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Lebanon Traveler unveils Lebanon's hidden treasures

Beyond Beirut Partnering with Hospitality Services to launch Lebanon Traveler Magazine

With the support of the U.S. Agency for International Development (USAID), Hospitality Services and Beyond Beirut in the presence of presidents of municipalities, U.S. Embassy representatives, tourism stakeholders and non-governmental organizations, launched the first issue of "Lebanon Traveler" magazine on June 29th 2011 at 11 am in Falamanki Café, Beirut. Lebanon Traveler is the first Lebanese quarterly tourism magazine to unveil Lebanon's hidden treasures and encourage new trends in sustainable outdoor entertainment, inviting the Lebanese to rediscover their own country; it is a joint publication by Beyond Beirut and Hospitality Services

and will be available in major bookstores such as Virgin Mega store, Antoine bookstore, restaurant and hotel chains across the country. The fresh, 50 page magazine is an engaging read and can be used as a seasonal touristic guidebook. It deals with topics ranging from international tourism trends, local festivity customs, in-depth interviews with tourism entrepreneurs all the way to where the readers can find unknown local "must visit" in rural areas. This magazine is a model achievement for partnership between private sector and civil society working together towards sustainable economic development in the regions of Lebanon through tourism and hospitality sector support.



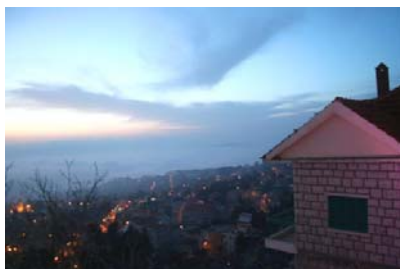
▶ Lebanon Traveler Magazine



▶ B.B. board members- Ms. Joumana Damous Salame- Mr. Criss Juliard- Ms. Nell Abou Ghazale



▶ Mr. Heath Cosgrove



EYE CATCHER

← View from the village of Hammana to the West

View from the village of Jezzine to the North →





Representatives of the Jezzine community and of Beyond Beirut with Mr. Joe Barza



Fish Moughrabiyyeh by Top Chef Joe Barza



Eggplant delight by Top Chef Joe Barza

On June 18, 2011 and within the framework of Beyond Beirut's destination development program, the Jezzine community, hosted Top Chef Joe Barza who shared his cooking expertise with the local restaurant Al Herech; the result was a grand finale dinner with a stupendous array of Lebanese dishes reinvented by the artist; invitees delightfully discovered Lebanese dishes with a twist and enjoyed the creativity that awaited them in each mouthful.

The Jezzine community will take part in the Beyond Beirut Annual Forum for National Sustainable Tourism Development on the 5th of October 2011. The aim of the forum will be to promote dialogue and linkages among tourism stakeholders (entrepreneurs, municipalities and tour operators...) in rural areas and between them and national tour operators, with the goal of expanding sustainable tourism across the value chain to all regions of Lebanon.

Quote of the Month:

"By being an innovative chef in your own town, you take part in developing your region and making it a tourist destination"

Chef Joe Barza advice to hospitality students of Jezzine



Look out for!

The new and updated Beyond Beirut website!
Check it out starting end of July 2011 on www.beyondbeirut.com
and join our Facebook group: Beyond Beirut!

And now you can't say you didn't know ☺

Mr. Criss Juliard, Director of Lebanon Business Linkages Initiative, LBLI and on behalf of ACIDI/VOCA, (the Grantor) met with Ms. WafaOsta, Director of Beyond Beirut (the Grantee) for a signature of the FOG Agreement (Ref: USAID Cooperative Agreement # 268-A-00-08-0041-00) on April 12th, 2011. This USAID funded matching grant is a fixed contribution to the development and capacity building of the Beyond Beirut NGO.



USAID
FROM THE AMERICAN PEOPLE

The Beyond Beirut Campaign is made possible with the support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of LBLI represented by its founding board and advisory board of beyond Beirut and do not necessarily reflect the views of USAID or the United States Government.

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