



معرض قطر الدولي للسياحة والسفر  
Qatar International Exhibition for Travel & Tourism

SUPPORTED BY



STRATEGIC PARTNER



FOUNDING PARTNER



TITLE SPONSOR



# POST-SHOW REPORT

25 - 27 NOVEMBER 2024  
DECC - DOHA, QATAR

ORGANIZING COMPANY

**NeXfairs**  
تواصل الغد | CONNECTING TOMORROW





A person in a white thobe and ghutra leads a camel across sand dunes. The camel is decorated with a red and black patterned saddle cloth. In the background, a city skyline is visible under a warm, golden sky, suggesting a sunset or sunrise. The scene is a blend of traditional desert life and modern urban development.

**DISCOVER**

**PLACES, PEOPLE  
& CULTURES**



# TABLE OF CONTENTS

<b>04</b>	GOVERNMENT SUPPORT	<b>21</b>	QTM 2024 GLOBAL VILLAGE	<b>40</b>	GALLERY - QTM 2024 PRE-OPENING EVENT
<b>05</b>	KEY ECONOMIC HIGHLIGHTS	<b>22</b>	HOSTED BUYERS PROGRAM	<b>41</b>	GALLERY - QTM 2024 GLOBAL VILLAGE
<b>06</b>	QTM 2024 INAUGURATION	<b>23</b>	QTM 2024 ACTIVATION	<b>42</b>	GALLERY - HOSTED BUYERS
<b>07</b>	VVIP IN ATTENDANCE	<b>24</b>	QTM 2024 PRE-OPENING EVENT	<b>43</b>	GALLERY - QTM 2024 RECEPTION
<b>08</b>	QTM 2024 OVERVIEW	<b>25</b>	QTM 2024 RECEPTION	<b>44</b>	GALLERY - STAND HIGHLIGHTS
<b>09</b>	TOURISM BOARD	<b>26</b>	QTM 2024 B2B MATCHMAKING APP	<b>45</b>	EXHIBITOR RECOGNITION
<b>10</b>	REPRESENTING COUNTRIES	<b>27</b>	MARKETING HIGHLIGHTS	<b>46</b>	ORGANIZER'S THANK YOU MESSAGE
<b>11</b>	VISITORS PROFILE BREAKDOWN	<b>28</b>	DIGITAL MEDIA HIGHLIGHTS	<b>47</b>	OFFICIAL SPONSORS AND PARTNERS
<b>12</b>	VISITOR INSIGHTS	<b>29</b>	PRESS RELEASE	<b>48</b>	OFFICIAL MEDIA PARTNERS
<b>13</b>	EXHIBITOR BREAKDOWN	<b>30</b>	MEDIA CLIPPING		
<b>14</b>	EXHIBITORS INSIGHTS	<b>32</b>	VIDEO PROMOTIONS & COVERAGE		
<b>15</b>	EXHIBITOR TESTIMONIALS	<b>33</b>	INFLUENCER COLABORATION		
<b>16</b>	QTM 2024 CONFERENCE	<b>34</b>	QTM 2024 AWARDS		
<b>17</b>	QTM 2024 CONFERENCE KEY TOPICS	<b>35</b>	QTM 2024 RECAP VIDEO		
<b>18</b>	CONFERENCE SPEAKERS	<b>36</b>	VENUE BRANDING		
<b>20</b>	QTM 2024 CONFERENCE INSIGHTS	<b>38</b>	GALLERY - EXHIBITION HIGHLIGHTS		

# GOVERNMENT SUPPORT

Under the Patronage of H.E. Sheikh Mohamed bin Abdulrahman bin Jassim Al Thani, Prime Minister And Minister Of Foreign Affairs, represented by H.E. Sheikh Mohammed bin Hamad bin Qassim Al-Abdullah Al-Thani.



**H.E. Sheikh Mohamed bin Abdulrahman  
bin Jassim Al Thani**  
Prime Minister And Minister Of Foreign Affairs



**H.E. Sheikh Faisal Bin Thani  
Al Thani**  
Minister of Commerce and Industry



**H.E. Mr. Saad Al Kharji**  
Chairman, Qatar Tourism



# KEY ECONOMIC HIGHLIGHTS



**90.8 B QAR**

Travel and tourism  
total contribution  
to GDP



**102.7 B QAR**

Expected International  
visitors spending  
reach by 2028,  
9.1% annual increase



**334,500**

Estimated number  
of jobs supported by  
the travel and  
tourism sector



**6.7-7.4M QAR**

Estimated range of  
visitors by 2030

Ref: <https://wtcc.org/news-article/travel-and-tourism-set-to-add-a-record-qar-81-bn-to-qatars-economy>

# QTM 2024 INAUGURATION

392

Prominent  
VIPS

27

Ambassadors

41

Qatar  
Government  
Entities

15

Tourism  
Boards

UNDER THE PATRONAGE

THE PRIME MINISTER AND MINISTER OF FOREIGN AFFAIRS,  
H.E. SHEIKH MOHAMED BIN ABDULRAHMAN BIN JASSIM AL THANI

REPRESENTATIVE OF  
THE PM

MINISTER OF COMMERCE AND INDUSTRY,  
H.E. SHEIKH FAISAL BIN THANI AL THANI

STRATEGIC PARTNER

CHAIRMAN OF QATAR TOURISM,  
HIS EXCELLENCY MR. SAAD BIN ALI AL KHARJI

FOUNDING PARTNER

CEO OF KATARA HOSPITALITY, ENG. NASSER MATAR AL KUWARI





# VVIP IN ATTENDANCE

- His Excellency Sheikh Faisal Bin Thani Al Thani, Minister of Commerce and Industry in Qatar (MoCI)
- His Excellency Dr. Hamad Bin Abdulaziz Al-Kawari, State Minister with the rank of Deputy Prime Minister of Qatar
- His Excellency Mr. Saad bin Ali Al Kharji, Chairman of Qatar Tourism
- H.E. Sheikh Faisal Bin Qassim Al-Thani, Chairman of Al Faisal Holding
- Eng. Abdulaziz Ali Al Mawlawi, CEO of Visit Qatar
- Eng. Nasser Matar Al Kuwari, CEO of Katara hospitality
- H.E Ambassador Mohamed Setri, Ambassador of Morocco
- H.E Ambassador Mohammed Bin Ali Al Ghatam, Ambassador of Bahrain to Qatar
- H.E Mr. Shane Flanagan, Ambassador of Australia to the State of Qatar
- H.E Mrs. Erika Bernhard, Ambassador of Austria to the State of Qatar
- H.E Mr. Paolo Toschi, Ambassador of Italy to the State of Qatar
- H.E Mr. Satoshi Maeda, Ambassador of Japan to the State of Qatar
- H.E Mr. Daniel Tănase, Ambassador of Romania to the State of Qatar
- H.E Jose Rafael Aguero Avila, Dáffairs of Paraguay to the State of Qatar
- H.E Dr. Marcelo Gerona Morales, Ambassador of Uruguay to the State of Qatar
- Consul Mr. Juan Martin Benavides, Consul of Uruguay to the State of Qatar
- H.E Mr. Drago Lovric, Ambassador of Croatia to the State of Qatar
- H.E Mr. Md Nazrul Islam, Ambassador of Bangladesh to the State of Qatar
- H.E Mr. Drago Lovric, Ambassador of Croatia to the State of Qatar





# QTM 2024 OVERVIEW

Qatar Travel Mart is a leading platform for the global travel and tourism industry, showcasing trends in Sports, MICE, Business, Culture, Leisure, Luxury, Medical, and Halal Tourism.

The event positions Qatar as a key tourism hub, connecting international buyers with DMCs, hotels, tour operators, and more.





# TOURISM BOARDS



# REPRESENTING COUNTRIES



QATAR



MOROCCO



FRANCE



UAE



AUSTRALIA



SPAIN



RUSSIA



UZBEKISTAN



NETHERLANDS



UNITED KINGDOM



BANGLADESH



TURKEY



POLAND



MALDIVES



SWITZERLAND



SYRIA



COSTA RICA



CROATIA



CUBA



IVORY COAST



DJIBOUTI



DOMINICAN REPUBLIC



IRELAND



EL SALVADOR



BULGARIA



JAPAN



JORDAN



HELLENIC REPUBLIC



ISLAMIC REPUBLIC OF IRAN



HUNGARY



MOZAMBIQUE



PARAGUAY



INDONESIA



RWANDA



TANZANIA



VIETNAM



ITALY



KINGDOM OF SAUDI ARABIA



SOUTH KOREA



SEYCHELLES



BELGIUM



NEPAL



PERU



SINGAPORE



EGYPT



ECUADOR



THAILAND



KAZAKHSTAN



TAJIKISTAN



URUGUAY



UNITED STATES OF AMERICA



MOLDOVA



NIGERIA



INDIA



ETHIOPIA



PAKISTAN



KYRGYSTAN



BAHRAIN



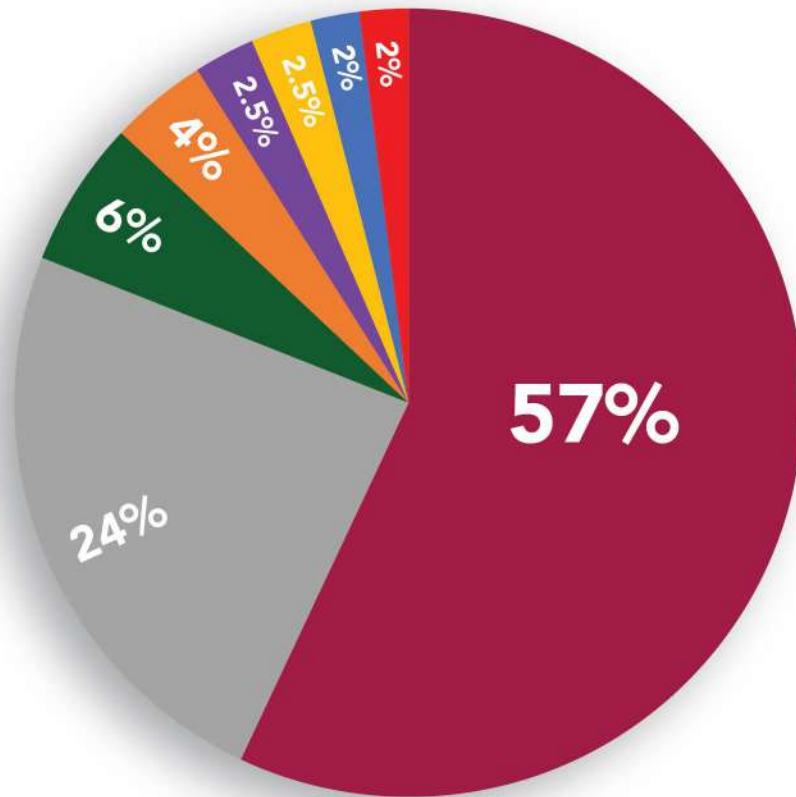
MALAYSIA



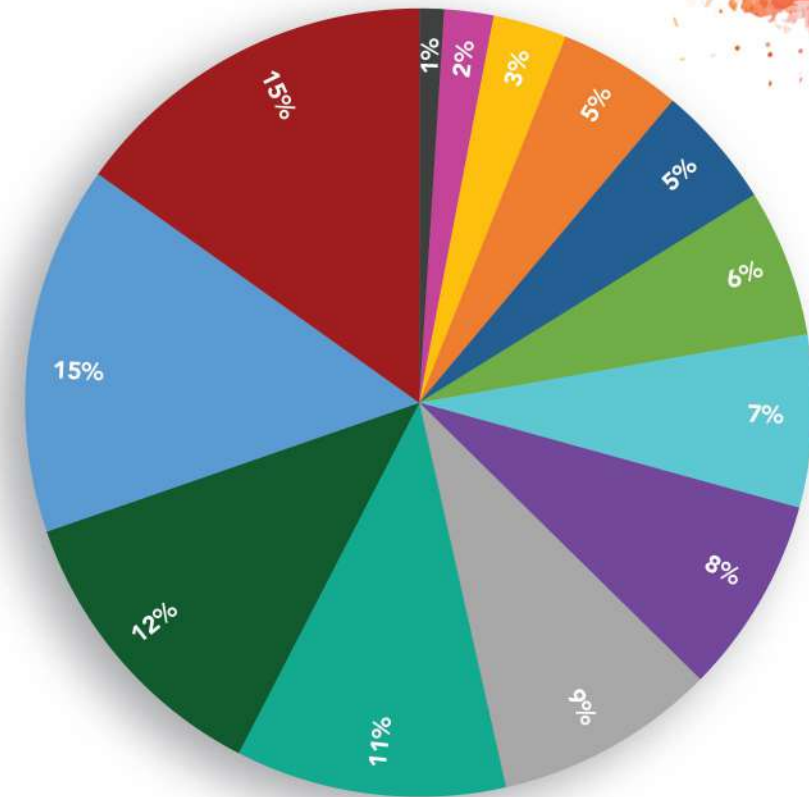
CHILE



# VISITOR PROFILE BREAKDOWN



■ Qatar	■ Saudi Arabia
■ Türkiye	■ India
■ Morocco	■ Georgia
■ Russia	■ Other



■ Travel and Tourism	■ Investors	■ Health Service Providers
■ Leisure & Holiday Travelers	■ Entertainment	■ Travel Media and Publication
■ Tour Operators	■ Government Sectors	■ Wedding Planners
■ Travel Agents	■ Real Estate	
■ Buyers	■ Families & Travel Enthusiasts	

# VISITOR INSIGHTS



Overall  
Satisfaction

92%



Registration  
Process Rate

97%



Recomending  
QTM to friends  
or family

97%



Planning to  
Attend Next Year

99%

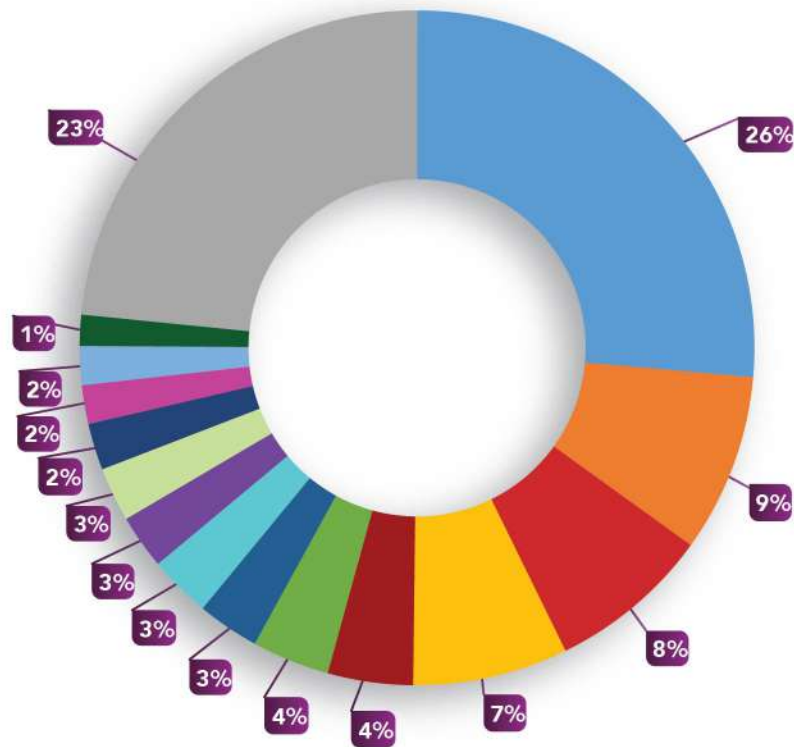


Visitors Faced  
No Issues During  
The Exhibition

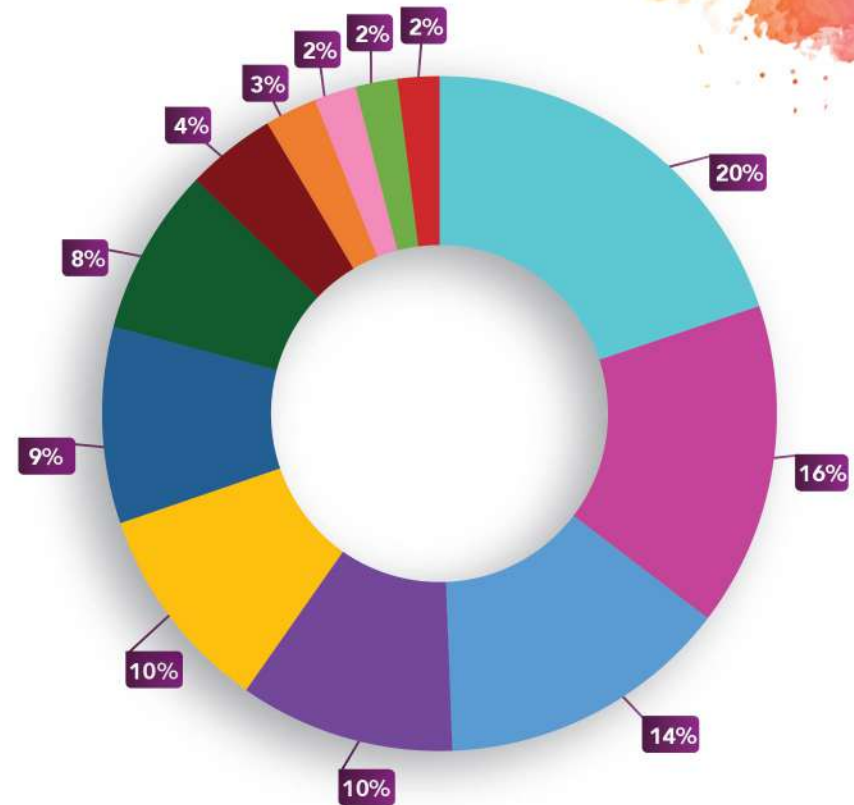
96%



# EXHIBITOR BREAKDOWN



Qatar	Tanzania	UAE
Russia	Turkiye	India
Korea	Italy	United Kingdom
South Korea	France	Saudi Arabia
Morocco	Hungary	Other



Hospitality	Association	Entertainment
Tourism Boards	DMC	Cultural & Educational Bodies
Travel Agencies	Embassies	Banks & Insurance
Travel & Tour Operators	Transportation	Media

# EXHIBITOR INSIGHTS



Overall  
Satisfaction



Overall  
Traffic



Exhibitors Attained  
Their Target

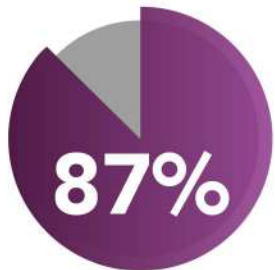


Planning to Exhibit  
Next Year

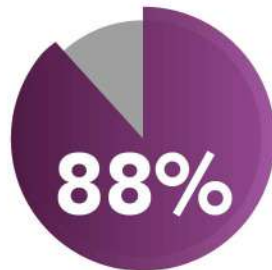


Nextfairs  
Staff Rating

## QTM 2024'S EVALUATION BASED ON THE FOLLOWING:



Logistics



Exhibition  
Facilities



Construction  
Safety Precautions



Operations



Cleanliness



Security



# EXHIBITOR TESTIMONIALS



**NADEEM ULDE**  
General Manager,  
Ali Bin Ali International  
Travel & Tourism

It's been great participating in qtm's third edition. This time, we have a larger stand gaining recognition. We've had productive meetings with hosted buyers, embassies, and corporate houses, benefiting our business.



**NIKOLETT HERVAI**  
Event and inbound  
Product manager,  
Otp travel

Qtm provides a fantastic opportunity to meet people, establish direct contacts, and learn more about what Hungary has to offer. I definitely recommend participating in this event.



**EMANUELA UGUREANU**  
Senior Sales Manager,  
Intercontinental Beach  
& Spa & Residence

This is our first time attending qtm, and it has been a fantastic experience with a great first impression. We had many meetings with potential travel agencies and clients and we're optimistic that this will lead to successful collaborations



**PASCAL VAN DE MOORTELE**  
Commercial Manager,  
myGo Group

This is our first time at qtm, and we're truly satisfied. The event is professional and well-organized. We've made great contacts and look forward to valuable returns. Congratulations to the organizers!



**NASSOR H. GARAMATATU**  
Marketing officer,  
Tanzania tourism board

We're honored to be part of qtm. This platform allows us to network globally and promote Tanzania as a top destination. Our booth has attracted many visitors requesting valuable information.



**MADHUBABU N. SINGANI**  
Event and Inbound  
Product Manager,  
OTP Travel

It was a fantastic first experience at QTM in Qatar. I connected with many dmcs, and the networking and connections were exceptionally well organized.



**GIUSEPPE VINCELLI**  
General Manager,  
InterContinental Madrid

I've noticed tremendous evolution in both the quality of attendees and the professional connections made. QTM is the perfect platform for bridging the east and west, with agents and intermediaries from all over the world.



**TONY KALDAS**  
Director of  
Partnerships - Arabia & Africa,  
Airalo

I highly recommend participating in qtm. It's a great event where travel companies can meet and discuss potential partnerships.





# QTM 2024 CONFERENCE

Qatar Travel Mart 2024 conference featured an impressive lineup of 55 speakers. The conference provided valuable insights into the future of tourism, fostering innovation and collaboration across the industry.

## 3-DAY CONFERENCE:

### DAY 1 – MEANINGFUL EXPERIENCES

Crafting meaningful experiences: cultural heritage and experiential 365 tourism

### DAY 2 – FUTURE OF TRAVEL

Innovating the future: sustainability, technology, and skill development in tourism

### DAY 3 – SPORTS AND HEALTH

Health, wellness, and sports: exploring diverse paths to well-being in tourism





# QTM 2024 CONFERENCE KEY TOPICS

## DAY 1 – MEANINGFUL EXPERIENCES

### Key Topics

- Cultural heritage and authenticity
- Sustainability in tourism
- Meaningful and experiential tourism
- Community engagement and collaboration
- Year-Round tourism and innovation
- Culinary tourism

### Main Takeaway

The discussions underscored the need for tourism stakeholders to focus on sustainable, culturally rich, and innovative strategies to create transformative travel experiences. By preserving authenticity, engaging local communities, and prioritizing sustainability, destinations can craft experiences that resonate with travelers on a deeper level, while ensuring long-term benefits for local economies and environments.

## DAY 2 – FUTURE OF TRAVEL

### Key Topics

- Sustainability as a core principle
- Technology and innovation driving progress
- Empowering communities
- Education and skills development
- Cultural heritage and climate change

### Main Takeaway

Day 2 underscored the interconnectedness of sustainability, technology, and skill development in driving the future of travel. By embracing digital innovations, prioritizing eco-friendly practices, and fostering inclusive community engagement, the tourism industry can build a more resilient and forward-thinking ecosystem.

These insights set the stage for actionable steps in reshaping the tourism landscape to address emerging challenges and opportunities, ensuring a sustainable and impactful future for destinations, travelers, and communities alike.

## DAY 3 – SPORTS AND HEALTH

### Key Topics

- Intersection of sports and tourism
- Cultural sports tourism in Doha
- Medical and wellness tourism trends

### Main Takeaway

Day 3 at QTM showcased the convergence of health, wellness, and sports tourism, emphasizing Qatar's ability to balance cultural authenticity, sustainability, and innovation. By leveraging its rich heritage, cutting-edge infrastructure, and tailored wellness offerings, Qatar is redefining well-being in tourism while fostering long-term social and economic benefits.



# CONFERENCE SPEAKERS



**DR. MARCEL  
BASTIAANSEN**  
WLO BOARD MEMBER



**PROF. JOANNE  
SCHROEDER**  
CHAIR, WLO



**DR. SANDRO  
CARNICELLI**  
EDITOR IN CHIEF,  
WORLD LEISURE JOURNAL



**ANDREW STEEL**  
MANAGING DIRECTOR,  
RAFFLES DOHA &  
FAIRMONT DOHA



**DENISE SPINKOVA  
BOECKX**  
VP OF SERVICE EXCELLENCE,  
QATAR TOURISM



**MARC LANNOY**  
GENERAL MANAGER,  
THE WESTIN EXCELSIOR



**HAFSA GAHER**  
DIRECTOR,  
HALAL TRAVEL NETWORK



**DJIBRIL FOFANA**  
SECRETARY GENERAL,  
AMFORIT



**NIGEL FELL**  
PRESIDENT & CEO,  
WTACH



**GIANRICO  
ESPOSITO**  
GENERAL MANAGER,  
EXCELSIOR HOTEL GALLIA



**PIERRE-LOUIS  
RENOU**  
GENERAL MANAGER,  
CARLTON CANNES



**BONITA MUTONI**  
FOUNDER,  
UBER LUXE SAFARIS



**FATMA ŞAHİN**  
FORMER MINISTER,  
FAMILY AND SOCIAL POLICES  
AND MAYOR OF GAZİANTEP  
METROPOLITAN MUNICIPALITY



**GHANIM  
AL-SULAITI**  
CEO, ENBAT HOLDINGS



**MUSSA FATI**  
EXECUTIVE CHEF,  
FAIRMONT DOHA



**YULIA  
MAKSUTOVA**  
DIRECTOR, NATIONAL CENTER  
FOR TOURISM DEVELOPMENT



**KOPZHANOV  
DAURZHAN**  
DIGITAL MARKETING MANAGER,  
ALMATY TOURISM BUREAU



**ANDRE BORG**  
GENERAL MANAGER,  
HILTON SALWA BEACH  
RESORT & VILLAS



**GIUSEPPE  
VINCELLI**  
GENERAL MANAGER,  
INTERCONTINENTAL MADRID



**AMINA  
FAKHROO**  
TECHNICAL DEPARTMENT,  
KATARAH HOSPITALITY



**SHEIKH  
AHMED AL THANI**  
ASSET MANAGEMENT DEPARTMENT,  
KATARAH HOSPITALITY



**NADEEM ULDE**  
GENERAL MANAGER,  
TRAVEL & CARGO



**FETHI FILALI**  
DIRECTOR OF TECHNOLOGY  
& RESEARCH, CIMIC



**ROSETTE FARES**  
DIRECTOR OF MARKETING AND  
COMMUNICATIONS,  
RIXOS GULF HOTEL DOHA



**TONY KALDAS**  
DIRECTOR OF PARTNERSHIPS  
ARABIA & AFRICA, AIRALO



**RODHA AL HAMAR**  
MARKETING &  
COMMUNICATIONS,  
KATARAH HOSPITALITY



**YVONNE KLERKS**  
FORMER LECTURER AND  
ADVISOR INTERNATIONAL  
ACADEMY FOR LEISURE



# CONFERENCE SPEAKERS



**RITA FESTI**  
HEAD OF  
PROJECT DEVELOPMENT,  
SCUOLA CENTRALE FORMAZIONE



**CHRIS FLYNN**  
EXECUTIVE CHAIRMAN,  
WTACH



**DR. CRISTINA  
ORTEGA NUERE**  
CHIEF OPERATING OFFICER,  
WLO



**CHRISTIAN  
WESTBELD**  
MANAGING DIRECTOR,  
RAFFLES SINGAPORE



**NICOLAS  
DE GOLS**  
GENERAL MANAGER,  
LE ROYAL MONCEAU PARIS



**NEIL MACOMISH**  
DIRECTOR & FOUNDER,  
MA ARCHITECTURE



**MARKO  
JOVANOVIC**  
GENERAL MANAGER,  
SEALINE BEACH RESORT



**BASHAYER  
AL KHALIFA**  
ASSET MANAGEMENT,  
KATARIA HOSPITALITY



**DR. MOHAMMED  
RASHID M A AL-SULAITI**  
LEAD RESEARCHER,  
QATAR FOUNDATION



**JAOUAD SBIHI**  
GENERAL MANAGER,  
TAZI PALACE



**SAAD ELASAD**  
SENIOR DEBATE INSTRUCTOR,  
QATAR FOUNDATION



**DR. S. DUYGU  
SEVER-MEHMETOGLU**  
POSTDOCTORAL ASSOCIATE,  
CMUQ



**PROF. DR. LIYUN  
JANE ZHOU**  
EXECUTIVE BOARD MEMBER,  
WLO



**NEIL MACOMISH**  
DIRECTOR & FOUNDER,  
MA ARCHITECTURE



**SHOAA ALI  
AL SEMAITI**  
MARKETING & COMMUNICATIONS  
ASSISTANT MANAGER, KATARIA HOSPITALITY



**PROF. WADIH  
ISHAC**  
ASSISTANT PROFESSOR,  
QATAR UNIVERSITY



**DR. KAMILLA  
SWART-ARRIES**  
ASSOCIATE PROFESSOR,  
HBKU



**ENG. FAHAD EBRAHIM  
J. MUHANA**  
DIRECTOR OF STRATEGY,  
QATAR OLYMPIC COMMITTEE



**DR. SYED  
AHMED**  
ASSISTANT PROFESSOR,  
QATAR UNIVERSITY



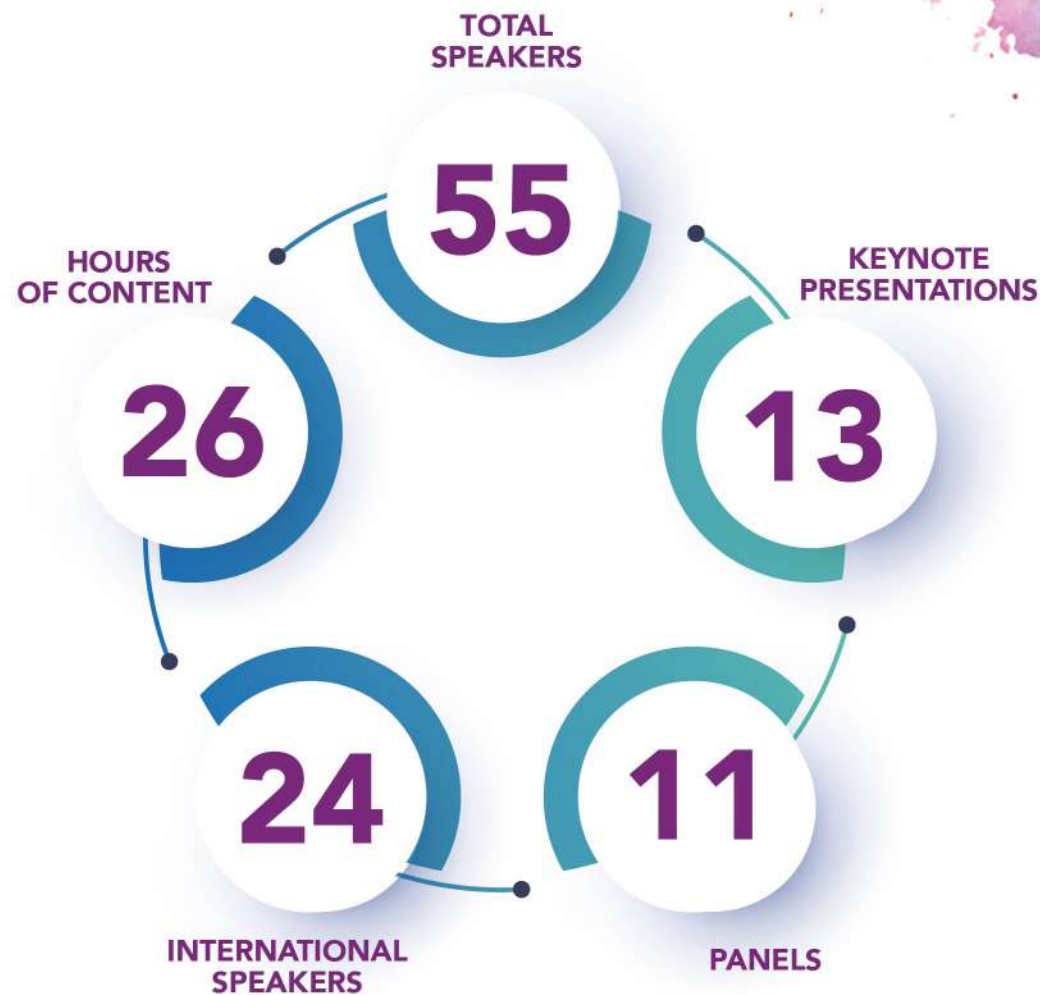
**DR. ALEKSANDRA SASHA  
GARDAVASEVIC-SLAVULJICA**  
FORMER DEPUTY MINISTER,  
TOURISM FOR MONTENEGRO



**ASELA  
JAYAWEEERA**  
ASSISTANT DIRECTOR OF ROOMS,  
SHARQ VILLAGE & SPA



# QTM 2024 CONFERENCE INSIGHTS





# QTM 2024 GLOBAL VILLAGE

The cultural village at Qatar Travel Mart 2024 featured diverse performances celebrating global traditions

# 11

COUNTRIES SHOWCASED THEIR CULTURAL PERFORMANCES AT GLOBAL VILLAGE



MOROCCO



RUSSIA



THAILAND



PERU



INDIA



POLAND



CUBA



KAZAKHSTAN



DOMINICAN  
REPUBLIC



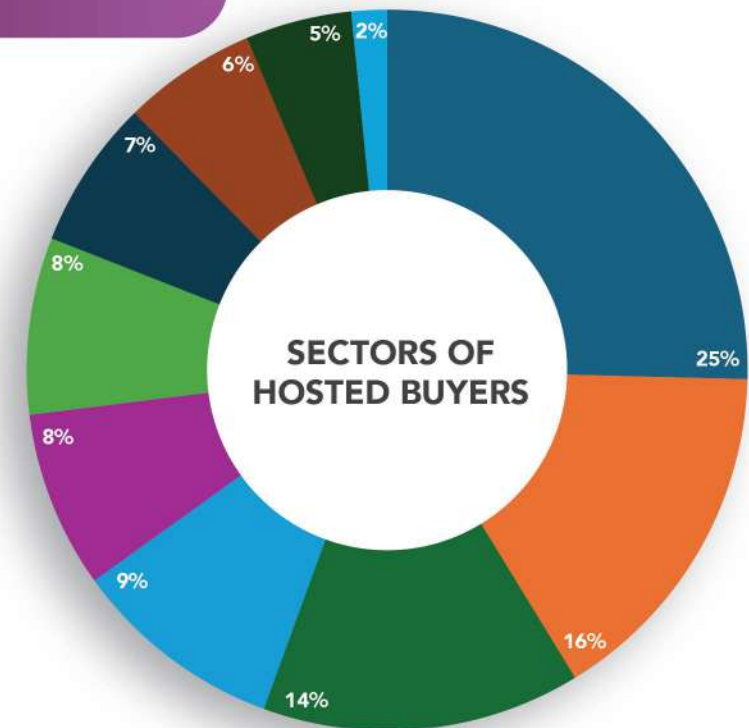
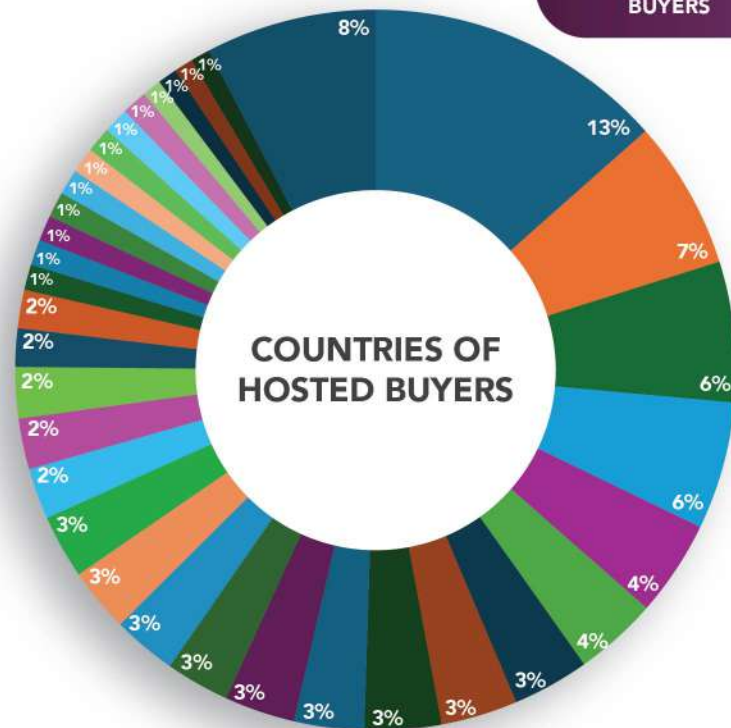
INDONESIA



KYRGYZSTAN







- |              |            |                |             |             |          |
|--------------|------------|----------------|-------------|-------------|----------|
| U.A.E        | Kuwait     | United Kingdom | Morocco     | Pakistan    |          |
| Saudi Arabia | Italy      | Algeria        | Tanzania    | Philippines | Kenya    |
| Bahrain      | Oman       | Nigeria        | Indonesia   | Spain       | Maldives |
| India        | China      | France         | Ivory Coast | Tunisia     | Yemen    |
| Türkiye      | Uzbekistan | Egypt          | Japan       | Vietnam     | Other    |
| Russia       | Jordan     | Lebanon        | Nepal       | Iran        |          |

- Travel & Tour Operators
- Travel Agencies
- Transportation
- Real-Estate Developers
- Miscellaneous
- Investors
- Entertainment
- DMC
- Event Management
- Religious or Pilgrimage Travel Services



# QTM 2024 ACTIVATION

## QTM Hosted Buyers Networking Event at Waldorf Astoria

**The Networking Event**, served as a significant platform for fostering high-level connections and collaboration within the travel and tourism industry.

The event brought together **prominent hosted buyers**, representing a diverse range of international markets, to engage with key stakeholders from tourism sector. Attendees had the opportunity to build relationships, discuss potential partnerships, and exchange insights in an elegant and conducive networking environment.

This exclusive gathering highlighted the strategic importance of QTM as a facilitator for meaningful industry interactions, further solidifying its role as a premier event in the global travel and tourism calendar.





# QTM 2024 PRE-OPENING EVENT

## Qatar Travel Mart 2024 Pre-Opening Event: A Remarkable Gathering at Hilton Salwa Beach Resort

Qatar Travel Mart 2024 pre-activation event, hosted by Katara Hospitality at the stunning Hilton Salwa Beach Resort, was an unforgettable experience. From breathtaking views to impactful networking, the event set the stage for excellence.

With 200 attendees, including 20 media representatives and influencers, the gathering brought together an exclusive mix of hosted buyers, VIPs, and tourism board representatives. This remarkable prelude to the main event highlighted the unparalleled opportunities Qatar offers as a leading travel destination.





# QTM 2024 RECEPTION

Qatar Travel Mart 2024 Reception: An elegant evening at Raffles Doha

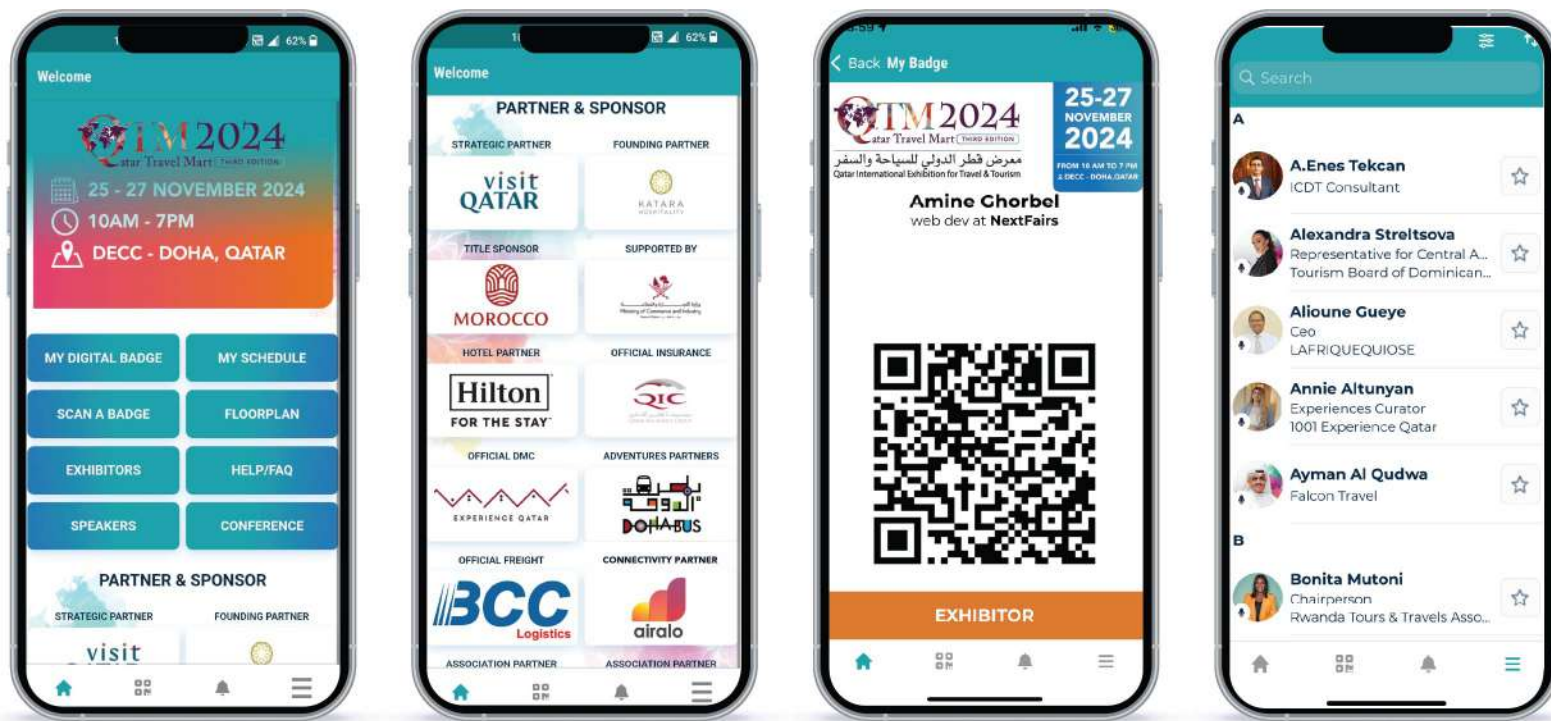


# QTM 2024 B2B MATCHMAKING APP

The QTM B2B Matchmaking tool and App is a platform that facilitates connections between exhibitors and buyers.

These tools enable participants to schedule meetings in advance, access interactive floor plans, stay updated on event activities, and access conference agendas and sessions.

It was hailed as a great success landing **4452 B2B meetings** and ensuring profitable deals for those attending.





# MARKETING HIGHLIGHTS

## EMAIL CAMPAIGNS



**27K+**

REACH

## DIRECT MAIL



**1,800**

VIPS WITH HARDCOPY  
INVITATIONS

## WEBSITE



**35,183**

TOTAL VISITS

## MEDIA PARTNERS



**20**

MEDIA PARTNERS

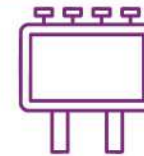
## SHOW CATALOGUE



**1,200**

COPIES

## OUTDOOR ADVERTISING



**60**

FLAGPOLES

# DIGITAL MEDIA HIGHLIGHTS

**7.5K+**  
POSTS

**22.8M+**  
TOTAL  
IMPRESSIONS

**1.3M+**  
TOTAL  
REACH

**1M+**  
INSTAGRAM  
IMPRESSIONS

**5M+**  
FACEBOOK  
IMPRESSIONS

**9M+**  
PROGRAMMATIC  
DISPLAY  
IMPRESSIONS

**1M+**  
LINKEDIN  
IMPRESSIONS

**4M+**  
SNAPCHAT  
IMPRESSIONS

**2M+**  
TIKTOK  
IMPRESSIONS

**832K**  
YOUTUBE  
IMPRESSIONS



# PRESS RELEASE



**150M+ REACH IN PRINT MEDIA**



**131 PRLS OVERALL COVERAGE (PRINT & ONLINE)**

## TOP PUBLICATIONS FEATURE QTM

الرأي  
منطلق الفكر، مصدر الحكمة  
الطريق إلى المستقبل

The Peninsula  
Local focus, Global vision

الشرق

GULF TIMES

العرب

Qatar  
Tribune  
First with the news and what's behind it



## QTM 2024 to kick off tomorrow

**Qatar Travel Mart 2024 aims to position Qatar as a central travel and tourism hub**

**QNA**  
DOHA

UNDER the patronage of Prime Minister and Minister of Foreign Affairs HE Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, the Qatar Travel Mart (QTM) 2024 is set to kick off on Monday at the Doha Exhibition and Convention Center (DECC).

QTM 2024 aims to position Qatar as a central travel and tourism hub, stimulating the country's growing tourism



industry in line with Qatar National Vision 2030 (QNV).

Qatar's growing appeal on a global scale was emphasized with Qatar Tourism's recent announcement that the number of visitors by the end of October 2024 had reached a new high of 4 million, matching the total visitor count for 2023.

This year-to-date total represents a 26 percent increase in international visitors compared to the same period in 2023.

The highly anticipated third edition of QTM is organized by NeXTairs for Exhibitions and Conference.

Visit Qatar has been confirmed as the 'Strategic Partner', 'Katara Hospitality' as the 'Founding Partner', and Visit Morocco as the 'Title Sponsor' of QTM 2024, reinforcing their commitment to supporting Qatar's growing tourism sector. Their involvement highlights the importance of collaboration in driving forward Qatar's ambitious tourism vision for 2030.

## Qatar Travel Mart 2024 set to start on Nov 25

**QNA**  
Doha

Under the patronage of HE the Prime Minister and Minister of Foreign Affairs Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, the Qatar Travel Mart (QTM) 2024 is set to officially launch later this month, with the event organizers announcing the strategic partners and sponsors who will play a key role in making this year's edition the largest and most impactful to date.

The event will take place from Nov 25-27, at the Doha Exhibition and Convention Center (DECC), and promises to be a landmark exhibition for the travel and tourism industry, both regionally and globally. The highly anticipated third edition of QTM is organized by NeXTairs for Exhibitions and Conference.

Visit Qatar has been confirmed as the 'Strategic Partner', 'Katara Hospitality' as the 'Founding Partner' and Visit Morocco as the 'Title Sponsor' of QTM 2024, reinforcing their commitment to supporting Qatar's growing tourism sector. Their involvement highlights the importance of collaboration in



A snapshot from a previous edition of the QTM.

driving forward Qatar's ambitious tourism vision for 2030.

"Katara Hospitality is honored to return as the founding partner of QTM for the third consecutive year, a partnership that underscores our unwavering commitment to shaping the future of luxury hospitality in Qatar and beyond. This event provides an invaluable platform to showcase our vision of excellence, innovation, and cultural heritage, while strengthening Qatar's position as a premier global destination. We extend our heartfelt thanks to NeXTairs, Visit Qatar, and all key stakeholders for their exceptional collaboration and shared dedication to the growth and success of Qatar's tourism industry."

"Together, we are building a legacy that will inspire future generations and elevate Qatar's role on the world stage," Katara Hospitality said in a statement.

Rachid Hamzani, MNYO Middle East and India Director said: "Morocco is proud to be the title sponsor of QTM 2024, an opportunity to further strengthen the ties between Morocco and Qatar, particularly with the celebration of the Qatar-Morocco 2024 Year of Culture, which highlights the shared cultural values and historical bonds between our two nations. The partnership with QTM, part of our 'Light in Action' strategy, underscores our unwavering

commitment to promoting Morocco's rich heritage and diverse tourism offerings, while fostering deeper cultural connections. We look forward to sharing our unique experiences and exploring new opportunities for collaboration with industry leaders at this prestigious event."

Furthermore, QTM 2024's industry support is further recognized with global partners: the World Leisure Organisation (WLO) as "Conference Partner; World Tourism Association for Culture and Heritage (WTACH) as "Association Partner" as well as AMFOTHT, who are the World Association for Hospitality and Tourism Education and Training as "Association Partner".

This year's QTM will feature an expanded exhibition space of 15,000sqm, allowing for more exhibitors and networking opportunities than ever before. With over 60 participating countries, 300 exhibitors, and an expected attendance of 12,000 visitors, QTM 2024 is set to surpass previous editions in terms of scale and impact.

The exhibition will showcase seven dedicated sectors: Business, Leisure, Luxury, Medical, Culture, Sports, and Halal Tourism.



ومن المتوقع أن يجمع معرض QTM 2024 أكثر من 300 عارض من 60 دولة ما يوفر منصة لا مثيل لها للمتخصصين في الصناعة للتواصل والتعاون واستكشاف أحدث الاتجاهات في السفر والسياحة. ومن خلال ترميزه على تعزيز الشراكات وتمثيل المعرفة واستكشاف الاتجاهات الناشئة مثل السياحة المستدامة والسفر الترفيهي، يمتدح QTM 2024 ليكون هذا الاستقبال لا ينفصل.

بإشراف المهندس خالد بنوعاصي، مدير مؤتمرات الاستدامة والتكنولوجيا وتنمية المجتمعات في السياحة، برئاسة البروفيسورة جوان شروبر من جامعة جزيرة فانكوفر وريسة المنظمة العالمية للترفيه. وتنضم فعاليات اليوم عرضاً فريدة ومفاتيح تماشى مع أهداف في أحد الأركان التي تخلق صناعة السياحة. ومع حلول موعد أكثر من 20 عاماً بالانterior، يجمع معرض QTM 2024 بين الأبعاد المبرمجة وشؤون من رؤى القطاع لا سيما في مجال المشاركة المجتمعية والتربية. يستند هذا إلى المبرمجة وشؤون في السنداء كما أن المبرمجة وشؤون في أيضاً أول سيدة تترأس مجلس إدارة المنظمة العالمية للترفيه (WTO). حيث تجمع خبراتها في الترفيه والممارسات المؤجلة للخدمات الاجتماعية والصحة من خلال الخدمات الترفيهية.

معرض QTM 2024 من الأوسع وأكبر استضافة عدد من الموضوعات الهامة تحت شعار (الشفافية والنزاهة والقيادة)، بما في ذلك سبعة قطاعات متخصصة وهي السياحة، العجالة والأعمال والترفيه والرياضة والثقافة، والرياضة والسياحة الحلال كما يستضيف المحور: تجربة مستقبلية للتعلم والتشارك والتواصل من خلال مساهمة من قطاعات الفنادق والمطاعم والضيافة ورياسات العمل برئاسة خبراء الصناعة مع التركيز على الموضوعات الرئيسية الخاصة مثل السياحة المستدامة والتحول الرقمي والتجارب السفر المتقدمة.

## Qatar Travel Mart 2024 set to break records

The third edition of Qatar Travel Mart (QTM) 2024 is expected to bring together 300 exhibitors from 60 countries from November 25-27 at the Doha Exhibition and Convention Centre (DECC).

This year's theme, 'Discover Places, People and Cultures', underscores QTM 2024's commitment to showcasing the diverse tapestry of global tourism offerings while highlighting Qatar's unique position as a premier travel destination.

The event, under the patronage and guidance of HE the Prime Minister and Minister of Foreign Affairs Sheikh Mohammed bin Abdulrahman bin Jassim al-Thani, is organized by NeXTairs for Exhibitions and Conference.

In a press statement, Visit Qatar CEO engineer Abdulaziz Ali al-Mawlawi said: "This exhibition is extremely important to the sector as it facilitates partnerships and investments in tourism opportunities, fosters awareness of the latest happenings in the industry and assists in creating solid networking opportunities across B2B and B2C entities."

"Visit Qatar recognises the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry as integral to its strategic goals. After 'leisure', MICE is the second most important pillar driving growth in Qatar's tourism sector. By investing in world-class facilities and venues we were able to host large-scale, global



Engineer Abdulaziz Ali al-Mawlawi



Rawad Sleem

NeXTairs co-founder and general manager Rawad Sleem said: "Through QTM and our other initiatives, we strive to drive progress, shape the future of the industry, and contribute significantly to Qatar National Vision 2030."

The event's strategic partnership with Visit Qatar and its alignment with Qatar National Vision 2030 ensure high-level industry and government participation, creating unique opportunities for business development and investment.

As the fastest-growing tourism destination in the Middle East, Qatar's efforts to drive forward the tourism goal to welcome more than 6mn visitors a year by 2030 have resulted in securing major events such as the Asian Games in 2030 and a 10-year partnership starting with Formula 1.

Furthermore, in the tech sphere, Web Summit Qatar 2025, slated for February 23-26, is set to be the largest technology event in the world, attracting innovators, entrepreneurs, and industry leaders.



# MEDIA CLIPPINGS

## انطلاق معرض قطر الدولي للسباحة والسفر



افتتح معرض قطر الدولي للسباحة والسفر 2024 في فندق رافلز قطر، بحضور عدد كبير من المسؤولين الرسميين. المعرض يهدف إلى تعزيز السياحة والسفر في قطر، وتوفير فرص استثمارية للشركات المحلية والعالمية.

**الافتتاح: جلسة محوّل**  
**دور لارز في دعم السياحة**  
 افتتح المعرض بحضور عدد كبير من المسؤولين الرسميين، حيث أكدوا على أهمية السياحة في التنمية الاقتصادية لقطر. وتضمنت الجلسة محاضرة حول "دور لارز في دعم السياحة" من قبل ممثلين من شركة لارز.



تضمنت الجلسة محاضرة حول "دور لارز في دعم السياحة" من قبل ممثلين من شركة لارز.

## Qatar Travel Mart kicks off tomorrow at DECC

Organisers announce programme, chairpersons  
 The three-day conference will explore pivotal themes shaping the future of travel. Day 1: Meaningful Experiences, will delve into the transformative power of experiential tourism, focusing on cultural heritage preservation and year-round visitor strategies. Key sessions will address the growing demand for immersive travel experiences, culinary tourism, and innovative approaches to overcoming seasonality. Day 2: Future of Travel, will spotlight innovations driving the industry forward, with discussions on digital and smart tourism, sustainable practices, and the critical role of education in meeting evolving industry demands. A special focus will be placed on addressing climate change's impact on cultural heritage sites. Day 3: Sports, Health & Wellness, will explore the intersection of sports, health, and wellness tourism. Sessions will cover major sporting events as tourism drivers. QATAR's unique cultural sports tourism offerings, and the booming trend of

## Qatar Travel Mart kicks off tomorrow

From Page 1  
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## لقطات من افتتاح فعاليات معرض قطر الدولي للسياحة والسفر 2024



تضمنت الجلسة محاضرة حول "دور لارز في دعم السياحة" من قبل ممثلين من شركة لارز.

## الافتتاح: جلسة محوّل

افتتح المعرض بحضور عدد كبير من المسؤولين الرسميين، حيث أكدوا على أهمية السياحة في التنمية الاقتصادية لقطر. وتضمنت الجلسة محاضرة حول "دور لارز في دعم السياحة" من قبل ممثلين من شركة لارز.

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## QTM Day 2: Focus on impact of technology on tourism sector



THE second day of Qatar Travel Mart (QTM) 2024 concluded with resounding success, featuring engaging conference sessions that highlighted the future of travel and tourism. With more than 300 exhibitors and an impressive turnout of industry professionals, QTM 2024 continues to solidify Qatar's position as a global tourism hub.

The second day's events, chaired by Prof. Joanne Schreder from Vancouver Island University and World Leisure Organization Chair, focused on "Innovating the future: experiences, technology, and skill development in tourism".

Key sessions included Digital and Smart Tourism, where experts discussed how AI, IoT, and data analytics are enhancing personalisation and promoting sustainability in travel experiences. "Sustainable and Responsible Tourism", with a panel emphasising the importance of upskilling and academic-industry partnerships, discussed best practices for preserving cultural heritage and promoting ethical travel for new explorers. Finally, "Climate Change and Cultural Heritage" explored strategies to protect vulnerable sites and leverage sustainable tourism for cultural preservation, were addressed.

The evening's highlight was a reception dinner held at the prestigious Raffles Dubai, where VIP guests were welcomed alongside key partners and stakeholders of QTM. Among the distinguished attendees were representatives from Visit Qatar, Qatar Hospitality, WLO, WTACH, the

Marocan Embassy, the Korea Embassy, and the Thailand Embassy.

QTM 2024's exhibition floor is buzzing with activity as over 300 exhibitors showcase destination highlights, cutting-edge products, and solutions shaping the future of tourism. Visitors are invited to explore these offerings firsthand, focusing on creating business opportunities and building global connections.

Qatar Insurance Company (QIC), QTM's official insurer, is playing a crucial role in ensuring the event's smooth operation.

Salem Al Mannai, QIC Group CEO, said: "Qatar Insurance Group (QIG) Group, QIC) is proud to sponsor the Qatar Travel Mart 2024, an event poised to position Qatar as the gateway to the Arabian Gulf and a central hub for travel and tourism. Insurance is indeed the cornerstone of a thriving tourism industry, providing a safety net that enhances confidence and security for both travellers and businesses."

As we aim to establish Qatar as the premier destination in the region, the role of insurance in mitigating risks cannot be overstated. It ensures that travellers face minimal disruptions in the form of medical emergencies, trip cancellations, and lost baggage, thereby preserving their spirit of adventure. For businesses, insurance acts as a shield

## افتتاح معرض قطر الدولي للسياحة والسفر 2024



## افتتاح معرض قطر الدولي للسياحة والسفر 2024

افتتح المعرض بحضور عدد كبير من المسؤولين الرسميين، حيث أكدوا على أهمية السياحة في التنمية الاقتصادية لقطر. وتضمنت الجلسة محاضرة حول "دور لارز في دعم السياحة" من قبل ممثلين من شركة لارز.

## قطر الدولي للسياحة والسفر 2024 يحتمي بالعروض الاستثنائية في نسخته الثالثة



قطر الدولي للسياحة والسفر 2024 يحتمي بالعروض الاستثنائية في نسخته الثالثة. المعرض يهدف إلى تعزيز السياحة والسفر في قطر، وتوفير فرص استثمارية للشركات المحلية والعالمية.



## افتتاح معرض قطر الدولي للسياحة والسفر 2024

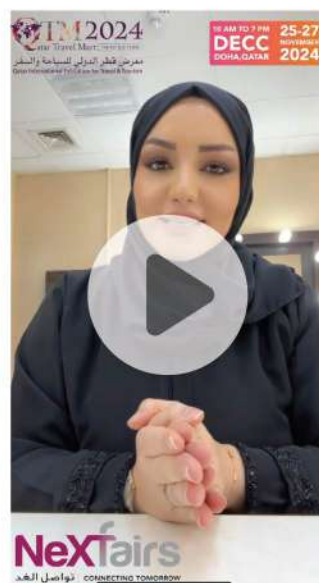
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# VIDEO PROMOTIONS & COVERAGES





# INFLUENCER COLLABORATION



**KHALIFA AL HAROON**  
@iloveqatar



**AHMED ABDULLA**  
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**KHALID JASSIM**  
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**NADINE BITAR**  
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**ASMAA ALHAMMADI**  
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**SAOUD ALKUWARI**  
@s3odbina



**MARWA ALSALEH**  
@marwaalsaleh

**72**  
STORIES & POSTS

**11**  
INFLUENCERS & CONTENT CREATORS



**3.6M**  
TOTAL VIEWS



# QTM 2024 AWARDS

## DESTINATION AWARD



## RECOGNITION FOR CULTURAL YEAR



## BEST BOOTH DESIGN (ABOVE 200 SQM)



## BEST BOOTH DESIGN



## BEST BOOTH ACTIVATION



## TRANSPORT EXCELLENCE



## INNOVATION EXCELLENCE



## LEADERS IN HOSPITALITY





# QTM 2024 RECAP VIDEO



SCAN THE QR CODE  
TO VIEW THE QTM 2024 RECAP VIDEO



# VENUE BRANDING





# VENUE BRANDING



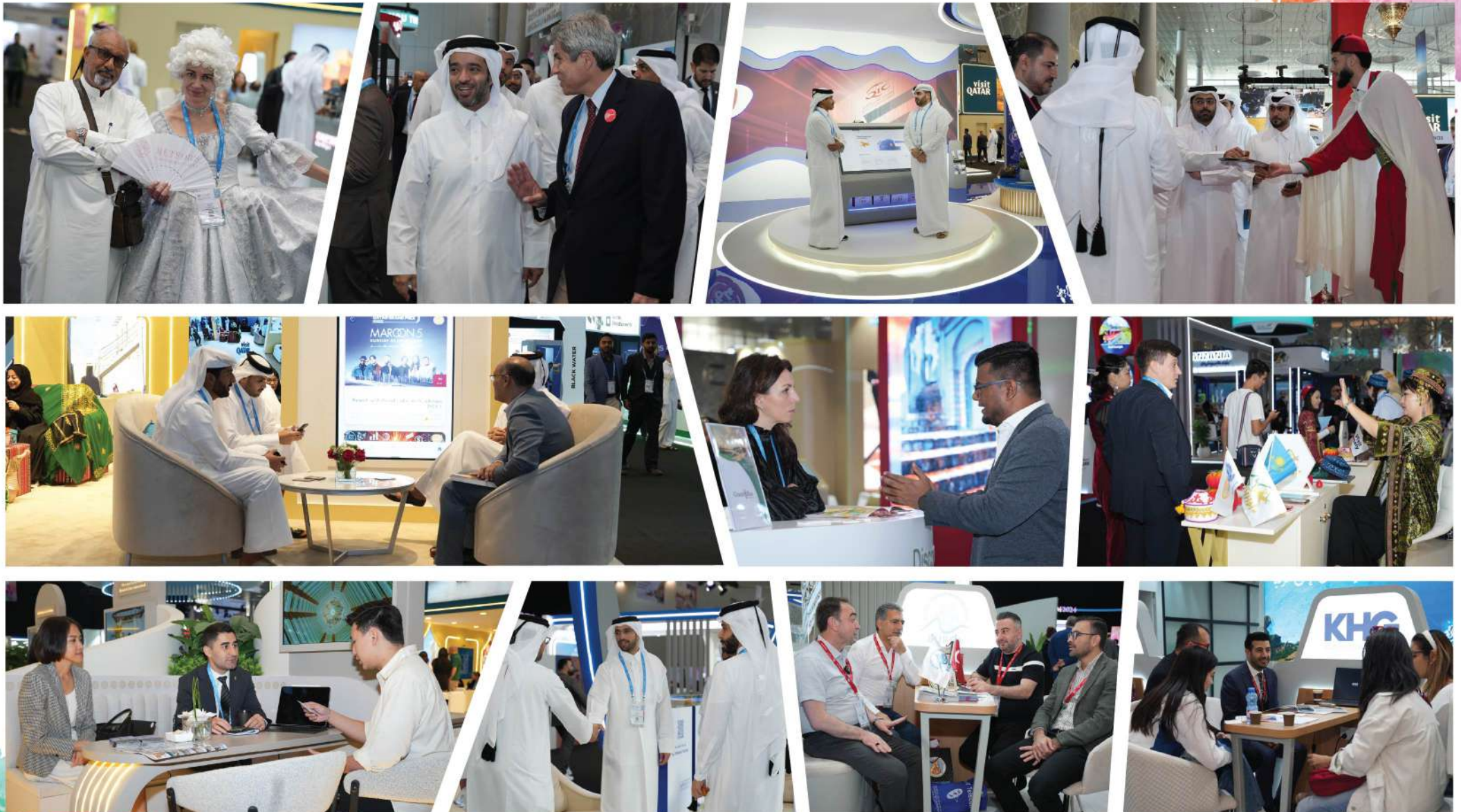


# GALLERY - EXHIBITION HIGHLIGHTS





# GALLERY - EXHIBITION HIGHLIGHTS





# GALLERY - QTM 2024 PRE-OPENING EVENT



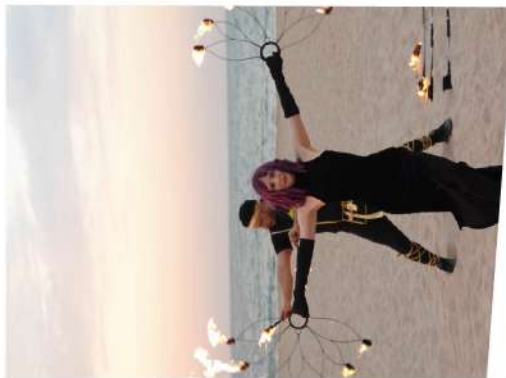


# GALLERY - QTM 2024 GLOBAL VILLAGE





# GALLERY - HOSTED BUYERS





# GALLERY - QTM 2024 RECEPTION





# GALLERY - STAND HIGHLIGHTS





# EXHIBITOR RECOGNITION





# ORGANIZER'S MESSAGE

“

On behalf of NeXtfairs, I would like to extend our heartfelt thanks and appreciation to all those who contributed to the success of Qatar Travel Mart (QTM) 2024. This year, we were proud to welcome over 300 exhibitors from 62 countries, 319 international buyers, and 10,678 visitors, all of whom played a key role in making the event a truly memorable experience.

QTM 2024 was a dynamic platform where industry leaders gathered to discuss the future of tourism, with a focus on emerging trends in sustainable tourism, technological advancements, and cultural tourism. Qatar's leadership in these vital areas was evident, and the event provided invaluable opportunities for both local and international exhibitors to showcase their innovations and forge meaningful business partnerships.

We are immensely grateful to our Strategic Partner, Visit Qatar; our Founding Partner, Katara Hospitality; and our Title Sponsor, Moroccan National Tourism Office, whose support has been instrumental in elevating the event's global profile and fostering international cooperation.

A sincere thank you to all our exhibitors, speakers, and attendees for your dedication and participation. Your collective efforts are at the heart of QTM's success and continue to drive the growth and innovation of the travel and tourism industry.

As we look to the future, we remain committed to shaping the tourism industry and contributing to Qatar's National Vision 2030, where tourism plays an essential role in the nation's success. We look forward to welcoming you to future editions of Qatar Travel Mart and continuing our shared journey toward a brighter, more connected tourism industry.

Sincerely,

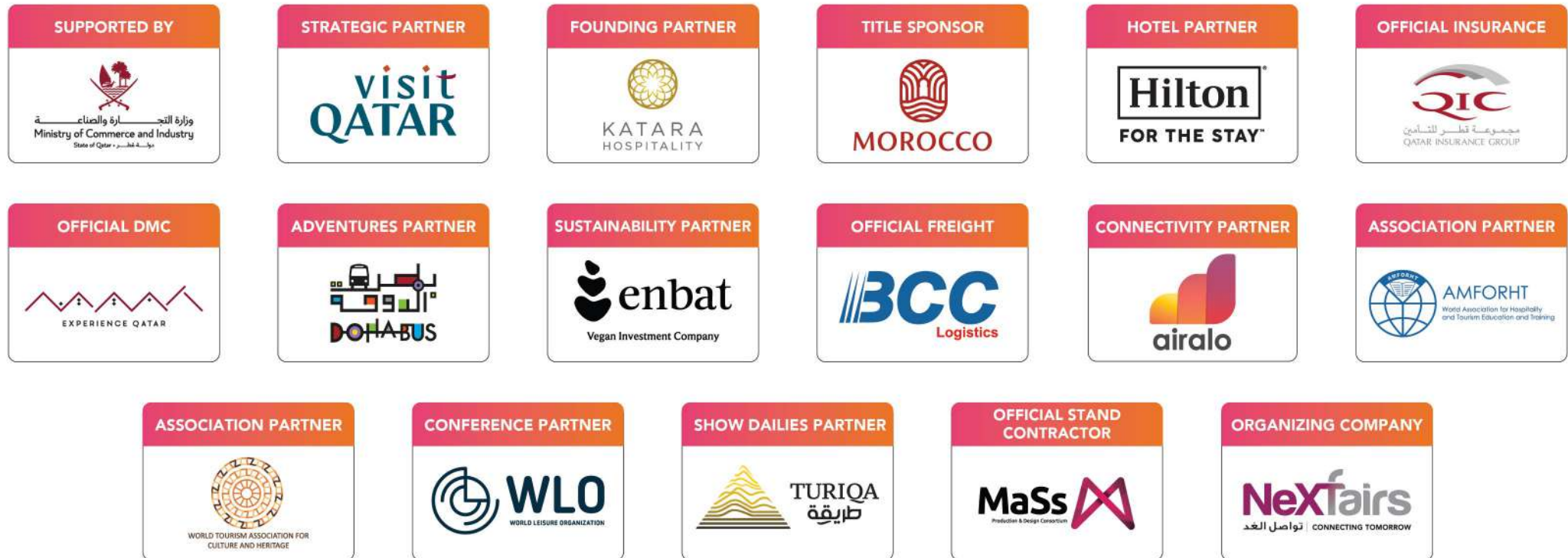
**Rawad Sleem**  
Co-Founder & General Manager  
NeXtfairs



”



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AT THE NEXT EDITION OF  
QATAR TRAVEL MART**

**24 - 26 NOVEMBER 2025**



ORGANIZING COMPANY:

**NeXTfairs**  
تواصل الغد | CONNECTING TOMORROW

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