inhabited places in the world, located on the cooroads of the Mediterranean.

Arabs are considered as 95% of the population.

The rest are Armenians or Others.

Majority of the Lebanese population is Muslim (with an even split between Sunni and Shia Muslims),

Christian are a big majority and many of them self-identify as “Phoenicians,” or descendants of the ancient Canaanites.

Minority are Druze

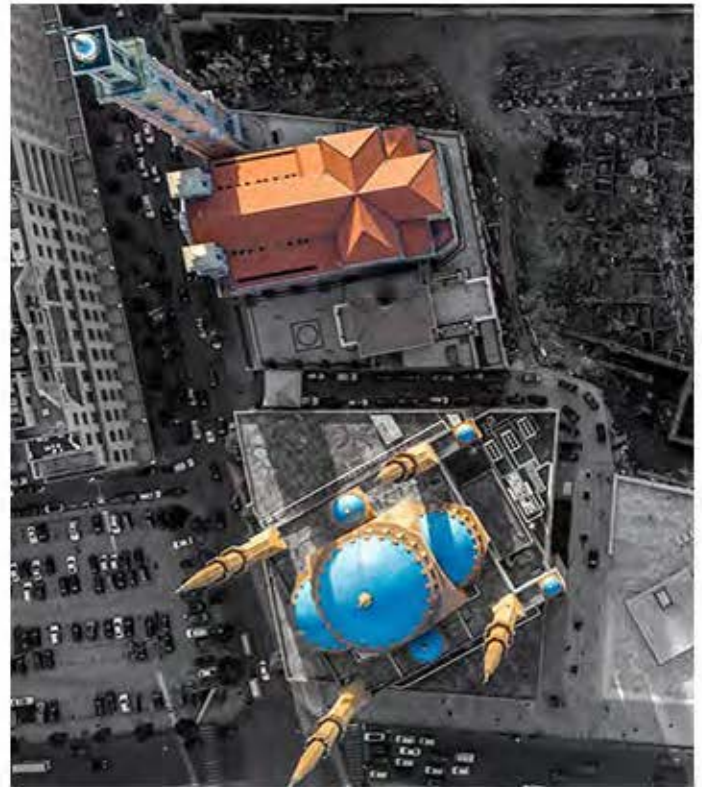
There are also very small Jewish, Buddhist and Hindu populations.

The Lebanese government is structured as a parliamentary republic.

Lebanon is much more liberal than its other Arab countries, however there is still a strong presence of conservative Islamic ideology (such laws as the criminalization of homosexuality)

Muslim influence has grown with the influx of Palestinian and Syrian refugees.

In spite of suffering of many war around the years, the Lebanese are internationally known for their warm hospitality and kindness, ferocity of spirit and resilience, optimism and political acumen.





# What To Expect

## DRESS CODE

You will have the feeling of wondering through European cities.

Modern, stylish city, in Beirut travelers can generally dress as they would in any European capital.

In some places and out of respect for traditions and cultural norms, a modest dress code is required for both men and women by keeping shoulders and legs covered

When visiting religious sites, covering shoulders and legs is a requirement.

## PHOTOGRAPHY

Tourist photography is always acceptable as in any city, also you may ask politely before doing so especially with women.

Around military sites, its a must to be sensitive.

## SAFETY

Welcoming, helpful and friendly, describing the Lebanese.

Visitor should feel safe in the street of Beirut. since street crime is minimal. Also its always good to take care especially during nights.

Travelers will notice military checkpoints and armed soldiers throughout the city, but there is no reason to fear them (in fact, they can be helpful if you are in need of directions or help).

in case travekers get worried about encountering terrorist activity better to avoid the city suburbs and countryside regions near theborders with Israel and Syria.









## BEIRUT

The capital and largest city in Lebanon.

One of the oldest cities in the world. Offers everything from ancient ruins to modern restaurants.

Founded as a seaport, and got distructed all over the years, through many wars.

Rebuild in recent years, and still displays visible signs of the destruction.

## BYBLOS

Byblos is another ancient port town of significance.

Classified as a UNESCO World Heritage Site, with particularly well preserved architecture and archaeology that demonstrates its successive periods of occupation by the Egyptians, the Crusaders, the Ottomans and the French over thousands of years.

A half-hour drive north from Beirut.

## TRIPOLI

Tripoli is the second-biggest city in Lebanon.

Also a coastal city, it dates back to the 14th century B.C.

Home of the largest Crusader fortress in Lebanon, site where the Pritzker Prize-winning Brazilian architect Oscar Niemeyer abandoned one of his biggest World's Fair architectural projects.

the Rachid Karame Fairground, in 1975, upon the outbreak of the civil war.

## BAALBEK

Baalbek one of the best-preserved ancient Roman cities in the world.

It is home to many important temples, including one of the largest of the Roman Empire: Temple of Bacchus.

Though still mild, the climate in Baalbek is drier than it is along the coast.

Lays in the middle of the beqaa a valley known for its fertile soil for farming and home of the best wineries

A two-hour drive northeast of Beirut.

## SIDON AND TYRE

The coastal cities of Sidon(Saida) and Tyre date back to Biblical times and are important centers for history, culture and design.

A 40-minute drive south from Beirut.

**Sidon** is the third-largest city in Lebanon.

known for sites like the Sea Castle, build by the Crusaders as a fortress, as well as its Soap Museum. Citrus and banana plantations.

**Tyre** is a 30-minute drive south from Beirut.

The fourth-largest city in Lebanon.

Known for its ancient ruins like the Roman Hippodrome a UNESCO World Heritage Site and its significance in works of classical literature like Virgil's Aeneid.





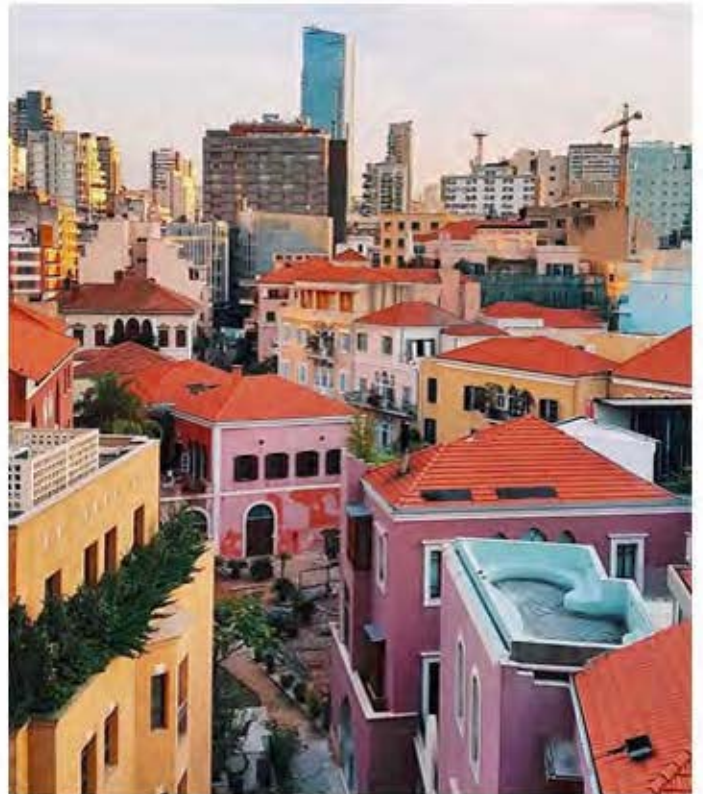
**RAOUCHE**



**AL NEJMEH SQUARE**



**DOWNTOWN**



**SAIFI**





**THE PORT**



**THE BEACHES**



**THE RUINS**



**THE SOUK**





**THE CITADEL**



**THE ABANDONED TRAIN STATION**



**THE INTERNATIONAL FAIR**

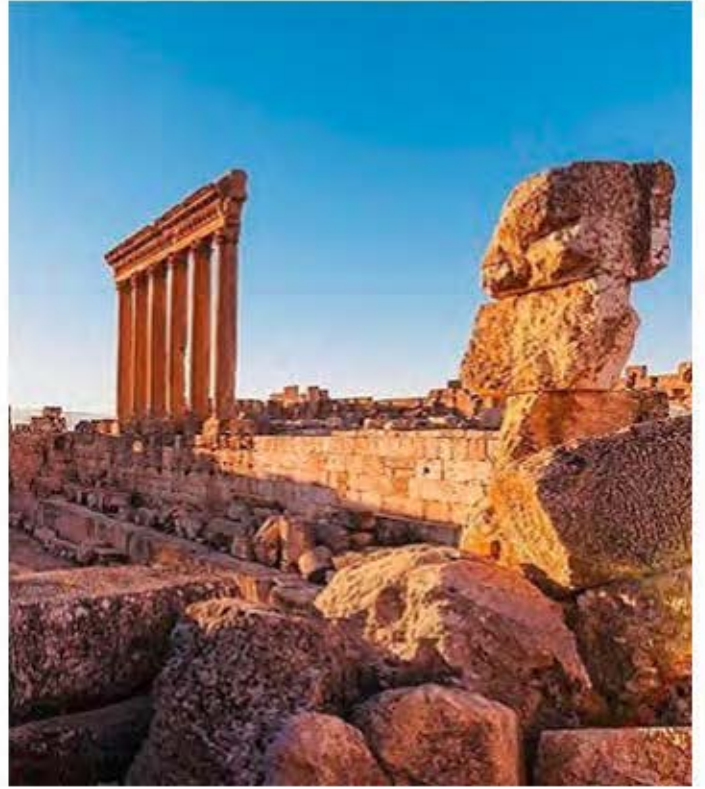


**THE SOUK**

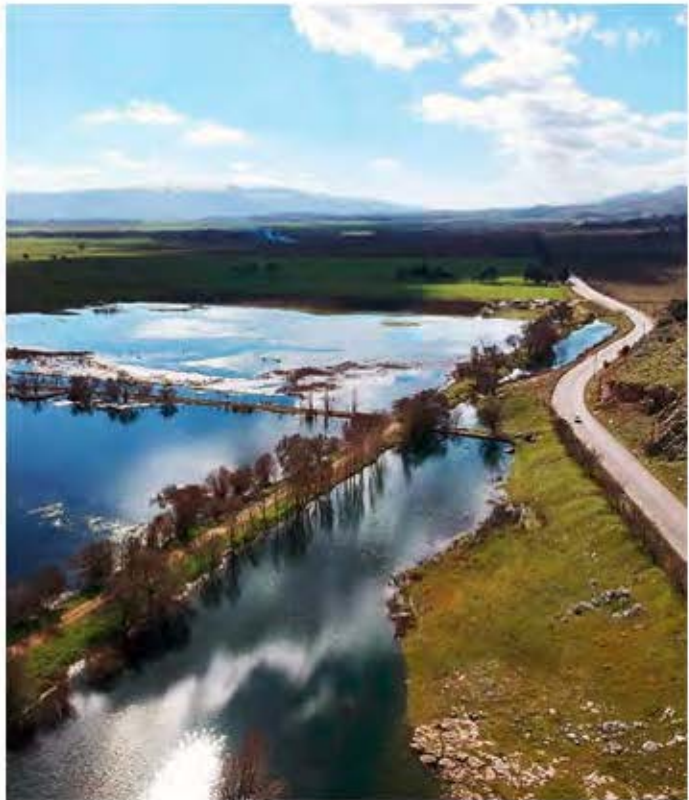




**THE ROMAN TEMPLE**



**THE RUINS**



**AMMIQ VALLEY**



**TTAANAYEL**





**SEA CASTLE**



**THE CORNICHE**



**THE BEACH**



**THE SOUK**





**THE TRIUMPHAL ARCH**



**THE PORT**



**THE BEACH**



**THE SOUK**







## NATIONAL MUSEUM OF BEIRUT

Located on the former Green Line

it's Beirut's major cultural institution.

An impressive, magnificently collection of archaeological artefacts offering a great overview of Lebanon's history and the civilisations that impacted this cultural crossroads.

Highlights include the famous, much-photographed Phoenician gilded bronze figurines found buried near the Obelisk Temple at Byblos

Series of human-faced Phoenician sarcophagi and a frescoed Roman tomb.





## ROBERT MOUAWAD PRIVATE MUSEUM

The museum houses the world's second largest diamond.

While relatively small, it is must see and that not only for diamond and jewellery lovers.

One of the most interesting aspects is that it reminds visitors of ancient trade routes: Chinese porcelain, a Coran printed in Germany, and carafes and nargileh made in Bohemia

Upon entering the property, one finds oneself in a lush garden filled with almost as many palm trees as Byzantine columns. Inside the museum, it is difficult to grasp all the details, colours, materials, motifs, eras and geographies at play.







## MIM MUSEUM

Mim is a private museum in Lebanon, located on the Saint-Joseph university campus in Beirut.

More than 1400 minerals are exhibited there, representing more than 300 different species from over 60 countries.

The museum also hosts an exhibition of marine and flying fossils from Lebanon

A didactic circuit, accompanied by screens showing films and scientific applications of mineralogy, will reveal a world of unsuspected marvels--priceless both from an aesthetic and scientific point of view.







## SURSOCK MUSEUM

A modern and contemporary art museum in the center of Beirut first opened in 1961.

A mission to collect, preserve, and exhibit local and international art.

The mansion in which the Museum is housed was the former residence of Nicolas Sursock, a Lebanese collector and philanthropist.

Recognizing the need for institutional support of artists in Lebanon, Sursock left his mansion to the city of Beirut as an art museum upon his death in 1952.

The Museum organized diverse exhibitions showcasing art from all over the world.





## NABU MUSEUM

Nabu Museum provides a tranquil space for the preservation and creative pursuit of art and culture.

It is designed to act as an institution for preserving and promoting Lebanese culture, reaching out to local and wider communities through educational programs, organized tours, public lectures, and guided permanent and visiting exhibitions.

Its permanent collection provides a view of the extended history of the Levant and Mesopotamia.

Situated on the coast of the Mediterranean, at the village of El-Heri, in Ras Al Shaqa', in the North of Lebanon.









## TRADITIONAL BREAKFAST

There is a strong tendency for one or more "typical", or "traditional", breakfast menus to exist in most places.

The way the Lebanese do breakfast will forever have you questioning your morning meal choices, and will catalyze your tourist status to local.

Here's few ideas of traditional breakfasts that will give you a head start for the day.

Popular dishes: Eggs, Dairy products, Man'ouche, Foul, Hommos, Vegetables an Bread. Coffee, Tea and Juices will be widely present at your breakfast table.

Same breakfast is present in almost all Lebanese Regions and villages



## TRADITIONAL LUNCH

Lebanese people are very welcoming and generous by nature.

This is how they want everyone to see them. The warmth and love Lebanese people offer to everyone is a thing that makes foreigners really fond of this country.

This friendliness creates a bond that is, in these modern days, rare to find between strangers, this is verycommun on lunches.

The variety, the colors, the taste, the smell...

From Vegan to meat lovers a Lebanese lunch covers all your needs.



## TRADITIONAL DISHES and STREET FOOD

**Man'ouche:** It's round and covered in cheesy, meaty toppings, but this humble masterpiece deserves its own category. Classic za'atar spice blend, made up of thyme, sumac, and sesame seeds.

**Kaak:** Shaped like a purse, this sesame-studded flatbread is the ultimate on-the-go snack, with a baked-in handle for optimal portability. Spread in a mild, creamy cheese comparable to Laughing Cow — sprinkled with za'atar.

**Kanafeh Sandwich:** Kanafeh is essentially a giant circular pan of cheese with sugar-soaked pastry baked on top, doused in rose syrup, and scooped up in one glorious cheese-stringy motion before being tucked into a small kaak purse.



**KAAK**



**MAN'OUCHE**



**KANAFEH SANDWICH**



## TRADITIONAL DISHES and STREET FOOD

**Fatteh & Ful Medamas:** Fatteh: a base layer of super-toasty Lebanese bread crisped up. Then comes a healthy scoop of stewed chickpeas, followed by thick, salted, garlicky yogurt.

Ful Medamas: stewed fava beans seasoned with olive oil and lemon juice and served with onions, cucumbers, tomatoes, and herbs on the side.

**Eggs & Awarma:** Lamb confit and scrambled eggs is one of the breakfast world's most sublime combinations.

**Ariche with Honey:** an uber-fresh farmer's cheese smothered in local honey and wrapped up in a warm crepe-like flatbread that's slightly more pliable than man'oushe and utterly satisfying.



**EGGS & AWARMA**



**FATTEH & FUL MEDAMES**



**ARICHE WITH HONEY**







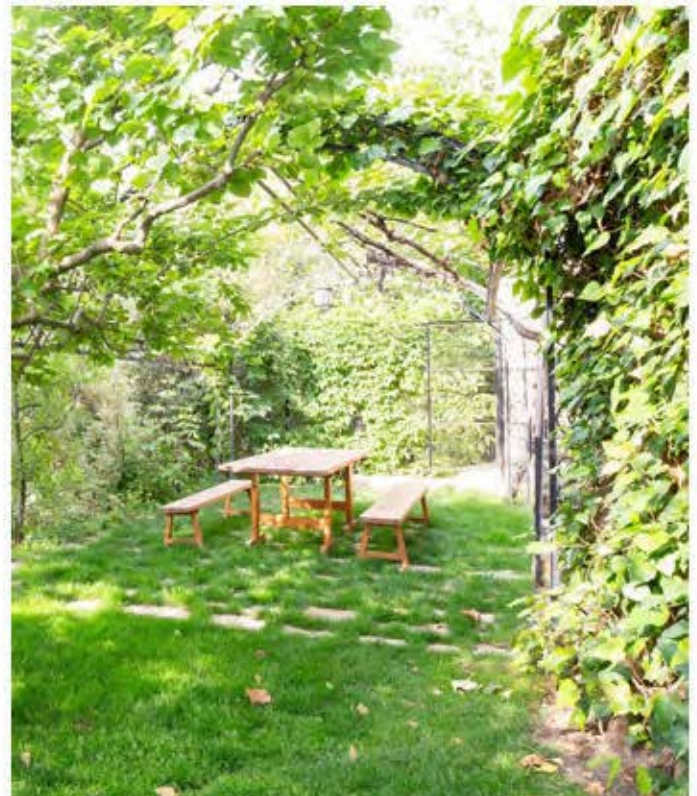
## BOUYOUTI

Twelve guesthouses dispersed within spacious and well-maintained landscapes, in Maaser Beit el Din.

Each guesthouse is graced with a collection of paintings inspired by the area's surroundings along with various rustic and locally made artifacts that were designed, painted or hand-picked by the locals.

The domain is known for its rustic character which is enriched by stone houses, paved gardens, and a multitude of fountains and nature-formed rock seating that are scattered around the location.

You can swim in the pool, enjoy excellent food at our gourmet restaurant, all the while enjoying the comfort of being a guest in your own home.





## ZITA FIDAR

A quiet retreat, a cliff overlooking Mediterranean waters, the sound of waves hitting the rocks, an architectural landmark.

An ideal escape a stone's throw away from the historic city of Jbeil (Byblos).

This unique guesthouse is a treat for the senses and a haven amid concrete chaos, with warm interiors specially created to make you feel right at home.

Dive into the outdoor pool, swim in the sea, meditate, enjoy fresh organic meals.

The guesthouse comprises 6 rooms, each decorated with minimalist elegance and positioned as close to the sea as possible.





## BEIT TRAD

There is something very special about Beit Trad. Hidden amidst majestic old pine trees, this exquisite 19th century traditional Lebanese home in Kfour is imbued with the kind of magic that gently awakens the senses whilst soothing the mind.

It is at Beit Trad that understated elegance and warm hospitality converge.

High ceilings and authentic floor tiles complement the beautiful stone façade and graceful archways of the guesthouse, which features nine uniquely-decorated rooms and a spacious garden.

Located just 30 kilometres north of Beirut and a short 15-minute drive from Jounieh, Beit Trad is the ideal place to stay to explore much of Lebanon.





## LE GRAY

Home of understated luxury nestled in the heart of downtown Beirut.

Perfectly located for both business and leisure.

Blending inspiring interior design with sophistication, our hotel boasts an outdoor heated rooftop infinity pool, a plethora of restaurants and bars including an opulent cigar lounge, and a rooftop terrace and bar offering 360 views of the city.

The hotel offers some of the city's best views combined with an authentic service, all within luxury 5 star surroundings.





## FOUR SEASONS

From the Hotel's downtown location, you can set out to explore the capital's bustling markets, admire ancient ruins, bask in the sun along our Mediterranean coastline and discover the natural wonders that lie within the snow-capped Lebanese Mountains just a short drive away.

Or, simply take it all in at once from our 26th-floor rooftop, offering one of the best views in the entire city.

Across a road from Zaitunay Bay marina, this sophisticated hotel is a 9-minute walk from Souk El Tayeb marketplace and 2 km from Martyrs' Square.





## HOTEL ALBERGO

The Albergo is a world in-between two worlds.

The emblematic address of a multifaceted country, at the crossroads of the Orient and the West.

The mansion, a stunning piece of architecture from the 30's, uncovers a three-arch heritage house typical of Beirut's elegant dwellings.

The Albergo is a sanctuary of luxury and the only Relais & Châteaux property in the country. Old world charm with old fashioned service assure an entrancing stay.





## EM SHERIF

Located in the heart of Ashrafieh, Em Sherif is a distinguished fine-dining Oriental restaurant that offers unique, authentic Oriental cuisine which brings back forgotten traditional flavors, providing its guests with an unsurpassed first class dining experience.

It is designed to represent an antique oriental mansion, lavish with luxury, as well as by its homey atmosphere where invitees are offered whatever is cooked daily.

It is distinguished by its daily dish that promises to surprise clients' palette, its wide variety of mezze and food, its refined service and its elegant decoration. Guests can also enjoy a shisha on the terrace.





# Restaurants

## CLAP

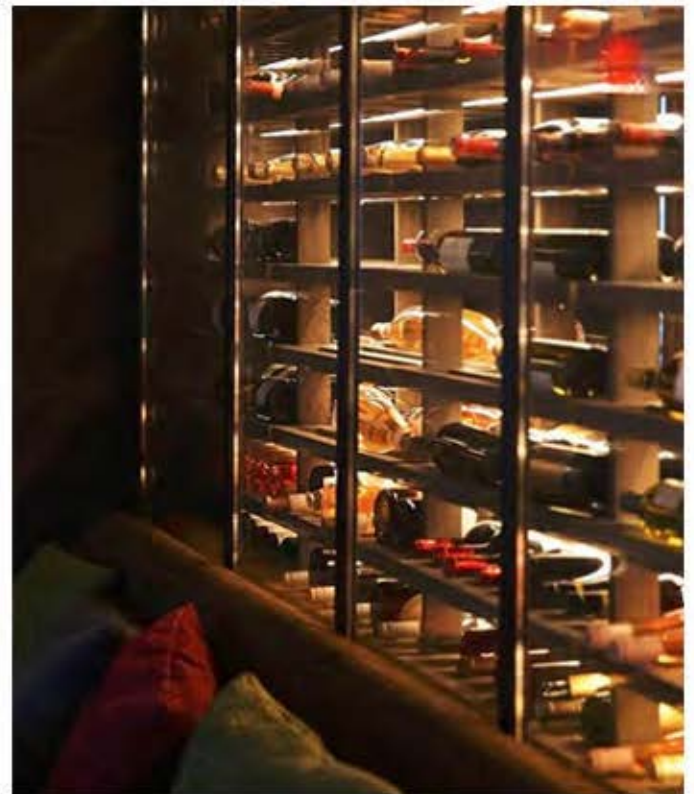
A fine dining experience, CLAP serves Japanese cuisine.

Located in downtown Beirut Clap is known for its outstanding decor and service .

A rooftop with tree planted in the middle of the bar.

A wine walled pathway to the washrooms are all worth gawking at.

A wonderful fusion Japanese restaurant with a twist.





# Restaurants

## LISA

Located in Achrafieh, reflections its old buildings and traditional houses.

Its intricate interiors respect the past without being stuck in it.

Each light-flooded room is playfully themed according to its wallpaper of banana leaves, vintage banknotes or skyscrapers.

The menu is classic Lebanese, impeccably executed.

An authentic Lebanese House with yummy food







**SPINE**



**THE O1NE**





**MUSIC HALL**



**BO18**







## ELIE SAAB

**Elie Saab** is a Lebanese fashion designer. His main workshop is in Lebanon, with additional workshops in Milan and Paris.

He started his business in the early 1980s and specialized in bridal couture

He is the first Arab to be admitted to the fashion industry's governing body, Chambre Syndicale de la Haute Couture.

Saab appeared as a judge on Project Runway

As of March 2017, his couture collections are available in Paris, London, and Beirut, while his ready-to-wear clothes were in 160 retailers and his own boutiques.





## NADINE LABAKI

**Nadine Labaki** is an actress and writer, known for *Where Do We Go Now?* (2011), *Caramel* (2007) and *Capernaum* (2018).

Labaki's style of cinematography uses cinematic conventions, such as illuminations, atmosphere lighting, and silence to help convey the meaning in her films.

Despite the often dangerous political situations Labaki continues to write and direct films that do not focus on conflict.

She was selected to be on the jury for the Un Certain Regard section of the 2015 Cannes Film Festival.





## NADA DEBS

**Nada Debs** is a Lebanese designer living and working in Beirut.

Her work spans scale and discipline: from product and furniture design to one-off commissions across craft, art, fashion and interiors.

What ties her work together is her ability to distil culture and craftsmanship to create pieces of emotional resonance.

There is something of each of her experiences in all of her work.

In essence, she captures the power of the human hand to tell stories that touch the heart. She calls her approach: handmade and heartmade.





## SARAH BEYDOUN

Born and raised in Beirut, **Sarah's** unconventional journey in fashion began during the final year of her master's degree in sociology, when she was conducting research at Dar Al Amal, a local NGO that rehabilitates women at risk and female ex-prisoners.

The prisoner used the income from jail to provide their families

Soon after, she decided to set up a business that would employ the women she'd met during her fieldwork. She launched Sarah's Bag in 2000, bringing together her love of fashion and design with the mission to empower underprivileged women.





# Extend your services

## We offer our exact services for an extension To Jordan

**Jordan:** We will take you through a mystical journey covering Petra the historical and archeological city in Southern Jordan and-part of the seven wonders of the world;

Wadi Rum, the Valley of the Moon, and last but not least, the lowest point on earth , the majestic and mysterious looking lake of light turquoise waters with salt crystals, the therapeutic Dead Sea.





# Extend your services

**We offer our exact services for an extension  
To UAE**

**UAE:** A trip to the UAE can be perfectly complimentary between the sandy golden beaches, nightlife, desert experiences, food heaven, hospitality and shopping in Dubai.

Wrapped-up with a cultural visit to Le Louvre and majestic Mosque of Abu Dhabi.





