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ROBUST GROWTH OF QATAR'S HOSPITALITY INDUSTRY



The State of Qatar will spend US\$45 billion to expand the tourism sector by 2030 as part of the National Tourism Sector Strategy 2030, making it the fastest growing market in the region. Qatar could see its hospitality market grow by 89 percent to over 56,000 hotel keys by 2025, with the delivery of the planned hotel room supply forecast to cost approximately US\$7 billion.

As a result, Qatar's hospitality market is booming, with hotel, restaurant, cafe & catering (HORECA) and F&B sectors expected to reach a value of US\$13.6 billion by 2026, creating numerous opportunities for suppliers in the hospitality industry.

That is not all. Tourism is expected to contribute 12 percent of Qatar's global domestic product, or US\$55 billion, and the country hopes to receive close to 7 million tourists by 2030. With nearly 27,000 hotel keys waiting to be delivered in the next three years, Qatar's hotel offering will undergo a huge transformation by 2025.

Qatar has seen a significant growth in the hospitality sector evident by increase in tourist numbers. Approximately 90 percent of hotel rooms in Qatar are classed as four star or five-star, with most apartments being classed as 'deluxe'.

Hotel performance has been boosted somewhat in recent months by the increase in tourist numbers to Qatar. While third quarter (Q3) of this year was subject to the usual fall in arrivals due to the high summer temperatures, the official figures for the first six months of the years reflected a record number of tourists arriving in the State of Qatar, Cushman & Wakefield noted in its Q3 2024 Real Estate Market Review.



Increasing visitors and a relative slowdown

The impact of increasing visitors and a relative slowdown in additional supply is reflected in the performance metrics this year. According to STR Global who compile international hospitality sector statistics, overall occupancy for the year to date (January-September) in Qatar is 66 % percent

which is up from 53.7 percent in 2023. The ADR has increased from QR407 to QR431 over the same period.

The improved performance witnessed throughout Q1 and Q2 continued in Q3. Hotel occupancy for September 2024 was 63.4 percent, up from 57.7 percent in September 2023. Average Daily Rates in September increased from QR359 in 2023 to QR380 this year. The improvement in hotel performance in 2024 is encouraging for the sector and illustrates the benefits of Qatar hosting an increasing number of international events, such as the Asian Cup, Formula 1, and Web Summit. Despite increasing revenues and occupancy, the market remains challenging and will require sustained government investment in the sector as Qatar looks to become established as an internationally recognized destination for leisure tourism and events.

Growth trajectory of the Qatari hospitality industry

- 1 It is forecasted that the hotels market in Qatar will witness a substantial surge in revenue, with projections indicating a rise to US\$526.20 million in 2024.
- 2 Furthermore, it is expected that this upward trend will continue with an annual growth rate (CAGR 2024-2029) of 2.97 percent, resulting in a projected market volume of US\$609.20 million by 2029.
- 3 Additionally, the number of users in the Hotels market is expected to reach 1.23 million users by 2029, with a user penetration rate of 34.3 percent in 2024, rising to 43.2 percent by 2029.
- 4 The average revenue per user (ARPU) is expected to be US\$560.70.
- 5 It is worth mentioning that in the Hotels market sector, 87 percent of total revenue is expected to be generated through online sales by 2029.
- 6 Moreover, in terms of global comparison, United States is expected to generate the most revenue in the Hotels market, with a projected revenue of US\$111 billion in 2024.
- 7 Qatar's hotel market is evolving rapidly with a focus on luxury, innovation and sustainability to attract high-end tourists.

Source:
<https://www.statista.com/outlook/mmo/travel-tourism/hotels/qatar>

QTM: a growth driver for the Qatari economy

In a tete a tete with QTM Showdaily, Rawad Sleem, co-founder and general manager, NeXTfairs, the organiser of Qatar Travel Mart explains what a mega-event such as QTM does for the Qatari economy, how this edition of the event stands out and the trickle-down impact that this event will create for the MICE industry.



Rawad Sleem, Co-founder and General Manager, NeXTfairs

QTM Showdaily: Talk us through the main initiatives behind QTM 2024.?

Saleem: IQTM 2024 is all about showcasing the uniqueness of Qatar – from its rich cultural heritage and hospitality to the exciting growth in the business, sports, medical, leisure, and halal tourism sectors. We are creating an environment where international tourism professionals and investors can connect directly with local partners, establishing partnerships and collaborations that will boost Qatar’s tourism industry and open up new business and investment opportunities for those seeking to do business in the country. Our goal is to help position Qatar as a global business and tourism destination.

QTM Showdaily: What purpose, in your view, does a mega tourism event such as QTM serve the Qatari economy?

Saleem: QTM contributes to the growth of such sectors as tourism, hospitality, retail, and transportation by attracting international visitors, investors, and industry professionals. It supports the tourism initiatives outlined in Qatar’s National Vision 2030 as well as in the National Tourism Sector Strategy, which focuses on enhancing cultural attractions, hosting world-class conventions and exhibitions, increasing urban development projects, and bringing sporting events to the country. By showcasing these developments currently happening in the tourism sector through the QTM platform, we are directly driving sector growth and Qatar’s economic growth.

QTM Showdaily: How is this edition of QTM different from the earlier ones?

Saleem: This year’s QTM has seen significant growth, expanding to 15,000 square meters, doubling its size from last year. With more than 60 countries and 300 exhibitors participating, it’s set to be the largest edition to date. This growth reflects Qatar’s increasing role in the global tourism market and the rising demand for international travel in the region. In this edition, QTM also provides an enhanced platform where attendees can learn about sustainable and luxury travel trends, sector developments like projects and relevant market information as well as increased opportunities for networking and collaboration.

QTM Showdaily: How does QTM 2024 showcase the MICE industry in Qatar?

Saleem: QTM’s focus is on travel and tourism; therefore, promotes the MICE industry in Qatar. This aligns with one of the initiatives of the Qatar’s National Tourism Sector Strategy, which aims to strengthen the meetings industry. By showcasing the country’s outstanding facilities and services that state-of-the-art convention centers like the Qatar National Convention Center and Doha Exhibition and Conference Center have, it demonstrates the country’s readiness, appeal and capacity to host large-scale international business events. Through QTM, Qatar is positioning itself as a global hub for the MICE sector. The participation of relevant bodies such as Qatar Tourism plays a signifi-

cant role in promoting Qatar’s MICE industry and the country’s capacity to organize and host international world-class events.



QTM Showdaily: In terms of numbers, tell us about the footfalls expected; the exhibitors; deals to be signed and the trickle down impact of QTM 2024.

Saleem: This year, QTM expects to welcome 12,000 visitors from over 60 countries and about 300 local and international exhibitors. We are proud to host renowned and esteemed companies like Qatar Tourism and Katara Hospitality and major international boards such as Morocco and Seychelles. With these positive numbers, we anticipate a vibrant atmosphere where business partnerships will be formed and the signing of significant partnerships and deals that will drive Qatar’s tourism sector forward. Beyond the event, the economic impact will be felt across local businesses, tourism infrastructure, and the wider Qatari economy as we continue to build Qatar’s reputation as a leading travel and business destination. and business destination. cant role in promoting Qatar’s MICE industry and the country’s capacity to organize and host international world-class events.



QTM Showdaily: What lessons have you learnt from the past editions of QTM that has helped you in organizing this edition of QTM?

Saleem: Building on the success of previous editions of QTM, we recognize the opportunity to strengthen our focus and deepen our engagement with our stakeholders and also ensure that all the segments of the travel and tourism industry—from the service providers and businesses and companies, to the private sector associations, industry experts and professionals, government bodies and institutions, regulators and legislators are in the same-level involvement in order to provide a seamless, comprehensive platform that will truly serve market needs.



We have also seen the importance of providing relevant market information to both participants and visitors, which attendees will not only get from the accompanied conference; but through marketing campaigns. Projecting the event as one that supports the initiatives of the government and its Qatar National Vision is helpful in reaching more stakeholders, getting them involved and encouraging participation.

Additionally, we have learned that we need to ensure that participants are getting their return on investment.

QTM 2024

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Katara Hospitality: More than a hotel owner



Katara Hospitality is a visionary institution established to build a legacy for Qatar’s hospitality landscape. By developing world-class hotels both within and beyond Qatar’s borders, Katara Hospitality owns iconic and nationally significant assets that proudly raise the flag of the State of Qatar. Through its operations, the company ensures that its properties embody the pinnacle of luxury, cultural authenticity, and modernity.

Katara Hospitality is more than just a hotel owner; it is a visionary institution established to build a legacy for Qatar’s hospitality landscape. By developing world-class hotels both within and beyond Qatar’s borders, Katara Hospitality owns iconic and nationally significant assets that proudly raise the flag of the State of Qatar. Through its operations, the company ensures that its properties embody the pinnacle of luxury, cultural authenticity, and modernity.



One of Katara Hospitality’s standout features is its seamless integration of traditional Arabian hospitality with contemporary innovation. Properties like the Sheraton Grand Doha Resort & Convention Hotel and the Katara Towers in Lusail Marina District are architectural masterpieces that reflect Qatar’s rich heritage. These venues have become symbols of luxury and sophistication, establishing new standards for hospitality in the region.

The organization’s commitment to sustainability is equally remarkable. The Katara Towers project, awarded the GSAS 5-Star sustainability rating, demonstrates an eco-conscious approach to design and construction. This aligns with Katara Hospitality’s vision to not only transform the hospitality industry but also to lead by example in environmental responsibility.



A unique aspect of Katara Hospitality's mission is the development of local talent. By providing industry-specific training and mentorship, the company equips Qatari nationals with the skills needed to excel in the global hospitality industry. This initiative ensures that local professionals become pioneers in shaping the future of Qatar's tourism sector.

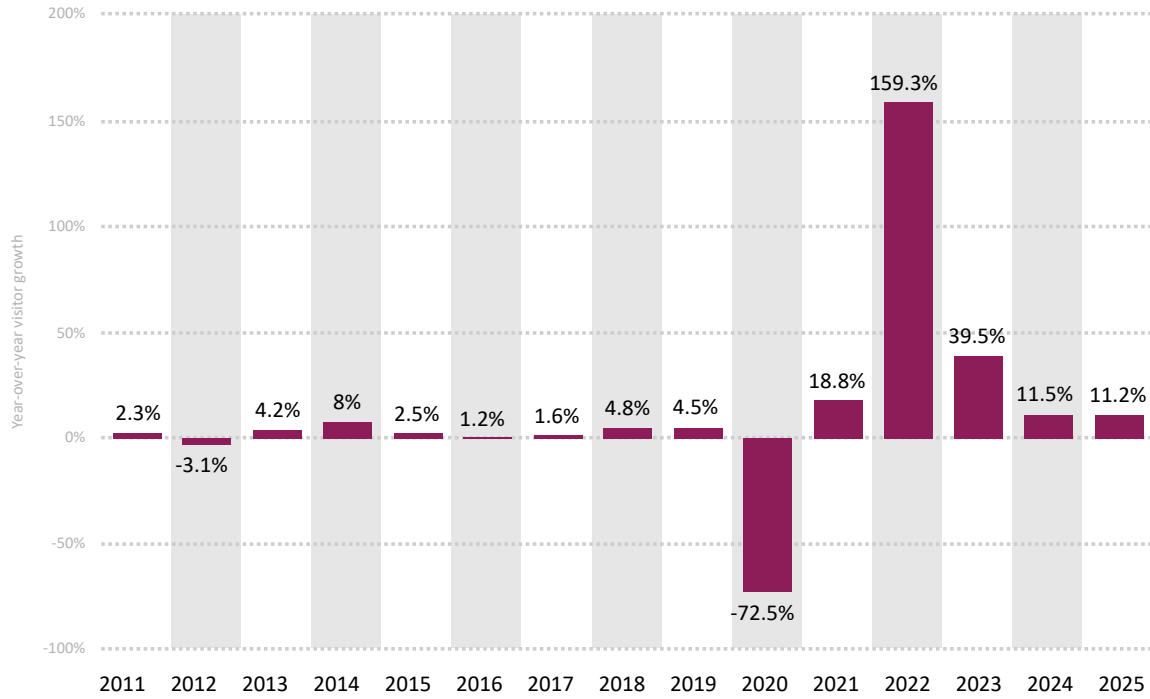
The company's focus on exceptional service enhances its properties' allure. From bespoke culinary offerings to superior concierge services, Katara Hospitality's hotels deliver unforgettable experiences for diverse guests, ranging from leisure travelers to business executives. By weaving Qatari culture into every aspect of their operations, such as cuisine and art, they offer a true sense of place to visitors.

Through its dedication to luxury, cultural authenticity, environmental stewardship, and talent development, Katara Hospitality has solidified its position as a leader in the hospitality market, ensuring its contributions resonate both locally and globally.

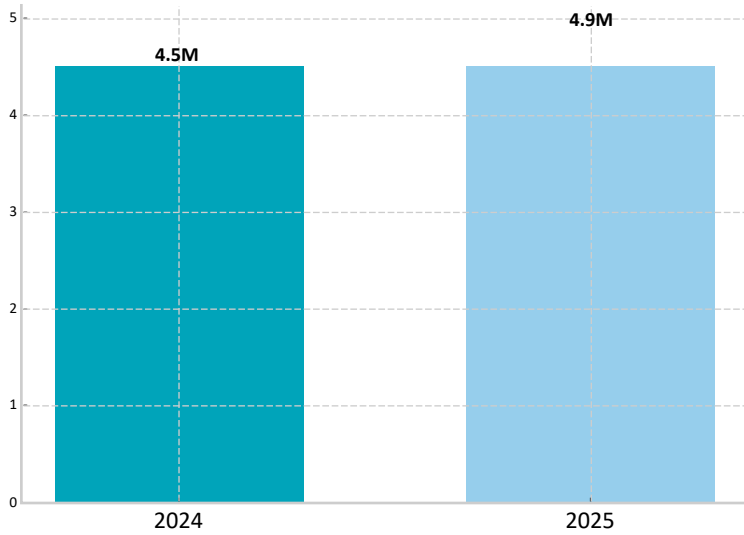


QATAR Tourism in Numbers

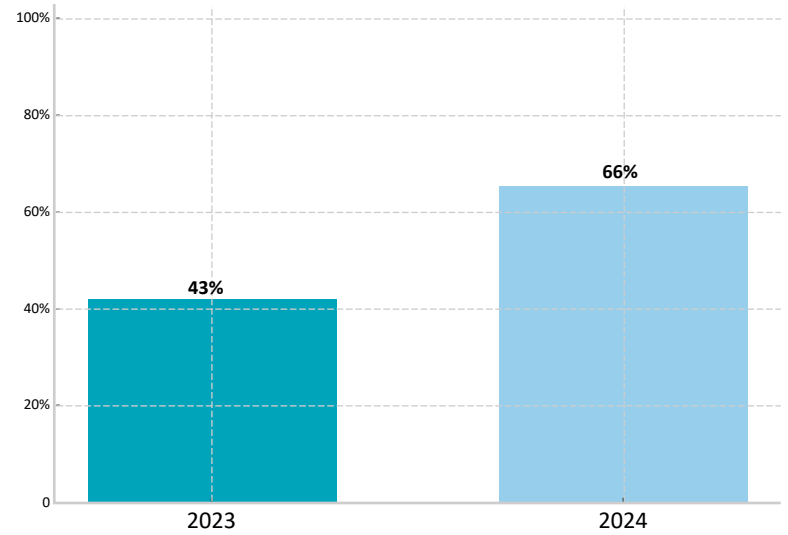
Inbound Visitor growth in the Middle East from 2011 to 2025



Projected Growth in Qatar's Tourism (2024-2025)



Hotel Occupancy Growth (2023 vs 2024)



Accommodation supply as of September 2024 & Occupancy YTD 2024 Vs. 2023

| Categories | Total no. of keys (Supply) | Average Occupancy '24 | Average Occupancy '23 |
|---------------------------------------|----------------------------|-----------------------|-----------------------|
| 5 Star Hotels ★★★★★ | 19,324 | 60.5% | 49.3% |
| 4 Star Hotels ★★★★ | 7,340 | 66.6% | 51.1% |
| 3-1 Star Hotels ★★★ ★★ ★ | 3,027 | 81% | 73.7% |
| Hotel Apartments (Deluxe/Standard) | 10,119 | 72% | 56.8% |
| Total | 40,053 | 65.9% | 53.7% |

DISCOVER THE CHARM OF QATAR, WHERE LUXURY AND HOSPITALITY INTERTWINE
TO CREATE UNFORGETTABLE MEMORIES.



The Torch Hospitality is a leading Qatari hospitality management company with a diverse portfolio of hotels, residences and restaurants.

Established in 2013 with over 100 years of combined team experience, we are committed to excellence, providing guests with unforgettable stays & fostering long-term relationships with stakeholders.

In 3 years, Torch Hospitality to expand its portfolio both within Qatar and regionally

Wael Al Sharif, area general manager of The Torch Doha speaks to QTM Showdaily on the vision for the hotel group that he heads, the lessons that the pandemic has taught the hotels, and the factors that contribute to making Qatar a good place to live and work in.



Wael Al Sharif, Area General Manager, The Torch Hospitality

Q: Talk us through the vision of the group of hotels under your ambit?

At The Torch Hospitality, our vision is to expand our portfolio within Qatar and the region by providing exceptional experience and dedication to quality. Our properties—The Torch Doha, Al Aziziyah Boutique Hotel, Mina Hotel and Residences, and 21 High Street Residence—are designed to redefine guest experiences by merging world-class service with the rich local heritage. Each property reflects the cultural essence of its location, blending architectural elegance with modern sophistication and traditional Qatari influences. At the core of our brand is a commitment to family values, fostering a warm and inclusive atmosphere where every guest feels a sense of belonging. We offer family-friendly spaces, curated activities, interconnected suites, and personalized services tailored to meet the needs of guests of all ages. Alongside these values, we prioritize state-of-the-art amenities, sustainable practices, and service excellence, seamlessly integrating wellness, and comfort into each guest's journey.

From fine dining restaurants celebrating local and international flavors to wellness facilities designed for rejuvenation, every detail reflects our pursuit of excellence. Our goal is to exceed expectations in every aspect, making us the preferred choice for upscale travelers, business executives, families, and sports enthusiasts alike.

Q: What lessons has the pandemic taught hospitality players in terms of business preparedness?

The pandemic taught us invaluable lessons about agility and diversification in hospitality. It highlighted the importance of business continuity planning, focusing on cost optimization and resource management during uncertain times. Resilience became a cornerstone of our operations, with integrated contingency planning across departments.

During the pandemic, we took pride in supporting our community by hosting students and healthcare professionals, ensuring a safe environment with the highest health standards. Our partnership with the Discover Qatar initiative showcased our commitment to public safety and reinforced our role in supporting the nation's pandemic response.

Q: With the events calendar filling up or already filled up for winter 2024-25, what kind of preparations are you making for the next 6-8 months to cater to higher business volumes driven by events?

With a packed events calendar for winter 2024-25, we are making comprehensive preparations to cater to increased demand. This includes:

- 1. Workforce Expansion:** Scaling up recruitment and conducting intensive training programs to ensure exceptional service.
- 2. Room Allocation:** Fine-tuning our room allocation systems and introducing tailored packages for event attendees and business travelers.
- 3. Logistics Coordination:** Collaborating closely with event organizers for smooth logistics and exclusive hospitality services for VIP guests.
- 4. Culinary Offerings:** Crafting bespoke menus and extending service hours in our food & beverage outlets to cater to diverse preferences.
- 5. Digital Marketing:** Launching an extensive campaign to drive early bookings and maximize occupancy throughout the season.



Q: Looking in hindsight, what do you wish could be better done at the hotels under you - things that could have yielded better volumes for you but did not?

Looking back, enhancing our direct booking channels earlier could have yielded better volumes. While we have relied on OTA platforms, a growing trend favors travelers engaging directly with brands for exclusive deals. Additionally, refining our loyalty programs with deeper insights into guest preferences could have improved retention and repeat business.



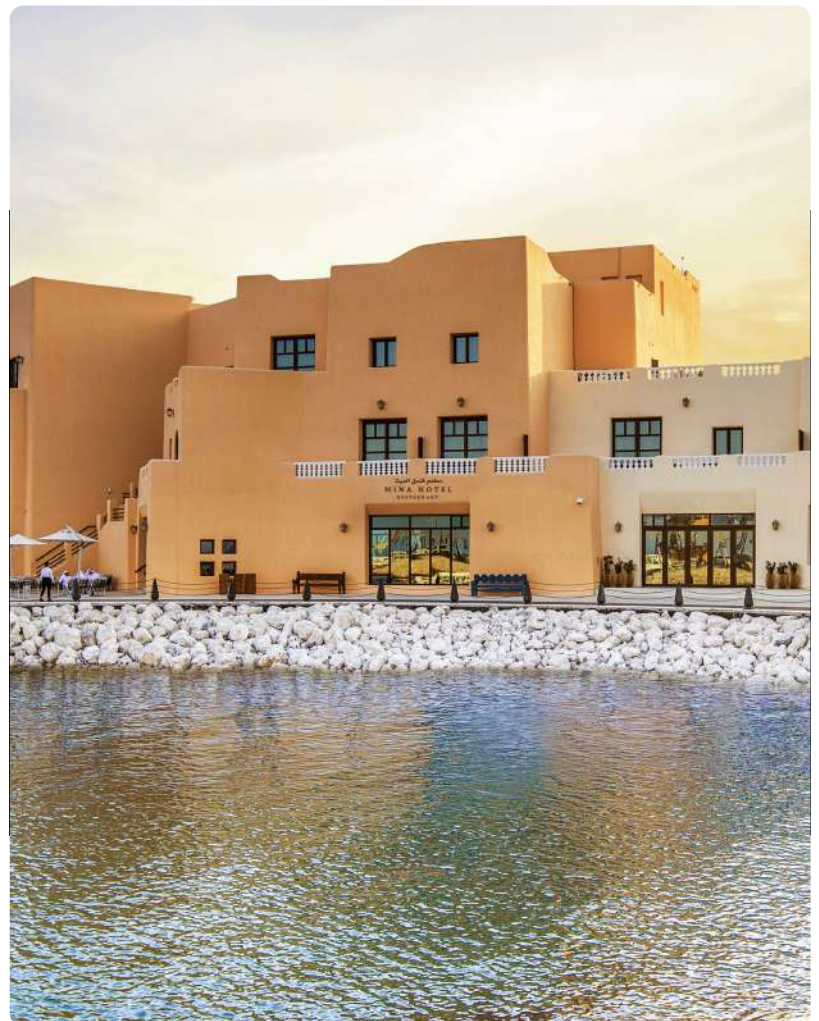
Q: Where do you see the hotels in 3 years' time?

In three years, we envision The Torch Hospitality having expanded its portfolio both within Qatar and regionally, establishing a strong presence in key and niche international markets. Our brand will be synonymous with exceptional experience and dedication to quality.

We'll launch a comprehensive loyalty program to foster deeper guest relationships, upgrade and develop existing facilities to meet evolving expectations, and enhance our digital presence to engage travelers across various platforms.

Q: What 5 factors make Qatar a good place to work and live, in the industry you are in?

- **World-Class Infrastructure:**
Qatar's investments in transportation, healthcare, and urban development create an attractive environment for professionals.
- **Cultural Fusion:**
The blend of traditional Qatari heritage and international lifestyles fosters a unique living and working atmosphere.
- **Economic Stability:**
Qatar's robust economy and government support for hospitality present excellent growth opportunities.
- **Events and Sports Hub:**
Hosting major global events allows professionals to engage in high-profile experiences and develop specialized skills.
- **Commitment to Work-Life Balance:**
Qatar prioritizes well-being, safe environment and quality living, offering excellent residential communities and recreational options, enhancing the overall quality of life for those in the industry.





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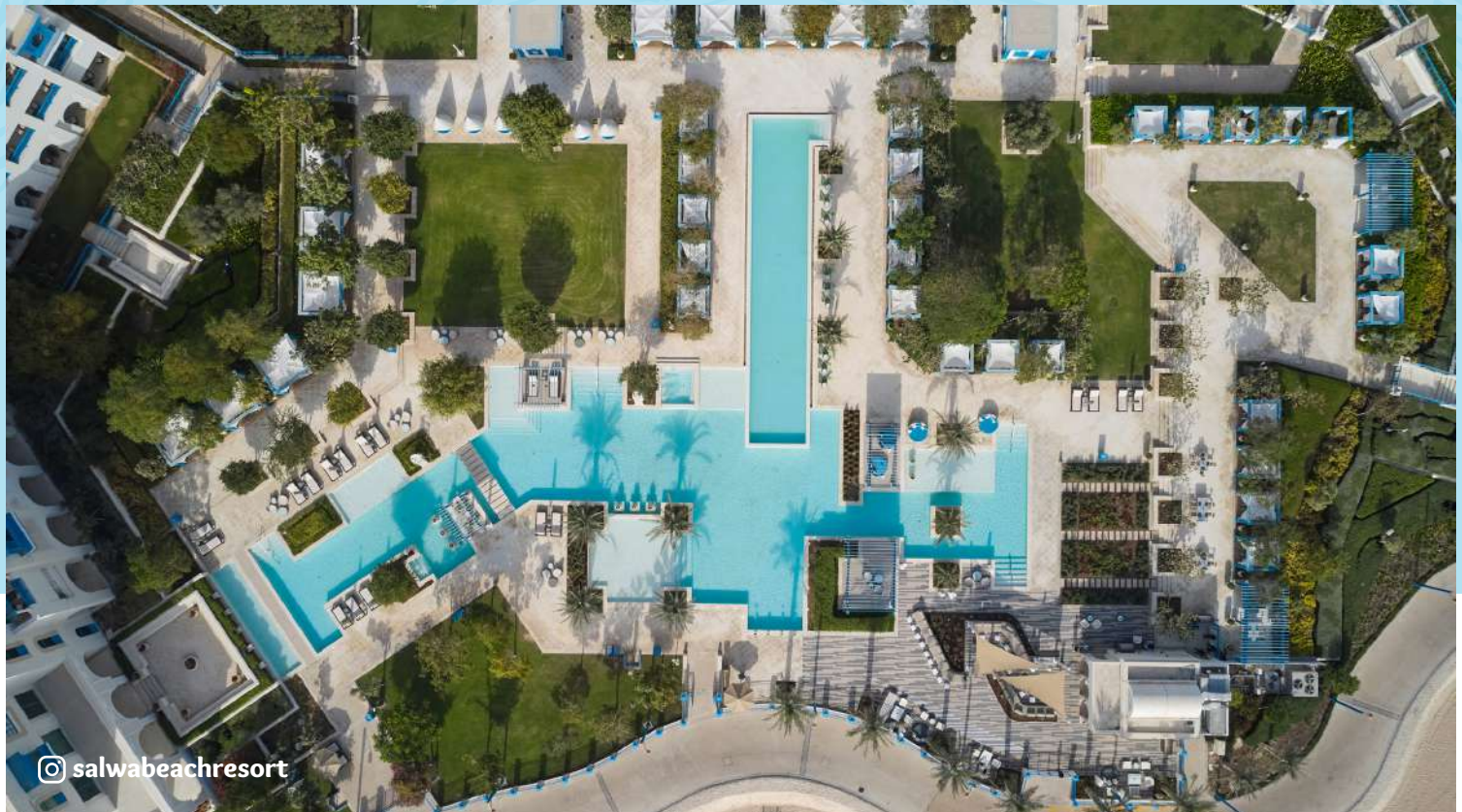
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Nextfairs is a multi-format organizer, with more than 15 years of experience in a diverse array of industries. The company also works as a service provider from A to Z with unique programs that include exhibitions and conferences for the business sector (B2B), clients (B2C), and sales & marketing agencies providing high-quality technology services. Nextfairs has a team of experts in the event organization sector devoted to providing distinguished services in the areas of sales, marketing and operations, with the aim of transforming the State of Qatar into a global destination in the market of conferences, Exhibitions, meetings and events. The company is made up of a progressive team of experienced event professionals who are dedicated to delivering excellence in sales, marketing, and operations on the largest scale with a national mandate to position Qatar as a premium destination for business events.



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Qatar Travel Mart 2024 show dailies produced by Turiqa LLC. At Turiqa LLC, we believe in delivering personalised solutions that make an impact. Specialising in digital marketing, branding, media content, and event management, we offer tailored strategies that elevate brands and businesses. Our commitment to a personal touch ensures that every project is handled precisely, aligning with client values and goals. Whether driving growth through B2B sales, crafting compelling events, or managing digital campaigns, we empower businesses to stand out in competitive markets.

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