

UNDER THE PATRONAGE OF HE SHEIKH MOHAMMED BIN ABDULRAHMAN BIN JASSIM AL THANI
PRIME MINISTER AND MINISTER OF FOREIGN AFFAIRS



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

25-27
NOVEMBER

DECC

SALES BROCHURE

2024

DISCOVER

PLACES, PEOPLE
& CULTURES

ORGANIZED BY

NeXfairs
تواصل الغد | CONNECTING TOMORROW

SCAN THE CODE TO
VISIT OUR WEBSITE
WWW.QTMOQATAR.COM



AN ANNUAL EVENT THAT SERVES AS THE PLATFORM TO RE-ESTABLISH THE TRAVEL AND TOURISM INDUSTRY IN THE REGION

DATE & TIME	25-27 November 2024
VENUE	Doha Exhibition & Convention Center (DECC)
EXHIBITION TYPE	B2B (All Days); B2C (Last Day)
EXPECTED VISITORS	12,000
NO. OF EXHIBITORS	300

WHAT IS QTM 2024?

Destined to become an established platform for travel and tourism, Qatar Travel Mart brings the world's top destinations together to share the latest trends in Sports, MICE, Business, Cultural, Leisure, Luxury, Medical and Halal Tourism. The event aims to position Qatar as the gateway to the Arabian Gulf: a central travel and tourism hub and stimulate Qatar's growing tourism industry, enabling international buyers and visitors to discover what Qatar has to offer and consider it part of their travel plan, bringing together entities, such as DMCs, Hotels, Tour and Cruises Operators, Travel Agencies, Travel Technology Companies, Associations Tourism Boards and more.

WHY BE A PART OF QTM 2024?

Connect and meet with Tourism Boards, Associations, Regional Tourist Offices, Hospitality Operators, Governmental Bodies, Travel Operators, and many other organizations. With over 300 exhibitors from more than 60 countries, QTM anticipates over 12,000 visitors across the 3-day event. Aligned with its theme, 'Discover Places, People, and Cultures' QTM 2024 offers a collaborative forum for industry professionals to enhance their knowledge, forge connections, celebrate excellence, and engage with leaders and decision-makers from all over the world, including government officials, VIPs, diplomats, and other relevant travel and tourism stakeholders.

FACTS AND FIGURES OF QTM 2ND EDITION

250 EXHIBITORS	9,620 VISITORS	137 HOSTED BUYERS	60 COUNTRIES	40 SPEAKERS
--------------------------	--------------------------	--------------------------------	------------------------	-----------------------



QATAR'S MARKET OVERVIEW

Qatar is the fastest-growing tourism destination in the Middle East. The country's efforts to drive forward the tourism goal to welcome more than 6 million visitors a year by 2030 have resulted in securing major events such as FIFA World Cup 2022, the Asian Games in 2030, and a 10-year partnership starting 2023 with Formula 1. Qatar is aggressively identifying opportunities and establishing itself as a major athletic destination in the global economic landscape. With its ability to link continents, Qatar offers experiences that combine old and new, the traditional with the modern, thanks to its strategic location which is at the crossroads of East and West.

**45.5 B
QAR**

Travel and
tourism total
contribution
to GDP

**102.7 B
QAR**

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

247,800

Estimated number
of jobs supported
by the travel &
tourism sector
by 2030

5.1-9.3M

Estimated
range
of visitors
by 2030

INBOUND TRAVEL MARKET

MARKET DRIVERS



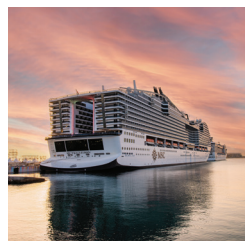
DIVERSIFICATION OF KEY MARKET: In the past five years, Qatar Tourism has opened representative offices in China, India, the Asia-Pacific region, and Russia. These offices act as brand ambassadors worldwide, promoting Qatar as a top tourist destination.



MARKETING CAMPAIGNS: Initiating numerous significant global campaigns with remarkable outcomes, Qatar collaborated with CNN, TripAdvisor, and other media outlets that reached over 250 million people. Visitors are also drawn to the nation by a number of events and live performances by international celebrities. To further promote Qatar as a vacation destination, Qatar Airways encourages travellers to stopover in Doha visa-free.



TOURISM INFRASTRUCTURE: Qatar is focused on enhancing the tourists experience, with world-class MICE facilities and five-star hotels. The country has been steadily developing its tourism infrastructure, with an emphasis on superior hotels, convention centers, stadiums, museums, cultural events, and family entertainment centers, among others.



CRUISE TOURISM: Qatar is gearing up to become a top cruise destination, undertaking critical redevelopment projects to expand the Doha port and welcome an even greater number of visitors with world-class amenities. Moreover, Qatar has signed an exclusive partnership with the Swiss-Italian global cruise line, MSC Cruises for MSC Peosia, and MSC Europa to be docked at the Doha Port.



TOURISM DEVELOPMENT: Qatar is operationalizing its tourism strategy by developing 360-degree key destinations all around Qatar and upskilling the tourism workforce.

OUTBOUND TRAVEL MARKET

2.5 B

USD for Qatar
Outbound
Spending

1.9 B

USD FOR QATAR
OUTBOUND
FDI

95,500

USD GDP PER
CAPITA (PPP)

170

DESTINATIONS
BY QATAR
AIRWAYS

WHY EXHIBIT?

1

Meet with industry partners who are eager to close agreements and form collaborations in order to maximize your return on investment

2

Organize meetings with major buyers with our exclusive Hosted Buyer Program

3

Over three unforgettable days, expand your offering and network with the local and worldwide travel and tourism communities

4

Take advantage of the opportunity to promote your brand, improve your commercial image, and obtain media exposure to increase awareness of your company

5

Stay on top of the newest market trends to help you streamline your business strategy

6

Meet decision makers, innovators, influencers and stakeholders face to face in a fully immersive environment

WHO EXHIBITS?



Real Estate
Developers



Travel
Technology
Providers



Health
Service
Providers



Hospitality
Operators



Transportation
Operators



Travel & Tour
Operators



Tourism Bodies
Authorities, Ministries,
Associations



Entertainment
Venues



MICE
Operators



Bank
& Insurance



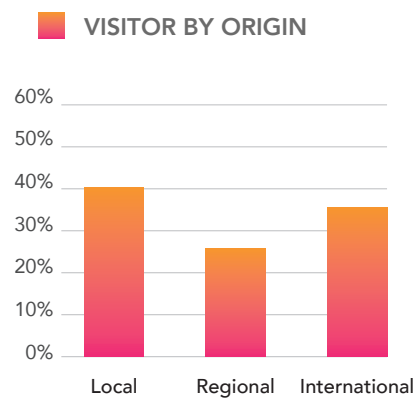
Cultural
& Educational
Bodies



Halal
Tourism

WHY ATTEND QTM 2024?

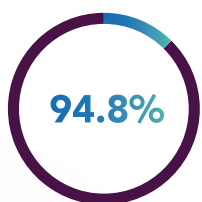
- ▶ Discover new places to visit and the most up-to-date tourist attractions.
- ▶ Learn about the market in Qatar and how to take advantage of its opportunities. Face-to-face meetings with new suppliers, customers, and business partners.
- ▶ Make connections with industry peers in your area and around the world.
- ▶ Keep up with any new or emerging practices. Listen to thought-leaders and innovators deliver intuitive keynotes.
- ▶ Get new ideas and perspectives to help you grow your business. Celebrate other cultures while watching incredible performances.
- ▶ Engage with your industry's local and global communities.



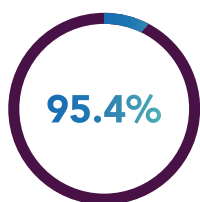
OUR VISITORS INCLUDE:

- Leisure & Holiday Travelers
- Families, Travel Enthusiasts & Honeymooners
- Travel Agents
- Buyers (Tours Operators and Travel Agents)
- Travel and Tourism Organizations
- Corporate Travel Decision Makers
- Travel Enthusiasts
- Food Enthusiasts
- Tour Operators
- Travel Media and Publication
- Government & Public Sectors
- Policy Makers
- Associations and Its Members
- Health Service Providers
- Investors
- Decision Makers of Property & Real Estate
- Educational Institutes & Career Advisors
- Wedding Planners
- Event Organizers/ Professional Conference Organizer
- Location Planners from Entertainment Industry
- Luxury Promoters

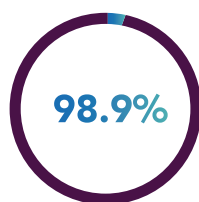
2023 VISITORS SURVEY



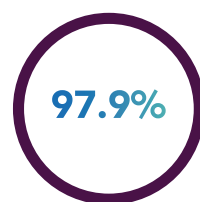
Overall Satisfaction



Registration Process Rate



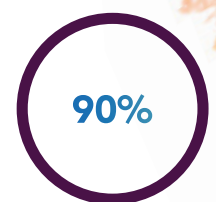
Planning to Attend Next Year



Visitors Faced No Issues During The Exhibition



Recommending QTM to friends or family



QTM Met Visitor's Expectation

GET TO KNOW QTM FEATURES



QTM CONFERENCE In support of the tourism development and recovery efforts of Qatar and the world, a great line-up of experts and industry leaders share insights and best practices during a three-day conference. QTM conference will be attended by senior level executives and decision makers from the tourism sectors including tourism professionals, academics, researchers, policymakers, consultants, government officials, students, and other professionals from the tourism's complimentary industries.



GLOBAL VILLAGE

We believe that cultures should focus on communicating and moving towards personal interactions. Our Global Village at QTM will connect different parts of the world under one roof, showcasing heritage, philosophies and more.



HOSTED BUYERS

Hosted Buyer Program will allow selected quality buyers from QTM target countries and regions to connect with exhibitors and visitors through integrated meeting schedulers, to help generate great number of business deals.



MEDIA FAM TRIP

Invited media partners from all over the world will be taken on an exciting Media Familiarization Trip. They will be introduced to Qatar's famous sightseeing spots, landmarks, as well as unique heritage and cultural locations across the country. The stories of their visits will be shared with the entire world.



GALA DINNER

A Gala Dinner will engage our exhibitors and VIPs to experience the essence of Qatar's local hospitality. The event will also feature entertainment, speakers, and social interactions. It'll be a memorable night of fine dining and cultural exchange.



AWARDS CEREMONY

QTM Awards are designed to celebrate the best of Travel and Tourism, as well as Hospitality Industry. Allied with the objective of honoring and rewarding professional and corporate excellence. This event will bring together the top achievers across the world.



CULTURAL TOURS

We are preparing the grounds for our international media outlets and international visitors to witness the uncovering history and connect with the people of Qatar. Exciting tours to different locations across the country will give our guests a glimpse of Qatar's Culture and Heritage.



B2B MATCHMAKING

QTM B2B matchmaking is a technology-driven platform designed to optimize networking and collaboration among businesses attending the event. This tool streamlines the process of connecting exhibitors, buyers, and potential partners by utilizing algorithms to suggest relevant matches based on their profiles, interests, and objectives. Through this tool, participants can schedule one-on-one meetings, explore potential collaborations, and maximize their engagement at the exhibition, fostering efficient and targeted business interactions.

WE ARE BRINGING TO YOU EXCLUSIVE MARKETING TOOLS TO MAXIMIZE YOUR RETURN ON INVESTMENT



B2B Matchmaking and Lead Retrieval App:
A powerful and easy way to meet potential clients and capture sales leads using your own smart device.



Product Promotion:
Images of your Destination, Product and Services to be included in the B2B Tool



E-Invitation:
personalized E-invitation to your top contacts inviting them to visit your stand.



Email Signature:
We will share personalized email signature for you to ensure the visits of your key clients.



Web Banner:
Your brand will be promoted through web banner on various platforms.



QTM Talks:
Talk to your target audience about your brand and your expectations at QTM through a short film.



Enhanced Website Listing:
Display of Product/Destination images of videos, contact details and other information of your company.



Telemarketing:
Our trained telemarketers will call your key contacts inviting them to visit your stand.



Social Media Promotion:
Your brand will be promoted to our fan base.



Wish List:
Provide us with a company name and job titles that you would like to meet at the event. We will research the list and invite them on your behalf.



SMS Campaign:
We will send SMS messages to invite your top clients to visit your stand.



QTM Webinar:
To reconnect. Re-engage, and re-establish business and gain maximum exposure in the Qatar Market through Webinar. The video will be recorded and shared across QTM's digital platform.

EXHIBITION SPACE BOOKING OPTIONS

OPTION 1 | SHELL SCHEME (PRE-BUILT BOOTH)



- Modular (Per 12 SQM stands) – Min. 12 SQM
- Build Shell Scheme 2.5m Height
- 1 fascia name with company name and stand number
- 1 lockable counter
- 1 wooden square table and 3 chairs

FITTED STAND QAR 1,610 / 440 USD PER SQM
+ 415 USD SERVICE CHARGE (PER EXHIBITOR/CO-EXHIBITOR)

OPTION 2 | SPACE ONLY

*IMAGE IS FOR ILLUSTRATION PURPOSE



- Rent a space and build your own stand
- Min. space 24 SQM

SPACE ONLY QAR 1,460 / 400 USD PER SQM
+ 415 USD SERVICE CHARGE (PER EXHIBITOR/CO-EXHIBITOR)

OPTION 3 | COUNTRY PAVILION

*IMAGE IS FOR ILLUSTRATION PURPOSE



- Upgraded custom pavilion options per
- 12 SQM stand
- Min. 60 SQM

* ON TOP OF SPACE ONLY

COUNTRY PAVILION STARTING 177 USD PER SQM* + 415 USD SERVICE CHARGE (PER EXHIBITOR/CO-EXHIBITOR)



ORGANIZED BY:

NeXfairs

تواصل الغد | CONNECTING TOMORROW

FOR SPONSORSHIP ENQUIRIES

E-mail: info@nextfairs.com
Mobile: +974 5514 1188
Landline: +974 4477 5848

Al Jazeera Al Arabia Street,
Al Hattab Holding HQ1, Doha, Qatar,
P.O. Box 4810

PROUD MEMBER OF

