



Cultural Festival in Qasr Al-Hallabat

Zarqa

INVESTMENT OPPORTUNITY PROFILE



Project Overview

The proposed project presents a unique cultural festival set in Qasr Al-Hallabat, an Umayyad desert castle in the Zarqa Governorate of north-western Jordan. This event aims to celebrate and showcase the rich heritage and history of the region through a series of engaging activities and attractions. This extraordinary event is poised to honor and illuminate the rich heritage and storied history of the region through an array of captivating activities and attraction. From enchanting cultural nights and bustling bazaars to authentic markets offering an array of goods to mesmerizing folklore shows embodying authentic Jordanian culture. Every facet of the festival promises to enchant and delight visitors.

Site Features and Characteristics

▲ Qasr Al-Hallabat:

An ancient Umayyad desert castle known for its historical significance and architectural beauty. Associated bathhouse, Hammam as-Sarah, renowned for its intricate mosaics and structural elegance. Located in the Zarqa Governorate, established by Chechen immigrants in the 20th century, Zarqa is also known as the blue city is home to a plethora of iconic historic and natural wonders that is accessible and well-connected to major cities.

▲ Festival Grounds:

Outdoor and indoor areas to accommodate a variety of activities. Cultural nights featuring an ensemble of traditional Jordanian music, dances, and traditional cuisine. Bazaars and cultural markets offering local crafts, foods, and artisan goods. Alongside alluring educational exhibits, guided tours, and interactive displays.

Value Proposition

▲ Cultural Enrichment:

Promoting and preserving Jordanian heritage and traditions through immersive cultural experiences. Offering unique, hands-on opportunities for visitors to engage with local history and culture.

▲ Economic Impact:

Boosting local economy through tourism and increased foot traffic to the Zarqa Governorate. Providing a platform for local artisans, performers, and vendors to showcase and sell their products.

▲ Community Engagement:

Fostering a sense of pride and connection within the local community. Encouraging collaboration and participation from various cultural groups and stakeholders.

Important Highlights of the Project

- ▲ Cultural Nights: Evenings filled with traditional music, dance performances, and local culinary delights. Bazaars and Markets: Daytime markets featuring local crafts, foods, and artisanal products.
- ▲ Folklore Shows: Live performances that tell the stories and legends of Jordanian culture.
- ▲ Mosaic Floors Exhibition: Showcasing the intricate and beautiful mosaic work found in Hammam as-Sarah.
- ▲ Visitor Center: A modern facility offering educational resources, guided tours, and interactive exhibits

Opportunity Details

- ▲ Location: Qasr Al-Hallabat, Zarqa Governorate, Jordan
- ▲ Duration: The festival will run for a designated period annually, attracting both local and international visitors.
- ▲ Target Audience: Local residents, tourists, cultural enthusiasts, historians, and families.

Investor Role

Providing financial support for the development and marketing of the festival. Assisting with the construction and maintenance of the visitor center and festival infrastructure. Partnering with local businesses and cultural organizations to enhance festival offerings.

Success Factors

- ▲ Strong Partnerships: Collaborations with local cultural groups, artisans, and businesses.
- ▲ Effective Marketing: Robust promotional campaigns targeting both local and international audiences.
- ▲ Community Support: Engagement and participation with the local community, fostering a sense of proactive involvement and pride.
- ▲ Sustainable Practices: Ensuring the festival is environmentally sustainable and culturally respectful.
- ▲ Visitor Experience: Creating memorable and enriching experiences for all attendees, encouraging repeat visits and positive word-of-mouth.