

TRAVEL AND HOSPITALITY

# Qatar Airways Group leans into ecotourism with luxury resort

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*The Qatari desert landscape offers a striking setting for affluent travelers. Image credit: Qatar Airways Group*

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By LUXURY DAILY NEWS SERVICE

Doha-based airline Qatar Airways Group's hospitality subsidiary Dhiafatina is unveiling a high-end stay on the west coast of the country.

Leaning into ecotourism, [Our Habitas Ras Abrouq](#) sits next to the UNESCO-designated Al Reem Biosphere Reserve, an hour from Hamad International Airport. Developed in partnership with sustainable hospitality management group Our Habitas, the new luxury resort boasts sweeping views of the Arabian Gulf, adventure programs, cultural offerings and sunsets glittering in gold.

"Our Habitas Ras Abrouq is a breathtakingly beautiful Qatari desert destination and now travelers across the Qatar Airways global network can experience this landscape in a unique way when they fly to Doha," said Badr Mohammed Al-Meer, CEO of [Qatar Airways Group](#), in a statement.

"We are working with Our Habitas to unlock the future of travel by curating one-of-a kind, innovative, travel experiences."

## **Desert destination**

Surrounded by the white, limestone cliffs of the Qatari desert and shimmering waters, the landscape offers a striking setting for affluent travelers.

The one-to-four-bedroom villas have spacious outdoor decks and private pools from which residents can take in the vistas.

Those wanting to venture out into the wild can take part in mountain biking, survival training, hiking, kayaking, paddle boarding and excursions.



*Views of the gulf immerse guests in the surrounding ecosystem from the comfort of their villas. Image credit: Qatar Airways Group*

Health is a major point of focus for the opening, with sound ceremonies, sunrise yoga and breath-work workshops incorporated into on-site programming and activities at the wellness center; visitors can also enjoy pottery and traditional weaving classes.

There is also a beach club, terrace lounge, gym, water sports hub, infinity swimming pool and paddle tennis courts.

Meanwhile, the resort's restaurant, Qissa, is a farm-to-table establishment, dishing up plates made from local ingredients through collaborations with nearby growers and fisheries.

Meaning "story" in Arabic, the eatery utilizes indoor and outdoor spaces to immerse guests in the seaside landscapes. Qatari, Middle Eastern and Mediterranean dishes are served, with family-style presentations making for a shared dining experience.



*The dishes served at Qissa introduce travelers to traditional Qatari flavors. Image credit: Qatar Airways Group*

The open coal- and wood-fire grill adds smokiness and regional flavors to the menu. Diners can expect creations such as grilled cantaloupe and glazed eggplants, which are topped with coriander seeds, shallots, mustard seeds, parsley, date molasses, watercress, arugula and red onion.

Mezze, roasted-beet salad with tahini dressing, sea salt baked catch of the day, seasonal vegetable vindaloo, creamy cassava pure and tandoori octopus are just a few other bites from the selection.

According to Qatar Airways, the resort caters to the group's travelers and overarching global strategy. The company will continue to handpick hospitality projects in the region.

VIP guests, media, designers, artists and royalty were present at the opening ceremony at the end of last month.

The group is working with Qatar Museums to create a "unique perspective and a creative, cultural element," to be unveiled at a later date.



*The resort continues the group's hospitality push. Image credit: Qatar Airways Group*

“We believe that people are changing the way in which they choose to travel, seeking a meaningful connection with places, culture, nature and each other, this resort welcomes global travelers to discover Qatar, its culture, and immerse themselves where the desert meets the sea inside a UNESCO biosphere,” said Oliver Ripley, cofounder and chief executive of Our Habitas, in a statement.

The move follows a pattern established in recent years of Qatar bulking up its luxury presence, often specifically within its travel industry ([see story](#)).

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