Mövenpick Hotel & Apartments Ghala Muscat Brings the Community Together to Share a Kilo of Kindness

In its second year locally, the initiative brings media, guests and Nidaa Charity Team together to collect essential donations for families in need, with the hotel matching every kilo donated by invited guests.



Masqat, Oman Nov 18, 2026 (Issuewire.com**)** - Mövenpick Hotel & Apartments Ghala Muscat is bringing its community together for the second consecutive year through Kilo of Kindness, Mövenpick's global initiative that turns everyday acts of generosity into meaningful support for those in need. In partnership with Nidaa Charity Team, the hotel is inviting guests and the wider community to contribute essential items for families in need. The campaign reflects the hotel's ongoing commitment to supporting the local community and ensuring that small acts of kindness make a tangible difference.

Now in its 11th year across Mövenpick Hotels & Resorts, the initiative encourages people to turn small acts of generosity into meaningful contributions by donating essential items to those who need them most.

The hotel recently welcomed media representatives, guests and the Nidaa Charity Team to an evening dedicated to generosity, community spirit and the power of giving. Guests were invited to share their thoughts on kindness on the campaign's Kindness Wall, contribute essential items to the designated collection boxes and witness the weighing of the donations. At the event , the hotel pledged to match

every kilo donated by invited guests, doubling the impact of their contributions.

"Kilo of Kindness is an invitation to carry kindness into the rhythm of everyday life. It is a gentle reminder to share the blessings we have been given, and it reflects the generous Omani spirit of community and charity that we are privileged to live alongside. A single kilo may seem modest, yet for the person who receives it, the knowledge that someone cares can be a source of real comfort and dignity," said **Arshad Mahmood, General Manager, Mövenpick Hotel & Apartments Ghala Muscat**.

"At Nidaa Charity Team, we believe that lasting change is built through consistent, practical acts of giving, and it is the generosity of the community that makes our work possible. We are grateful to Mövenpick Hotel & Apartments Ghala Muscat for bringing guests and the media together around Kilo of Kindness. Every kilo collected will reach a family in need, and with it, the reassurance that their community cares. We invite everyone to take part," said **Abdullah Al Rahbi, Charity Manager, Nidaa Charity Team**.

“Kindness is at the heart of Mövenpick, and Kilo of Kindness is a wonderful reflection of that spirit. Across the region, where giving, hospitality and caring for others are deeply rooted in our cultures, this initiative holds special meaning. Over the past 11 years, our hotels, Heartists®, guests and partners have come together to turn simple acts of generosity into meaningful support for their communities. What makes this year particularly special is that we’re taking that spirit beyond a single moment in the year, creating more opportunities to give back through donations, volunteering and local partnerships. Because whether it’s a kilo of essentials, an hour of someone’s time or a helping hand, every act of kindness has the power to make a difference,” said **Kerry Healy, Chief Commercial Officer for the Premium, Midscale & Economy Division, Middle East, Africa & Asia Pacific at Accor.**

The Kilo of Kindness campaign remains open to hotel guests and the wider community until **27 November 2026**. Members of the public are welcome to visit the hotel and contribute non-perishable food, clean clothing, toys, books and everyday essentials at the designated collection point.

The initiative also extends to the hotel's serviced apartments and the surrounding Ghala Heights community, with offices, businesses, residents and visitors encouraged to participate by dropping off their donations at the hotel. All collected items will be handed over to Nidaa Charity Team for distribution to families in need.

About Kilo of Kindness

Kilo of Kindness is Mövenpick's annual charitable initiative, now in its 11th year. Running across participating Mövenpick properties from October 2026 to November 27 2026, the campaign invites hotel guests, Heartists® and local communities to contribute essential items to support individuals and families in need.

At Mövenpick Hotel & Apartments Ghala Muscat, the campaign is being held for the second consecutive year in partnership with Nidaa Charity Team. Following its local launch in 2025, the hotel formalised its partnership with the organisation through a Memorandum of Understanding (MOU), strengthening its commitment to supporting the community through meaningful and ongoing contributions.

About Nidaa Charity Team

Nidaa Charity Team operates under the umbrella of the Social Development Committee in the Wilayat of Bawshar. The organisation is dedicated to supporting vulnerable families, raising social awareness and improving living standards through humanitarian, educational and community-focused initiatives.

As the hotel's charity partner for Kilo of Kindness, Nidaa Charity Team will oversee the collection and distribution of donated items, including clothing for adults and children, books, toys, food and household essentials. Through this partnership, contributions will be directed towards families and individuals in need within the local community.

How to Get Involved

The community is invited to participate in Kilo of Kindness by bringing donations to Mövenpick Hotel & Apartments Ghala Muscat until **27 November 2026**. Visit to know more https://movenpick.accor.com/en/about-movenpick/kilo-of-kindness.html

Suggested donations include:

- Non-perishable food and pantry essentials.
- Clean clothing for adults and children.
- Toys and books.
- Everyday household essentials.

Donations can be dropped off at the designated collection point in the hotel lobby, where a member of the hotel's Heartists® team will be happy to assist. Every contribution, no matter how small, helps make a difference.

About Mövenpick

Founded in 1948 by Swiss restaurateur Ueli Prager, Mövenpick began with a pioneering culinary concept that transformed the Swiss dining scene and has since evolved into a globally recognised hotel brand. Today, Mövenpick is defined by generous hospitality, joyful reconnection and convivial dining experiences that bring people together across generations, cultures and occasions.

Designed for both leisure and business, its inviting spaces cater to families, couples and locals, while also transforming meetings, incentives, conferences and events into extraordinary celebrations. Food and drink remain at the heart of the experience, complemented by contemporary design and a spirit of generosity that shapes every stay.

Mövenpick now counts more than 130 hotels and resorts in over 40 countries. The brand has maintained its commitment to responsible hospitality, with sustainability and community engagement at the heart of its approach. Initiatives such as Kilo of Kindness encourage guests and team members to support those in need through donations of clothing, food and other essential items.

Mövenpick is part of Accor, a world-leading hospitality group with more than 5,700 properties across over 110 countries, and a participating brand in ALL Accor, a loyalty programme and booking platform offering access to a wide range of rewards, services and experiences.





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