

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

SUPPORTED BY



STRATEGIC PARTNER



FOUNDING PARTNER



PLATINUM SPONSOR



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ORGANIZING COMPANY

**NeXfairs**  
تواصل الغد | CONNECTING TOMORROW

# POST-SHOW REPORT

24 - 26 NOVEMBER 2025  
DECC - DOHA, QATAR

**DISCOVER**

**PLACES, PEOPLE  
& CULTURES**





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# 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 Faisal Bin Thani Al-Thani.



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



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



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



# KEY ECONOMIC INSIGHTS



**124.2 B QAR**

Travel and tourism  
total contribution  
to GDP as per the  
World Travel & Tourism  
Council (WTTC)



**98.8 B QAR**

Expected International  
visitors spending  
in 2025



**334,500**

Estimated number  
of jobs supported by  
the travel and  
tourism sector



**6.7-7.4M**

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>

# INAUGURATION

458

Prominent  
VIPS

33

Ambassadors

41

Qatar  
Government  
Entities

20

Tourism  
Boards

UNDER THE PATRONAGE

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

REPRESENTATIVE OF  
THE PM

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

STRATEGIC PARTNER

H.E. MR. SAAD BIN ALI AL KHARJI  
CHAIRMAN OF QATAR TOURISM

FOUNDING PARTNER

MR. FAHAD ABDULLAH AL MANAA,  
CEO OF KATARA HOSPITALITY





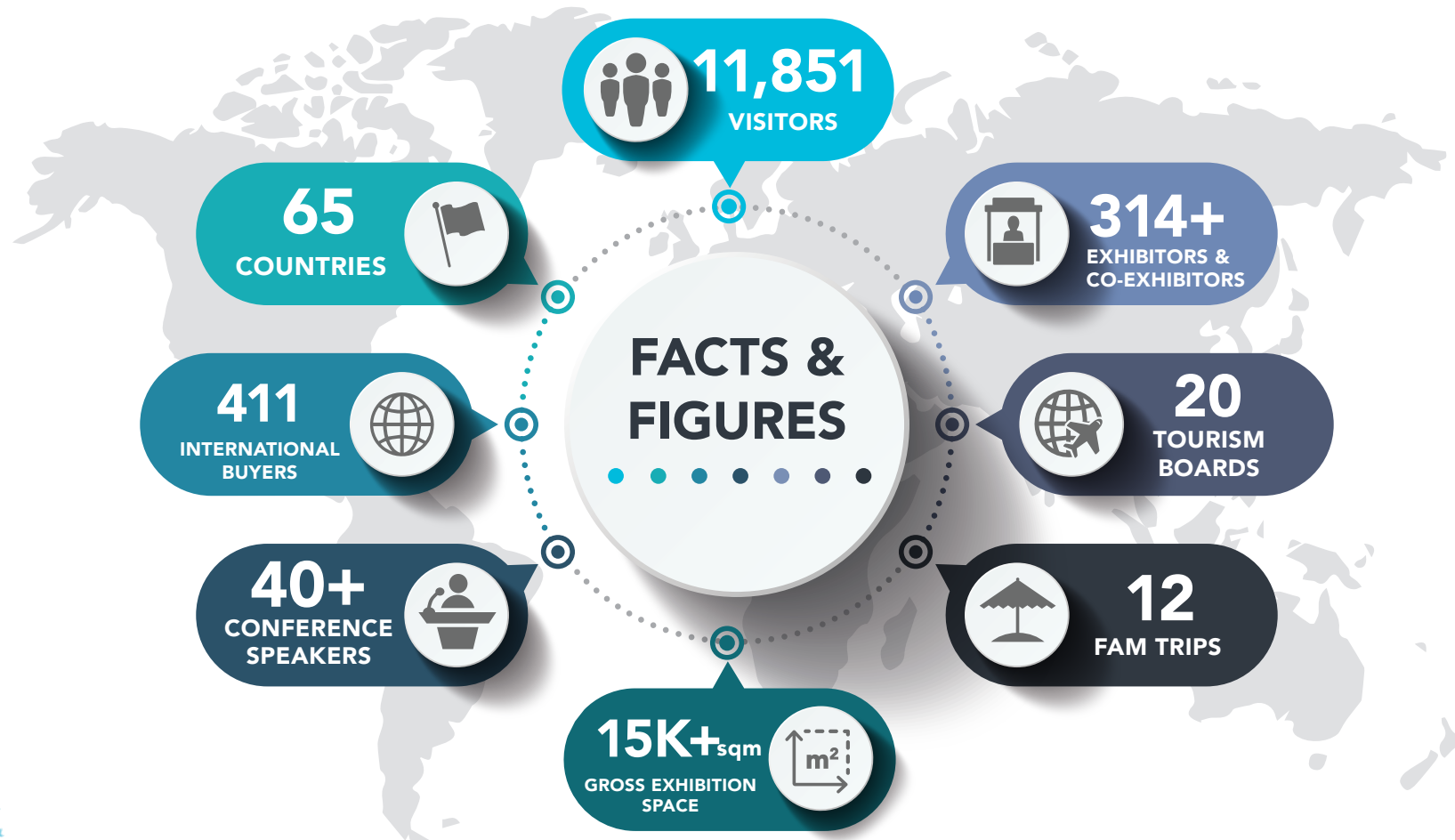
# VVIP IN ATTENDANCE



# OVERVIEW

Qatar Travel Mart (QTM) stands as a premier platform for the global travel and tourism industry, bringing together leading stakeholders to explore emerging trends across key sectors, including Sports Tourism, MICE, Business Travel, Cultural Tourism, Leisure, Luxury, Medical, and Halal Tourism.

The event plays a pivotal role in positioning Qatar as a dynamic and fast-growing tourism hub. By facilitating meaningful connections between international buyers and a diverse range of industry partners—such as destination management companies (DMCs), hotels, tour operators, and service providers—QTM fosters valuable business opportunities and supports the continued growth and diversification of the global tourism landscape.





# TOURISM BOARDS

visit  
QATAR

Experience  
عُمان  
OMAN

DISCOVER  
RUSSIA

Visit  
Almaty

Türkiye

amazing  
THAILAND

Egypt

TANZANIA  
TOURIST BOARD

KOREA  
TOURISM  
ORGANIZATION

the  
Seychelles  
islands Another world

UZBEKISTAN

ARMENIA

VisitMalta

MAŁOPOLSKA

COLOMBIA  
THE COUNTRY OF BEAUTY

THE ISLANDS OF THE  
bahamas

GO

COMMISSION FOR TOURISM  
ZANZIBAR

SAINT  
PETERS  
BURG

GREECE

# PRESENTING COUNTRY EXHIBITORS



**QATAR**



**KSA**



**UAE**



**JORDAN**



**KUWAIT**



**OMAN**



**SYRIA**



**TÜRKIYE**



**IRAN**



**ARMENIA**



**CROATIA**



**FINLAND**



**FRANCE**



**GEORGIA**



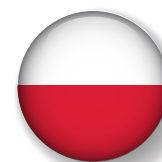
**GREECE**



**MALTA**



**MOLDOVA**



**POLAND**



**RUSSIA**



**CHINA**



**INDIA**



**INDONESIA**



**JAPAN**



**KAZAKHSTAN**



**SOUTH  
KOREA**



**MALDIVES**



**PHILIPPINES**



**TAJIKISTAN**



**THAILAND**



**VIETNAM**



**ANGOLA**



**EGYPT**



**ETHIOPIA**



**GHANA**



**MOZAMBIQUE**



**RWANDA**



**SEYCHELLES**



**SOUTH AFRICA**



**TANZANIA**



**ZAMBIA**



**BAHAMAS**



**COLOMBIA**



**COSTA RICA**



**CUBA**



**DOMINICAN  
REPUBLIC**



**ECUADOR**



**HAITI**



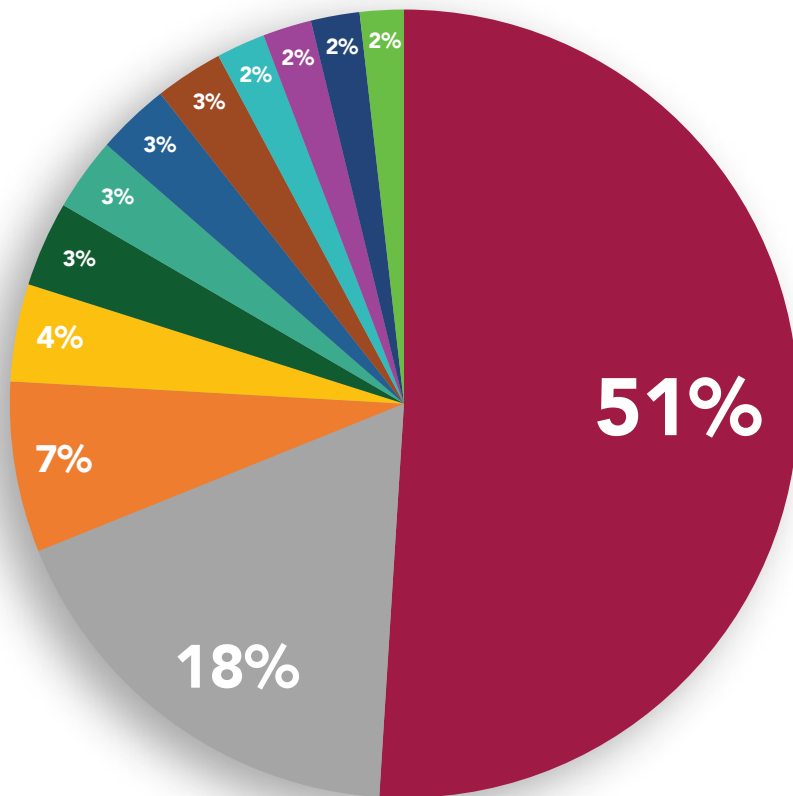
**PERU**



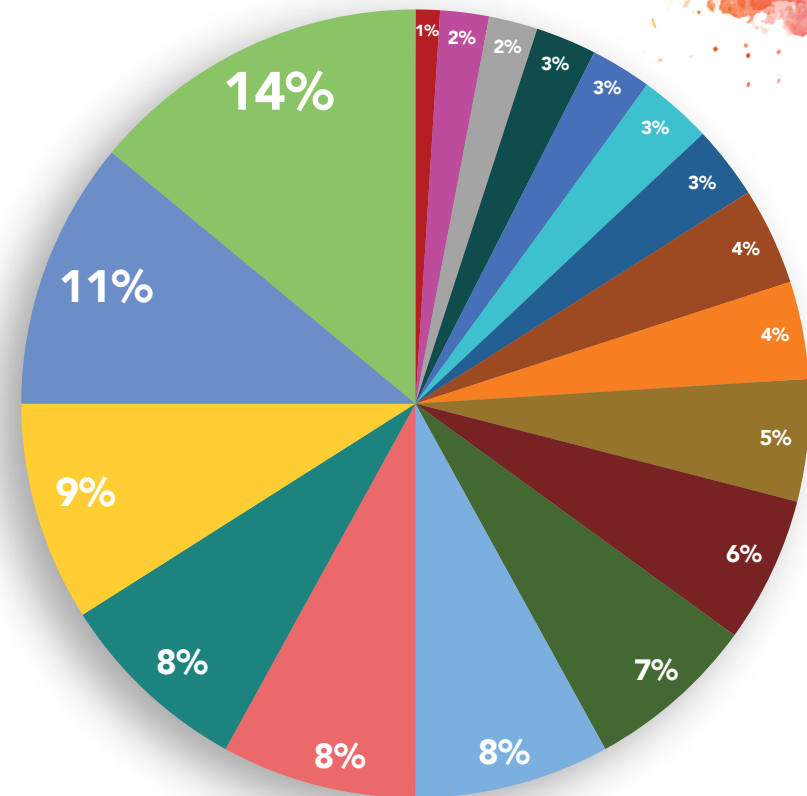
**UZBEKISTAN**



# VISITOR PROFILE BREAKDOWN



■ Qatar  
 ■ Türkiye  
 ■ Morocco  
 ■ Russia  
 ■ Saudi Arabia  
 ■ India  
 ■ Armenia  
 ■ UAE  
 ■ Oman  
 ■ Bahrain  
 ■ Egypt  
 ■ Other



■ Government Sectors  
 ■ Tourism Tech  
 ■ Leisure & Holiday Travelers  
 ■ Investors  
 ■ Wellness  
 ■ Buyers  
 ■ Real Estate  
 ■ Sustainability  
 ■ DMC  
 ■ Entertainment  
 ■ Transport and Logistics  
 ■ Families & Travel Enthusiasts  
 ■ Wedding Planners  
 ■ MICE  
 ■ Tour Operators  
 ■ Travel Media  
 ■ Solo Travel  
 ■ Travel Agents

# VISITOR INSIGHTS



Overall  
Satisfaction

96%



Registration  
Process Rate

96%



Recommending  
QTM to friends  
or family

99%



Planning to  
Attend Next Year

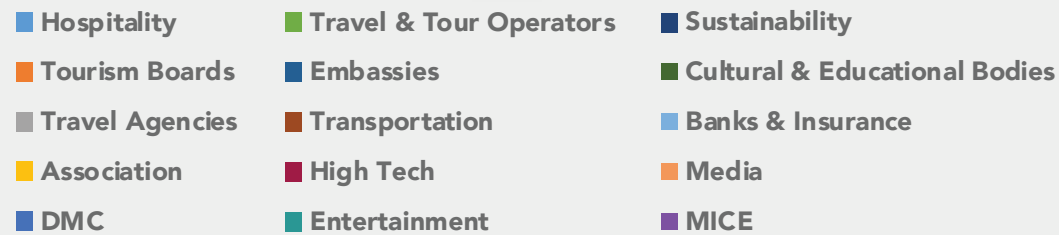
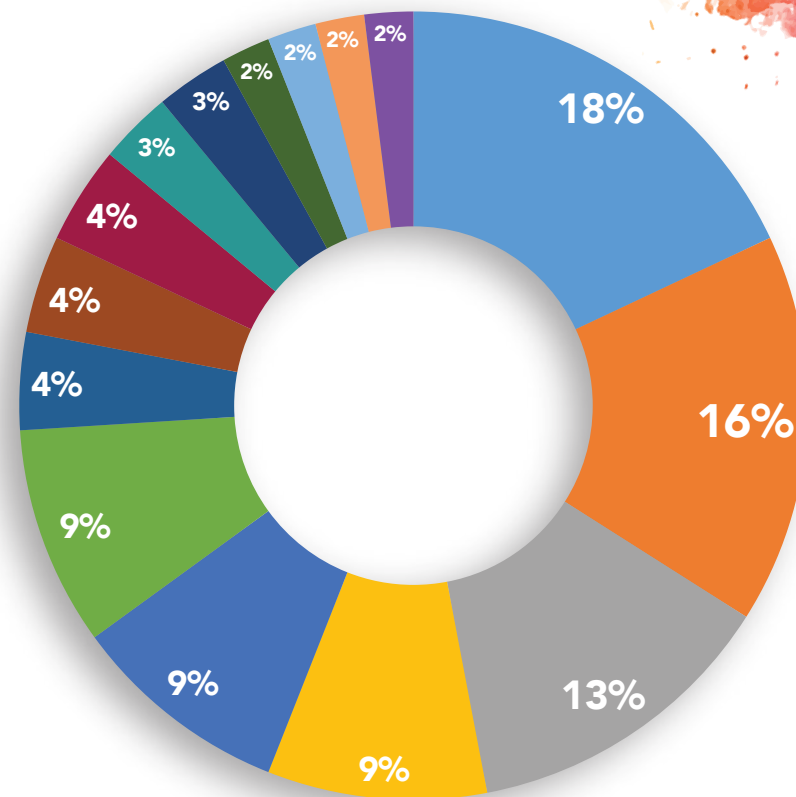
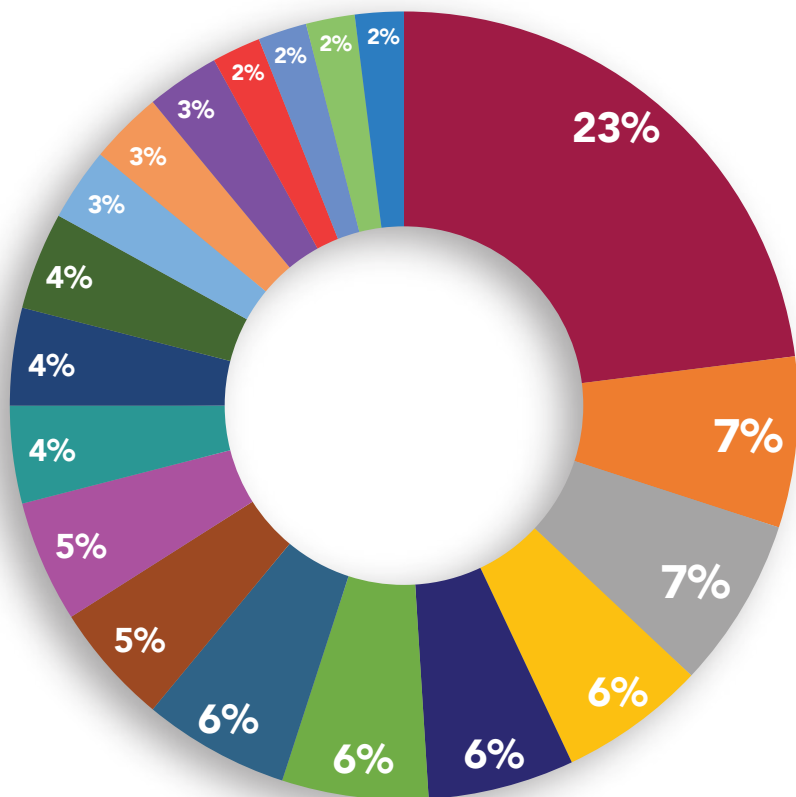
93%



Visitors Faced  
No Issues During  
The Exhibition

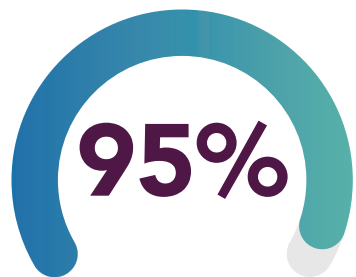
96%

# EXHIBITOR BREAKDOWN





# EXHIBITOR INSIGHTS



Overall  
Satisfaction



Overall  
Traffic



Exhibitors Attained  
Their Target

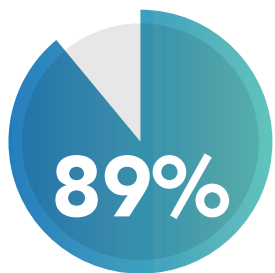


Planning to Exhibit  
Next Year

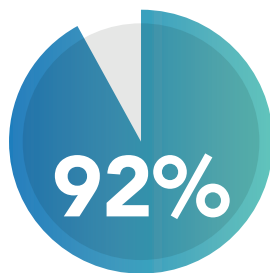


Nextfairs  
Staff Rating

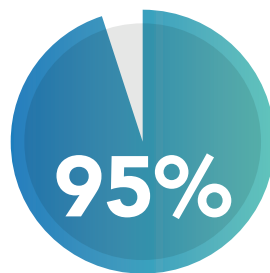
## QTM 2025's EVALUATION BASED ON THE FOLLOWING



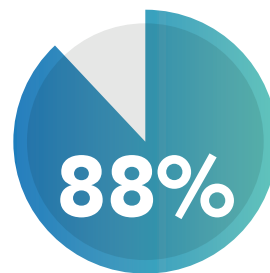
Logistics



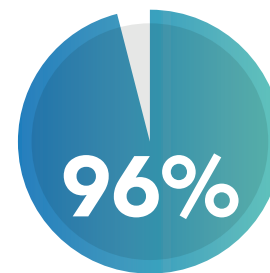
Exhibition  
Facilities



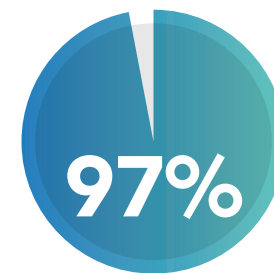
Construction  
Safety Precautions



Operations



Cleanliness



Security

# EXHIBITOR TESTIMONIALS



As a founding partner under Katara Hospitality, our fourth participation in QTM 2025 has been a great success. This edition allowed us to promote our services and strengthen our strategies with partners in line with Qatar's 2030 vision. At Dana Club, we remain committed to supporting Qatar's position as a global and domestic tourism destination.

**AHMAD HUSSAEN AL ABDULLA**  
General Manager, Dana Club Doha



QTM is a fantastic experience for us. It is our fourth participation, and it has been a great opportunity to promote not only our key priorities but also Qatar as a leading destination.

**YULIA CHELYAKOVA**  
Cluster Director of Event & Conference Services,  
Raffles Doha & Fairmont Doha



Our participation in QTM for the fourth consecutive year has allowed us to witness remarkable improvements from one edition to the next. We have seen an increase in visitor numbers, as well as positive outcomes from the meetings and agreements held during the exhibition. With the participation of many entities this year, QTM is considered one of the largest events organized to date.

**SALEH ALNISF**  
Senior Manager (MEA & Africa), Visit Qatar



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.

**KHALID ALHAJRI**  
Head of New ventures, Snoonu



We were honored to attend QTM 2025. This is our third consecutive participation, and in just two days we signed agreements with over 53 entities, aiming to reach 100 by the third day. The organization improves each year, with more participants and wider opportunities. We thank the organizing team and look forward to joining again next year.

**SALAH MOHAMMED ALMARZOOQI**  
Director of Essaad Center



We are participating in the fourth edition of QTM 2025 as an exhibitor and Platinum Sponsor. We had the opportunity to meet visitors from different countries and present our priorities. We thank the organizers and look forward to the upcoming edition.

**MOHAMED OUMAHJOUB**  
Senior Sales Manager at the Ned Hotel



We are very happy to participate in QTM's fourth edition, marking our second year in this exhibition. We are glad to be part of this event, and we are highly satisfied with the overall experience. We look forward to participating next year.

**OSAMA MARYAM**  
CEO, Lusail Factory for Mineral Water



# CONFERENCE

Qatar Travel Mart 2025 conference featured an impressive lineup of 40+ speakers, with 9 panel discussions and 10 keynote presentations. The conference provided valuable insights into the future of tourism, fostering innovation and collaboration across the industry.

## 3-DAY CONFERENCE:

### DAY 1 – CULTURE AND HERITAGE

Creating Extraordinary Experiences with Heritage & Identity

### DAY 2 – HOSPITALITY, SUSTAINABILITY & INNOVATION

Creating sustainable tourism models for a stronger and greener economy

### DAY 3 – EVENTS, WELLNESS & MEDICAL TOURISM

Wellness & Medical Tourism as Transformative healthcare and as a luxury lifestyle



# CONFERENCE KEY TOPICS

## DAY 1 – CULTURE AND HERITAGE

### Key Topics

- Creating Extraordinary Experiences
- Heritage & Identity
- Urban Planning & Cultural Spaces
- Evolving Territories
- Food & Culture

### Main Takeaway

This year's conference brought together global experts to explore how culture, heritage, and innovation shape the future of experiential tourism. Discussions highlighted the importance of valuing the past, appreciating the present, and anticipating future trends to create extraordinary experiences. Speakers emphasized a shift in heritage and identity from mere preservation toward active community participation, promoting deeper cultural awareness in an interconnected world. Insights on urban planning and cultural spaces underscore how architecture and infrastructure can transform cities into living memories that enrich cultural tourism. The program also showcased the powerful role of gastronomy, with sessions on evolving territories and flavors of heritage demonstrating how food traditions serve as anchors of identity, engines of local development, and bridges for intercultural exchange.

## DAY 2 – HOSPITALITY, SUSTAINABILITY & INNOVATION

### Key Topics

- Sustainable tourism models
- Sustainable design & Infrastructure
- Future skills for hospitality
- Unlocking the Arctic Legacy
- Smart Hospitality

### Main Takeaway

The conference brought together industry leaders, innovators, and sustainability advocates to explore the evolving landscape of tourism and hospitality. Discussions centered on creating sustainable tourism models that contribute to a stronger, greener global economy, alongside insights into sustainable design and infrastructure that support long-term environmental responsibility. Experts examined the future skills required in hospitality, debating whether the industry's next generation will rely on deep specialization or agile, multi-skilled entrepreneurship. A highlight of the program was the session on unlocking the Arctic legacy, featuring the remarkable journey of Icebreaker Sampo and the emergence of The Icebreaking Company as a pioneer in Arctic experiences.

## DAY 3 – EVENTS, WELLNESS & MEDICAL TOURISM

### Key Topics

- Events create impact and reach
- From Festival to Future
- Mega Events
- Sports, Culture & Active lifestyles
- Wellness & Medical Tourism

### Main Takeaway

The conference brought together global leaders and innovators to examine how events, culture, and wellness are reshaping communities and influencing future societal development. Discussions highlighted how WLO events create meaningful impact, extending beyond entertainment to reach and uplift communities worldwide. Speakers explored the evolution of large-scale cultural initiatives in "From Festival to Future," emphasizing how mega events can drive social progress, foster diplomacy, and inspire the next generation. A critical debate on whether events act as catalysts for progress or merely costly spectacles prompted deeper reflection on measuring true value and long-term legacy. The program also addressed the growing intersection of sports, culture, and active lifestyles, showcasing their role in promoting inclusion, wellbeing, and community engagement.



# CONFERENCE SPEAKERS



**MODERATOR**  
**DR. CRISTINA ORTEGA**  
CEO, WLO



**MODERATOR**  
**PROF. JOANNE SCHROEDER**  
CHAIR, WLO



**MODERATOR**  
**PROF. DR. SANDRO CARNICELLI**  
UNIVERSITY OF WEST SCOTLAND



**SALMAN GASIM**  
CEO, STAR TRAINING COMPANY  
AND SWISS HOSPITALITY COMPANY



**SAMER ALKHARASHI**  
DIRECTOR, UN TOURISM REGIONAL  
OFFICE FOR THE MIDDLE EAST



**SATYA ANAND**  
PRESIDENT, EUROPE, MIDDLE EAST &  
AFRICA, MARRIOTT INTERNATIONAL



**CHRISTOPHE LAURE**  
AREA GENERAL MANAGER, IHS LUXURY  
& LIFESTYLE SOUTHERN EUROPE



**MOHAMMED AL ASMAKH**  
DIRECTOR OF OPERATIONS  
KATARAH HOSPITALITY



**JAAKKO LÖPPÖNEN**  
CEO, KEMI TOURISM LTD  
THE ICEBREAKING  
COMPANY KEMI, FINLAND



**EMAN ABDULLA**  
DEPUTY DIRECTOR OF  
THE LEARNING & OUTREACH  
DEPARTMENT, MATHAF



**CHRISTIAN WESTBELD**  
MANAGING DIRECTOR,  
RAFFLES SINGAPORE



**JUAN MANUEL PEÑA**  
COUNSELOR FOR TRADE AND  
INVESTMENT AFFAIRS, EMBASSY OF  
THE DOMINICAN REPUBLIC



**AMINA FAKHROO**  
INTERIOR DESIGNER,  
KATARAH HOSPITALITY



**PETER KATUSAK-HUIZVAR**  
GENERAL MANAGER,  
SHERATON GRAND DOHA



**GHANIM AL - SULAITI**  
FOUNDER, ENBAT HOLDING



**BEGOÑA RODRÍGUEZ**  
GOE TECH MANAGING DIRECTOR,  
BASQUE CULINARY CENTER



**JAOUAD SBHI**  
GENERAL MANAGER,  
FAIRMONT TAZI PALACE



**DOMINIK STALDER**  
HOTEL MANAGER,  
BÜRGENSTOCK HOTELS AG



**IYAD KAYALI**  
REGIONAL DIRECTOR,  
GREEN DESTINATIONS



**DR. FETHI FILALI**  
DIRECTOR OF TECHNOLOGY &  
RESEARCH, QMIC



**ANDREW STEEL**  
GENERAL MANAGER,  
KATARAH TOWERS



**DR. MAMDOUH MOHAMED SAKR**  
DIRECTOR, KING CHARLES SCHOOL  
OF TRADITIONAL ARTS IN CAIRO



**DR. NOORA FETAIS**  
FOUNDING SECRETARY-GENERAL,  
THE ARAB ASSOCIATION  
FOR CYBERSECURITY



**SHEIKHA MOZA AL-THANI**  
INFORMATION TECHNOLOGY,  
KATARAH HOSPITALITY



**LEFTERIS SERGIDIS**  
CEO AND FOUNDER,  
THE TRAVELBOOK GROUP



**CÉSAR PÉREZ-LUÍS**  
HEAD OF CONSTRUCTION,  
QETAIFAN PROJECTS



**AYMAN AL QUDWA**  
GENERAL MANAGER,  
FALCON TRAVEL



**KHALED ALSUWAIDI**  
CORPORATE DIRECTOR -  
PEOPLE & CULTURE,  
KATARAH HOSPITALITY



**DIJIBRIL FOFANA**  
SECRETARY GENERAL,  
AMFORHS



**DR. BUTHAINA AL-ANSARI**  
MEMBER OF THE SUPERVISORY  
BOARD, ESTIMOTEL  
HOLDING



**VINCENT PIMONT**  
GENERAL MANAGER,  
THE PENINSULA PARIS



**DR. KAMILLA SWART-ARRIES**  
PROGRAM DIRECTOR OF THE MASTER  
OF SCIENCE IN SPORT AND  
ENTERTAINMENT, HBKU



**RASHMI AGARWAL**  
FOUNDER-FESTIVAL DIRECTOR,  
THE QATAR INTERNATIONAL  
ART FESTIVAL (QIAF)



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



**CHRIS K. FRANZEN**  
MANAGING DIRECTOR,  
BÜRGENSTOCK HOTELS AG



**MICHAEL RICHARDSON**  
FOOTBALL FOR DEVELOPMENT  
EXPERT, GENERATION AMAZING  
FOUNDATION



**KARIM ABBAR**  
HOTEL MANAGER,  
HILTON SALWA  
BEACH RESORT



**MARKO JOVANOVIĆ**  
GENERAL MANAGER,  
SEALINE RESORT



**AMMAR SAMAD**  
GENERAL MANAGER,  
ZULAL WELLNESS RESORT



**SIRENJ K R NAIR**  
REGIONAL MANAGER,  
SOMATHERAM AYURVEDA GROUP

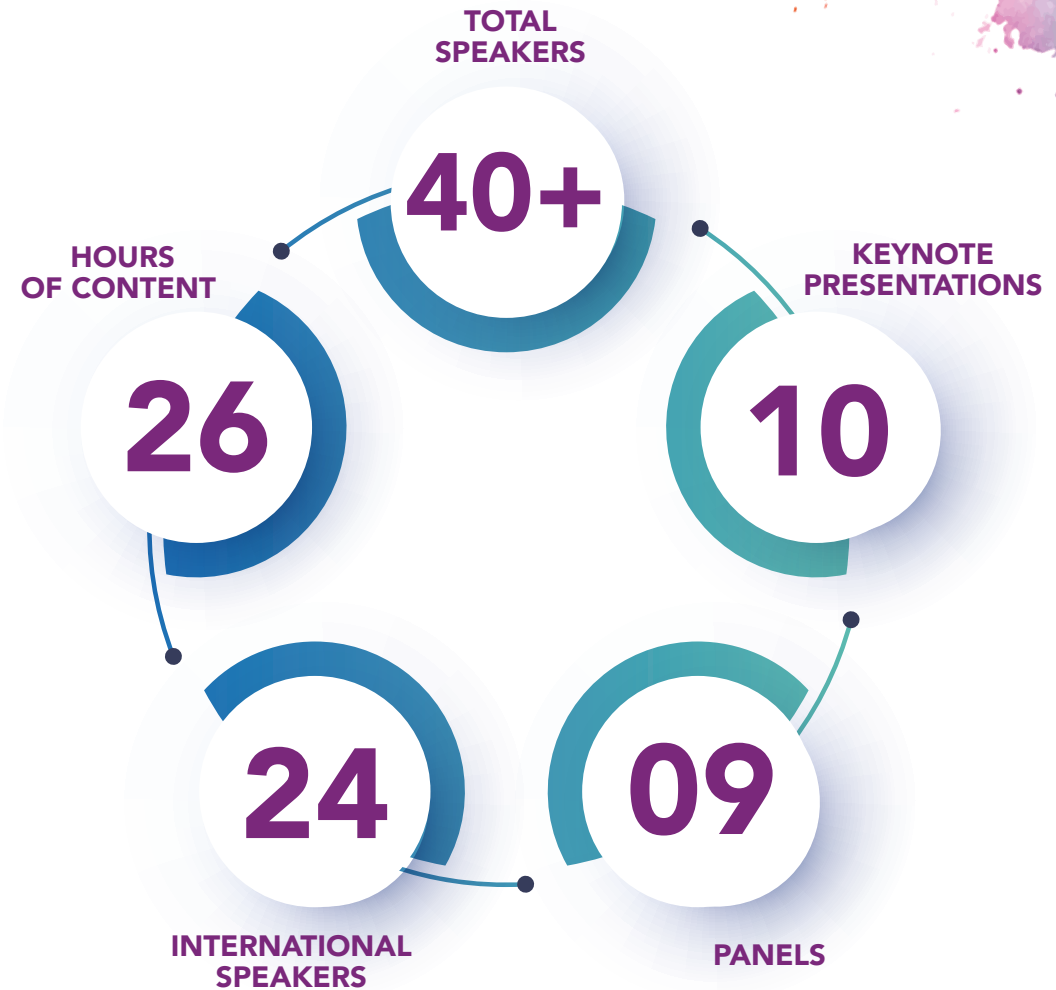


**KAZEM SHAMAS**  
GENERAL MANAGER,  
AL MESSILA RESORT



**ABDULLA AL-JAIDAH**  
ASSET MANAGEMENT,  
KATARAH HOSPITALITY

# CONFERENCE INSIGHTS





# GLOBAL VILLAGE

The cultural village at Qatar Travel Mart 2025 featured diverse performances celebrating global traditions

# 11

COUNTRIES SHOWCASED THEIR CULTURAL PERFORMANCES AT GLOBAL VILLAGE



TÜRKİYE



RUSSIA



THAILAND



ARMENIA



INDIA



POLAND



GHANA



PHILIPPINES



DOMINICAN  
REPUBLIC



INDONESIA



IRAN





# HOSTED BUYERS PROGRAM



**411**

INTERNATIONAL  
BUYERS



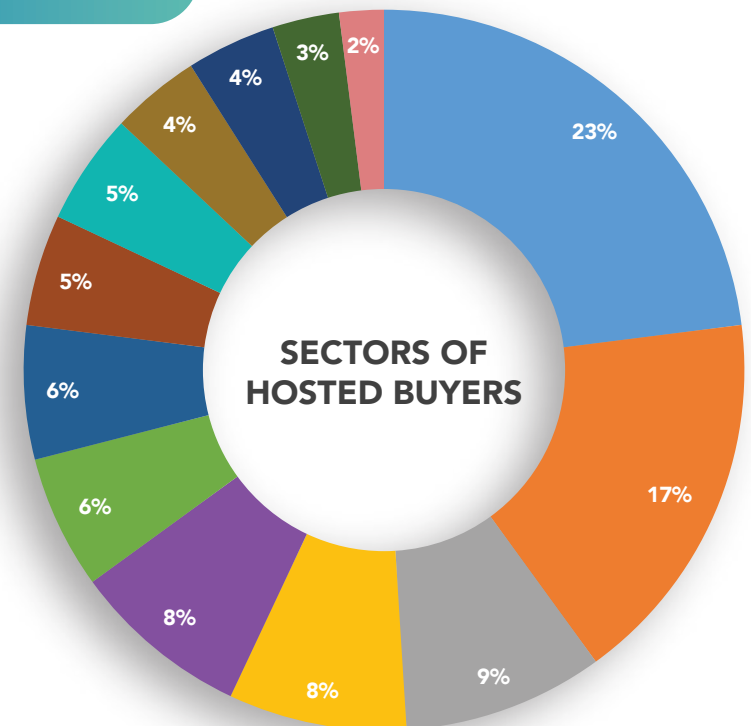
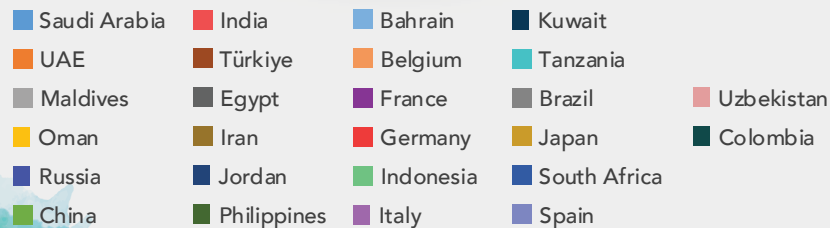
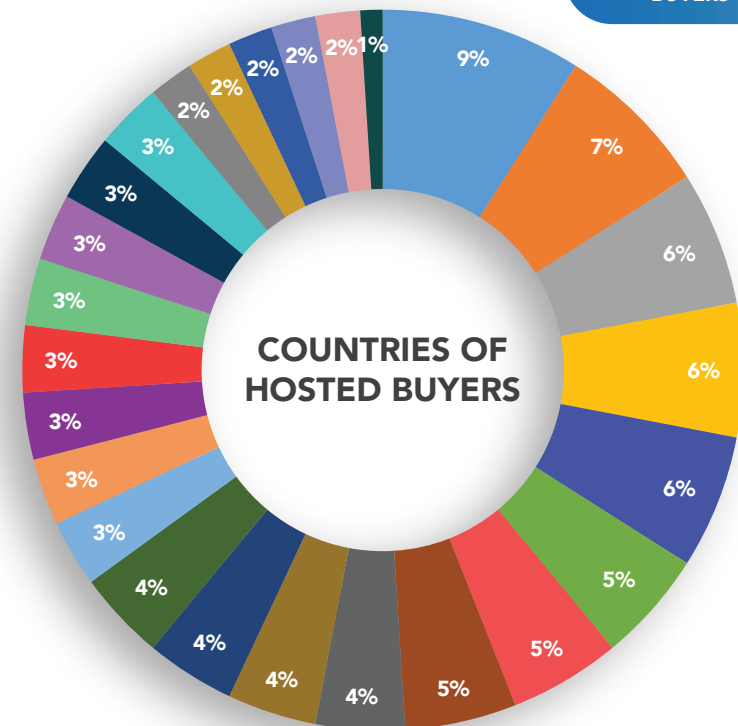
**2851**

TOTAL FACE-TO-FACE  
MEETINGS



**65**

COUNTRIES



# GALA DINNER

The **QTM 2025 Gala Dinner** was an unforgettable evening that brought together over **500 attendees**, including global tourism leaders, industry partners, and distinguished guests, for a night of celebration, networking, and cultural exchange.

Set against a sophisticated and vibrant backdrop, the event highlighted the spirit of collaboration that defines QTM, featuring inspiring remarks, engaging interactions, and moments that honored the collective achievements of this year's edition.

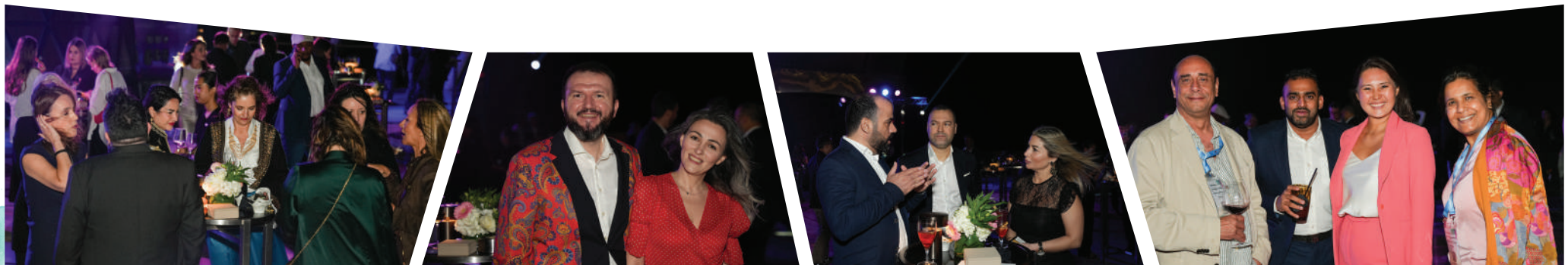
With exceptional hospitality, live entertainment, and a warm, inclusive atmosphere, the Gala Dinner served as a perfect finale—strengthening connections, fostering new partnerships, and reflecting the growing impact of QTM on the international tourism community.





# RECEPTION

Qatar Travel Mart 2025 Reception: An elegant evening at Raffles Doha





# MARKETING HIGHLIGHTS

## EMAIL CAMPAIGNS



**400K**

REACH

## DIRECT MAIL



**2,200**

VIPS WITH HARDCOPY  
INVITATIONS

## WEBSITE



**43,000**

TOTAL VISITS

## MEDIA PARTNERS



**41**

MEDIA PARTNERS

## SHOW CATALOGUE



**1,500**

COPIES

## OUTDOOR ADVERTISING



**68**

FLAGPOLES

# DIGITAL MEDIA HIGHLIGHTS

**30M+**

TOTAL  
IMPRESSIONS

**1.5M+**

TOTAL  
REACH

**1.2M+**

INSTAGRAM  
IMPRESSIONS

**5.5M+**

FACEBOOK  
IMPRESSIONS

**10M+**

PROGRAMMATIC  
DISPLAY  
IMPRESSIONS

**1.2M+**

LINKEDIN  
IMPRESSIONS

**4.5M+**

SNAPCHAT  
IMPRESSIONS

**2.1M+**

TIKTOK  
IMPRESSIONS

**925K**

YOUTUBE  
IMPRESSIONS

# PRESS RELEASE



**170M+ REACH IN PRINT MEDIA**



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

## TOP PUBLICATIONS FEATURE QTM





# MEDIA CLIPPINGS

4 Gulf Times  
Wednesday, September 24, 2025



## Qatar Travel Mart to offer dynamic platform for partnerships

Qatar Travel Mart (QTM) 2025 officially opens today at the Doha Convention and Exhibition Centre (DCEC), marking the beginning of a new edition of the region's leading travel and tourism exhibition.

Held under the patronage of HE the Prime Minister and Minister of Planning Affairs Sheikh Mohammed bin Abdulrahman bin Jassem Al Thani, the event brings together a wide array of international tourism stakeholders, industry leaders, travel operators, investors, and cultural institutions.

Rosalee Stone, general manager and co-founder of MCTV, said the Minister of Commerce and Industry HE Khalid bin Faisal Al Thani and Qatar Tourism chairman HE Saad bin Ali Al Khayri, are expected to inaugurate the event.

"This distinguished presence at the exhibition will highlight Qatar's strong commitment to establishing tourism as a cornerstone of the national economy and to fostering global partnerships through cultural and economic exchange."

"Over the coming days, QTM 2025 will provide a dynamic platform for networking, insights, and destination discovery."

The 16th QTM 2025 marks a defining milestone in reinforcing Qatar's position as one of the world's most dynamic tourism hubs.



QTM 2025 marks a defining milestone in reinforcing Qatar's position as one of the world's most dynamic tourism hubs. (The Global)

**Event which opens today will welcome global leaders to Doha**

With over 2m international visitors in 2024 and luxury hotel occupancy exceeding 70%, QTM 2025's programme features industry-led pavilions and expert addressing by thought leaders on the future of travel, including sustainable development, digital transformation, destination competitiveness, travel behaviour, and regional co-operation. The edition 2025 will feature forward-thinking discussions and activities brought into the industry.

HE Al-Khazri said, "Visit Qatar's participation as a strategic partner of the Qatar International Exhibition for Travel and Tourism 2025 reflects our commitment to supporting the growth of the tourism and travel sector and strengthening Qatar's position as a leading global destination."

"This year's edition offers prospects for collaboration, knowledge exchange, and the exploration of business opportunities with key partners across the tourism ecosystem. The Visit Qatar pavilion, this year brings together a distinguished group of key partners in culture, entertainment, business events, sports, and wellness, in full alignment with our strategy to diversify tourism offerings and drive Qatar's resilience to welcome visitors from markets around the world."

QTM 2025 provides an exceptional platform for innovation, collaboration, and business growth. We are proud to welcome thousands of visitors and industry leaders to Doha for a truly inspiring celebration of tourism."

HE said QTM 2025 marks a defining milestone in reinforcing Qatar's position as one of the world's most dynamic tourism hubs.

## وزير التجارة والصناعة يفتتح معرض قطر الدولي للسياحة والسفر 2025



تحت رعاية رئيس مجلس الوزراء وزير الخارجية الشيخ محمد بن عبد الرحمن بن ثاني، افتتح معرض قطر الدولي للسياحة والسفر 2025.

وأنتج المعرض وزير التجارة والصناعة الشيخ فيصل بن ثاني، حيث افتتح على الأجنحة المكونة من 300 جناح عارضة من أكثر من 60 دولة.

ويهدف المعرض إلى تعزيز التعاون التجاري والثقافي بين قطر والعالم، وتوسيع قاعدة السياح والزوار، وتعزيز مكانة قطر كوجهة عالمية رائدة في قطاع السياحة والسفر.



معرض قطر الدولي للسياحة والسفر 2025 يفتتح في الدوحة.



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معرض قطر الدولي للسياحة والسفر 2025 يفتتح في الدوحة.



Minister of Commerce and Industry HE Sheikh Faisal bin Thani bin Faisal Al Thani inaugurates the Qatar Travel Mart 2025 at the Doha Exhibition and Convention Centre in Doha on Monday.

## Minister inaugurates Qatar Travel Mart 2025

UNDER the patronage of the Prime Minister and Minister of Foreign Affairs HE Sheikh Mohammed bin Abdulrahman bin Jassem Al Thani, Minister of Commerce and Industry HE Sheikh Faisal bin Thani bin Faisal Al Thani inaugurated the Qatar Travel Mart 2025 at the Doha Exhibition and Convention Centre in Doha on Monday.

Following the inauguration, the Minister toured the exhibition, where he was briefed on the pavilions, services, and investment opportunities showcased by participating entities in the tourism and travel sector. This year's edition brings together 300 exhibitors from more than 60 countries, providing an important platform for building partnerships, exchanging ideas, and exploring global tourism destinations.

## قراءة الاقتصادية

### معرض قطر الدولي للسياحة والسفر.. اليوم



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معرض قطر الدولي للسياحة والسفر 2025 يفتتح في الدوحة.

## منصة مميزة للابتكار و Visit Qatar شريك استراتيجي

### 300 جهة من 60 دولة بمعرض السياحة اليوم



تحت رعاية معالي الشيخ محمد بن عبد الرحمن بن جاسم آل ثاني، رئيس مجلس الوزراء وزير الخارجية تنطلق اليوم فعاليات معرض قطر الدولي للسياحة والسفر 2025، في مركز الدوحة للمعارض والمؤتمرات، بمشاركة 300 جهة عارضة من أكثر من 60 دولة.

وتنقل النسخة الجديدة من المعرض إحدى أبرز الفعاليات في قطاع السفر والسياحة في المنطقة، حيث تجمع أبرز هيئات السياحة وعلاقات الضيافة وشركات السفر ورواد الابتكار والمؤسسات الثقافية في العالم ويوفر المعرض منصة حيوية للقاءات والشراكات وتبادل الأفكار واستكشاف الوجهات السياحية. وقال السيد رواد سليم الشريف المؤسس والرئيس العام لشركة "ميكس فور"، الجهة المنظمة للمعرض: "يمثل معرض قطر الدولي للسياحة والسفر 2025 محطة بارزة في مسيرة تعزيز مكانة قطر بين مراكز السياحة الحيوية في العالم، بمشاركة 300 جهة عارضة و300 شخص من كبار مسؤولي الشركات إلى جانب مشاركين من أكثر من 60 دولة ما يجعل من المعرض منصة عالمية لرواد القطاع السياحي".

وأضاف: "سيشهد مؤتمر معرض قطر الدولي للسياحة والسفر 2025 بالتعاون مع منظمة الترقية العالمية تحت عنوان: (تطوير قطاع السفر وسياحة الثقافة والاستدامة والسياحة الصحية) ضمن عالم مضابط، ويتضمن المعرض حفل توزيع جوائز الوجهات الخضراء، وفعاليات القرية العالمية، والأجنحة الدولية، ومشاركة عشرة قطاعات إنتاجية متخصصة إلى جانب ذلك سيتم توفير منصة مميزة للابتكار والتعاون ونمو الأعمال. من جانبه، قال سعادة السيد سعد بن علي الخرجي رئيس قطر للسياحة ورئيس مجلس إدارة Visit Qatar: "تأتي مشاركة قطر الدولي للسياحة والسفر 2025 في إطار التزامها الراسخ بدعم نمو قطاع السياحة والسفر وتعزيز مكانة قطر كوجهة سياحية عالمية، ويحضر معرض هذا العام اتفاقاً واسعاً للتعاون وتبادل الخبرات واستكشاف فرص الأعمال بين شركائنا، ويجمع جناح Visit Qatar هذا العام نخبة من أبرز شركائنا الرئيسيين في تنمية قطاع السياحة، بما يساهم مع استراتيجيتنا لتخويع العروض وتعزيز جاهزية قطر لاستقبال الزوار من مختلف أنحاء العالم."



# INFLUENCER COLLABORATION



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السياحة في قطر Qt2030  
qt2030 @

**72**  
STORIES & POSTS

**09**  
INFLUENCERS & CONTENT CREATORS



**4.1M**  
TOTAL VIEWS

# QTM 2025 AWARDS

## CULTURAL AND TRADITIONAL AWARD

Egypt

## BEST VISITORS ENGAGEMENT

DISCOVER  
RUSSIA

## BEST STAND DESIGN

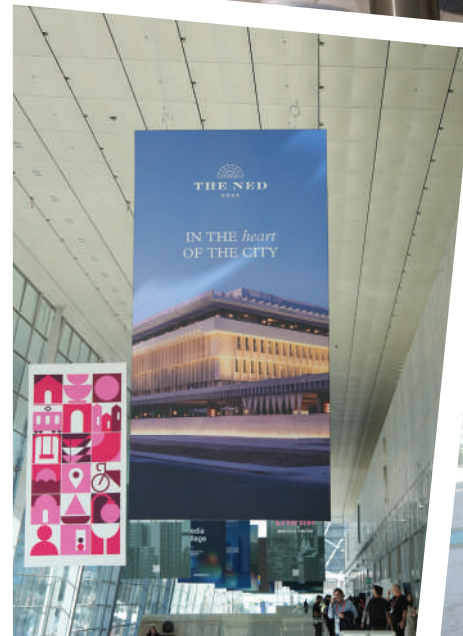


KATARA  
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# VENUE BRANDING





# VENUE BRANDING





# GALLERY - EXHIBITION HIGHLIGHTS



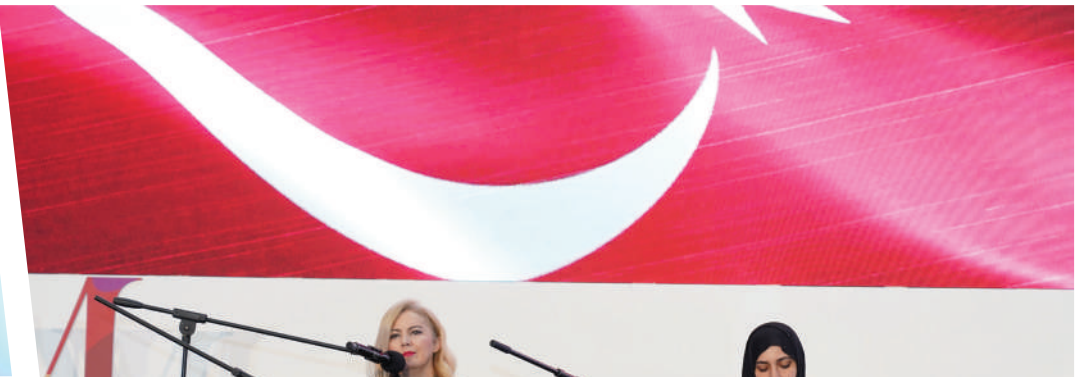


# GALLERY - EXHIBITION HIGHLIGHTS





# GALLERY - GLOBAL VILLAGE





# GALLERY - HOSTED BUYERS





# GALLERY - RECEPTION





# GALLERY - STAND HIGHLIGHTS





# GALLERY - 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 remarkable success of Qatar Travel Mart (QTM) 2025. This year, we were proud to welcome over 314 exhibitors and co-exhibitors, 411 hosted buyers, 11851 visitors, and participants from 65 countries — each playing a vital role in making this edition truly exceptional.

QTM 2025 also featured a rich lineup of high-level events, including the QTM Conference, held in collaboration with the World Leisure Organization under the theme “Evolving Travel: Culture, Sustainability, and Wellness in a Connected World.” The QTM Gala Dinner brought together over 500+ distinguished guests for an evening of networking and celebration, while the QTM Green Destinations Awards, presented in partnership with Green Destinations, honored outstanding achievements in sustainable tourism and community stewardship. Together, these activities enriched the experience for all participants and strengthened QTM's role as a leading platform for global tourism dialogue and collaboration.

We are immensely grateful to our Strategic Partner, Visit Qatar; our Founding Partner, Katara Hospitality; and all our valued sponsors and supporters, whose continuous commitment has been instrumental in enhancing the event's global visibility and strengthening international cooperation.

A sincere thank you to all exhibitors, speakers, hosted buyers, partners, and attendees for your dedication and active participation. Your collective contributions lie at the heart of QTM's success and continue to drive innovation in the global travel and tourism industry.

As we look toward the future, we remain steadfast in our mission to support the growth of the tourism sector and contribute to the realization of Qatar National Vision 2030, where tourism plays an essential role in the country's economic and cultural advancement. We look forward to welcoming you to future editions of Qatar Travel Mart and continuing our shared journey toward a more connected, sustainable, and forward-thinking tourism landscape.

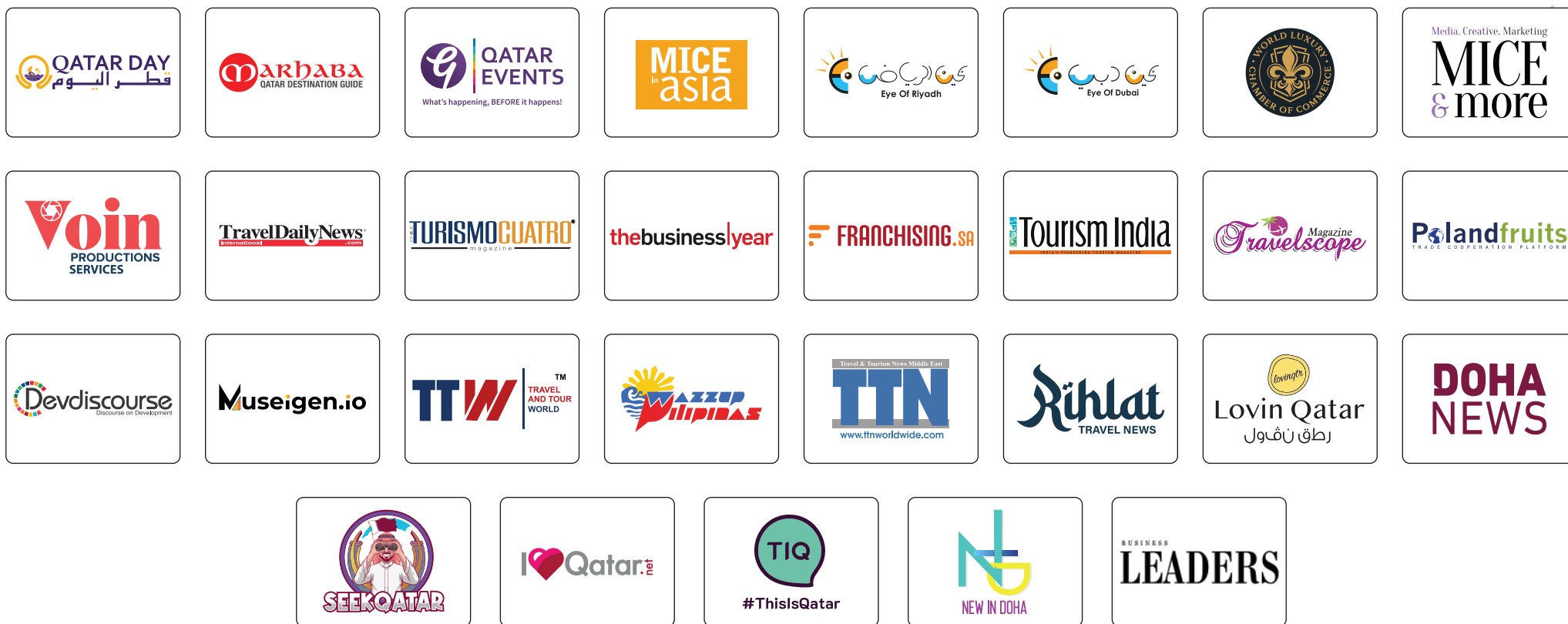
Sincerely,  
**Rawad Sleem**  
**Co-Founder & General Manager**  
**NeXTfairs**



# OFFICIAL PARTNERS & SPONSORS



# OFFICIAL MEDIA PARTNERS







# SEE YOU AT THE NEXT EDITION OF **QATAR TRAVEL MART**

07 - 09 DECEMBER 2026



ORGANIZING COMPANY:

**NeXfairs**

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