

25-27 NOVEMBER 2024 | 10 AM - 7 PM | DECC

OFFICIAL NEWS PUBLICATION OF QTM 2024

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QTM 2024: POSITIONING QATAR AS A GLOBAL TRAVEL HUB



Katara Hospitality's contribution to the industry

Katara Hospitality has been instrumental in shaping Qatar's hospitality landscape over its 54-year history. Here are the significant contributions the company has made.



Preservation of heritage

Katara Hospitality is renowned for restoring and managing iconic properties that combine cultural and historical value with modern luxury. Examples include the Carlton Cannes, Raffles Singapore, The Burgenstock Resort Lake Lucerne, and Fairmont Tazi Palace in Tangier. These restorations not only preserve architectural heritage but also establish these properties as global landmarks, reinforcing Qatar's reputation for excellence.

Sustainability through employment creation

Katara Hospitality has generated numerous jobs across its portfolio of hotels in Qatar and abroad. This emphasis on employment not only boosts the hospitality industry but also aligns with global economic sustainability goals by empowering local communities in all areas of its operations.

Global recognition

The company's dedication to excellence has garnered prestigious accolades such as "World's Leading Hospitality Company," firmly placing Qatar on the global tourism map and enhancing its international appeal.

Luxury infrastructure

Signature developments such as Katara Towers in Lusail Marina have redefined luxury hospitality, contributing to Qatar's position as a premier travel destination and setting a standard for architectural grandeur.

Talent development

Katara Hospitality prioritises the development of local talent by providing robust training programmes. By involving the local community in the hospitality sector, it fosters a skilled workforce ready to take on global leadership roles within the industry.

Cultural integration

The company promotes Qatari culture through its properties by featuring local cuisine, art, and traditions, making its hotels cultural ambassadors that provide guests with an authentic sense of place.

Strategic investments

Expanding into global markets, Katara Hospitality has acquired iconic properties, bringing back international expertise and reinforcing Qatar's influence in the global hospitality industry.

Unlocking destinations

By developing or acquiring properties in untapped or emerging markets, the company transforms regions into sought-after travel destinations, boosting tourism and economic development.

Events hub

Flagship properties such as Raffles, Doha, Fairmont Doha, The Ritz-Carlton, Doha and Sheraton Grand Doha have hosted high-profile international events, further cementing Qatar as a global events hub.

Industry innovation

Through the introduction of smart technologies and innovative operational practices, Katara Hospitality has modernised the hospitality industry, enhancing efficiency and guest experiences worldwide.

With the above, Katara Hospitality continues to be a transformative force, ensuring Qatar's hospitality sector remains globally competitive while championing cultural preservation, luxury, and talent development.

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QIC's involvement in QTM exemplifies its commitment to serving the needs of travellers & businesses

In conversation with *QTM Showdailies*, Nasser Jassim N. Al-Mohannadi, head of retail and motor claims, Qatar Insurance Company (QIC Group) discusses his professional journey, the link between events such as QTM and the corporate goals of QIC Group, and how travel insurance as a business has been impacted by the lull of sporting events in Qatar at the moment.



Nasser Jassim N. Al-Mohannadi,
head of retail and motor claim, QIC

QTM Showdailies: Talk us through your professional journey.

Al-Mohannadi: I joined QIC Group straight out of high school in 2012, starting as a customer service associate in the head office branch. This initial role provided me with a foundational understanding of the insurance industry and allowed me to cultivate essential customer service skills

I pursued higher education at Bournemouth University, where I earned a bachelor's degree in business studies. My studies equipped me with a deeper understanding of business principles and management strategies. In 2018, I was given the opportunity to manage the motor claims department. This role was pivotal in my career, as it required me to oversee a team, manage complex claims, and ensure that our processes were both efficient and customer-centric.

In 2022, I was promoted to head of retail and motor claims. This position has expanded my responsibilities significantly, as I now focus on strategic planning, operational efficiency, and enhancing customer experience across both sectors.

Beyond my professional roles, I am passionate about hiking and adventure travel. I believe that experiencing a country's culture authentically enhances tourism, and I strive to bring this perspective into my work.

QTM Showdailies: How do events such as Qatar Travel Mart 2024 align with the corporate goals of Qatar Insurance Group?

Al-Mohannadi: Travel and tourism are critical components of Qatar's economic diversification strategy. With its ambitious vision of becoming a leading global tourism destination, Qatar has invested significantly in infrastructure, cultural heritage, and international events. QTM 2024 is part of this grand vision, providing a venue for stakeholders to connect, collaborate, and innovate. For QIC Group, participating in QTM aligns seamlessly with its corporate goals:

Innovation and Product Development

Participating in QTM allows QIC to understand emerging trends and customer needs in the travel and tourism sector. This insight drives innovation, enabling the development of tailored insurance products that address the specific requirements of travelers and businesses.

Economic Impact

The travel and tourism industry significantly contributes to Qatar's GDP, generating employment and fostering international trade. Events like QTM attract global participants, boosting local businesses and encouraging foreign investment. The increased economic activity creates a ripple effect, enhancing the demand for ancillary services, including insurance.

Risk Mitigation

The insurance industry plays a crucial role in mitigating risks associated with travel and tourism. For QIC, offering comprehensive travel insurance policies aligns with its goal of enhancing customer satisfaction and expanding its market share.

Insurance plays a crucial role for businesses by acting as a safeguard against financial uncertainties, fostering a stable and secure environment that attracts more investors; by encouraging investment in infrastructure and major events, insurance helps drive economic growth and a vibrant tourism sector.

QIC's strategic involvement in events like QTM exemplifies its commitment to serving the needs of travelers and businesses, ensuring a secure and prosperous future for all stakeholders.

Best travel insurance



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QIC

QTM Showdailies: With FIFA over, and Asian Games 2030 some years ahead, is Qatar Insurance Group having to realign its business priorities with its travel insurance portfolio?

Al-Mohannadi: The conclusion of the FIFA World Cup 2022 and the anticipation of the Asian Games 2030 have indeed prompted Qatar Insurance Group to reassess and realign our business priorities, particularly concerning our travel insurance portfolio.

“The FIFA World Cup 2022 necessitated a strategic review of our travel insurance products to ensure they remain relevant and competitive. Our focus is on developing innovative solutions that cater to the diverse needs of travellers, whether they are visiting for business, leisure, or major events such as the upcoming Asian Games 2030.”

As we prepare for the Asian Games 2030, we are proactively enhancing our travel insurance offerings to provide comprehensive coverage and support for spectators and tourists and prosperous future for all stakeholders.



QTM Showdailies: What lessons did the pandemic teach Qatar Insurance Group that will help the company timelessly?

Al-Mohannadi: The COVID-19 pandemic has been a catalyst for profound learning and transformation within Qatar Insurance Group. It has underscored the importance of resilience, adaptability, and innovation in navigating unprecedented challenges.

The pandemic highlighted the critical need for digital transformation. As physical interactions became limited, we accelerated our adoption of digital tools and platforms to ensure business continuity and seamless customer service delivery. This shift towards digitalization has enhanced our operational efficiency, improved customer engagement, and expanded our reach.

Moreover, the pandemic emphasized the significance of robust risk management and contingency planning. We've strengthened our risk assessment frameworks and developed comprehensive business continuity plans to mitigate the impact of future disruptions so that we are able to maintain uninterrupted service.

Another vital lesson is the value of collaboration and partnerships. By working closely with government authorities, industry stakeholders, and healthcare providers, we were able to deliver timely and effective responses to the evolving situation.

QTM Showdailies: Talk us through the growth mantras that you follow professionally.

Al-Mohannadi: As a professional in the insurance industry, I adhere to several growth mantras that have guided my career and contributed to the success of Qatar Insurance Group.

Embrace Innovation: Innovation is the cornerstone of our growth strategy. We continuously explore new technologies, business models, and market opportunities to stay ahead of the curve.

Continuous Learning: The insurance industry is dynamic and ever-changing. Staying informed about industry trends, regulatory changes, and emerging risks is crucial for making informed decisions.

Collaboration and Teamwork: Success is a collective effort. By leveraging diverse perspectives and expertise, we can achieve greater outcomes and drive innovation.

Adaptability and Resilience: The ability to adapt to changing circumstances and remain resilient in the face of challenges is essential in helping us navigate uncertainties.

Ethical Leadership: Leading by example and fostering a culture of transparency and accountability ensures that we build trust with our stakeholders and maintain our reputation as a leader in our field.

Short Takes:

Best book read: **The Hobbit by J.R.R. Tolkien**

Best unwinding method: **Watch movies**

Best advice received: **Don't let fear stop you**

Best travel destination: **Nepal**

Best restaurant in Qatar: **Local Qatari foods at Souq Waqif**



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Urban retreat at Mina Hotel and Residences



Mina Hotel and Residences, situated within Mina District, presents an exquisite fusion of elegance and serenity, ensuring guests encounter an unmatched experience at the heart of Doha.

The property comprises low-rise buildings, reflecting the Qatari traditional houses in the coastal cities with inclined walls and wooden doors, windows, and shutters adorned with vintage ironmongery. With 30 rooms in the boutique hotel and 119 upscale apartments boasting views of the Arabian Gulf, West Bay, and the Cruise terminal.

From the top-notch restaurant to the serene lobby, guests are immersed in contemporary and minimalist luxury, surrounded by refined design details. The property's gym, with its state-of-the-art equipment and panoramic sea views, provides a space for guests to maintain their fitness routines.

Food, meeting rooms and more

Dine with a view at Mina Hotel Restaurant, an all-day dining restaurant offering afternoon high tea and an outdoor terrace. With a focus on exquisite flavors and impeccable service, the restaurant provides an unforgettable dining experience for guests and visitors alike. Mina Hotel and Residences also offers a meeting room with modern amenities, ensuring a seamless and successful conference.

"Guests staying in our hotel rooms or residences can expect a combination of luxury, comfort, and tranquility," stated Wael Al Sharif, Area General Manager at Mina Hotel and Residences. "We invite guests to experience exceptional hospitality and create lasting memories with Mina Hotel and Residences."

For more information about Mina Hotel and Residences, please visit <https://www.mina-hotel.com/>

21 High Street Residence: A tailor-made Experience



21 High Street Residence sets a new standard of sophistication, offering an unparalleled living experience for discerning guests. Situated in the heart of Katara Cultural Village, this residence combines comfort and luxury to create an extraordinary stay in Qatar.

Each of our 29 luxury serviced apartments, overlooking Katara's upscale shopping district, is meticulously designed to commemorate renowned artists, ensuring the highest hospitality standards. With a choice from one, two, and three-bedroom residential units, the apartments boast immaculate finishes, state-of-the-art appliances, and exquisite design for a comfortable stay.

The Residence is a short walk from upscale stores, boutiques, cafes and restaurants set within 21 High Street's unique outdoor shopping experience, Katara Beach, as well as Doha's cultural hotspots.

A bevy of services

Guests can access a health club, free private parking, a stylish terrace, and a modern café lounge. Families seeking a luxurious retreat will find our hotel ideal, with additional facilities such as a rooftop swimming pool and a high-end gym with a personal trainer.

"What sets 21 High Street Residence apart is its unique concept of themed apartments, each reflecting the style and personality of famous artists." Shared Mr. Wael Al Sharif, Area General Manager. "Our commitment to provide guests with an unmatched level of luxury and comfort sets a new standard for luxury living in Qatar."

For more information about 21 High Street Residence, please visit <https://21hsresidence.com/>

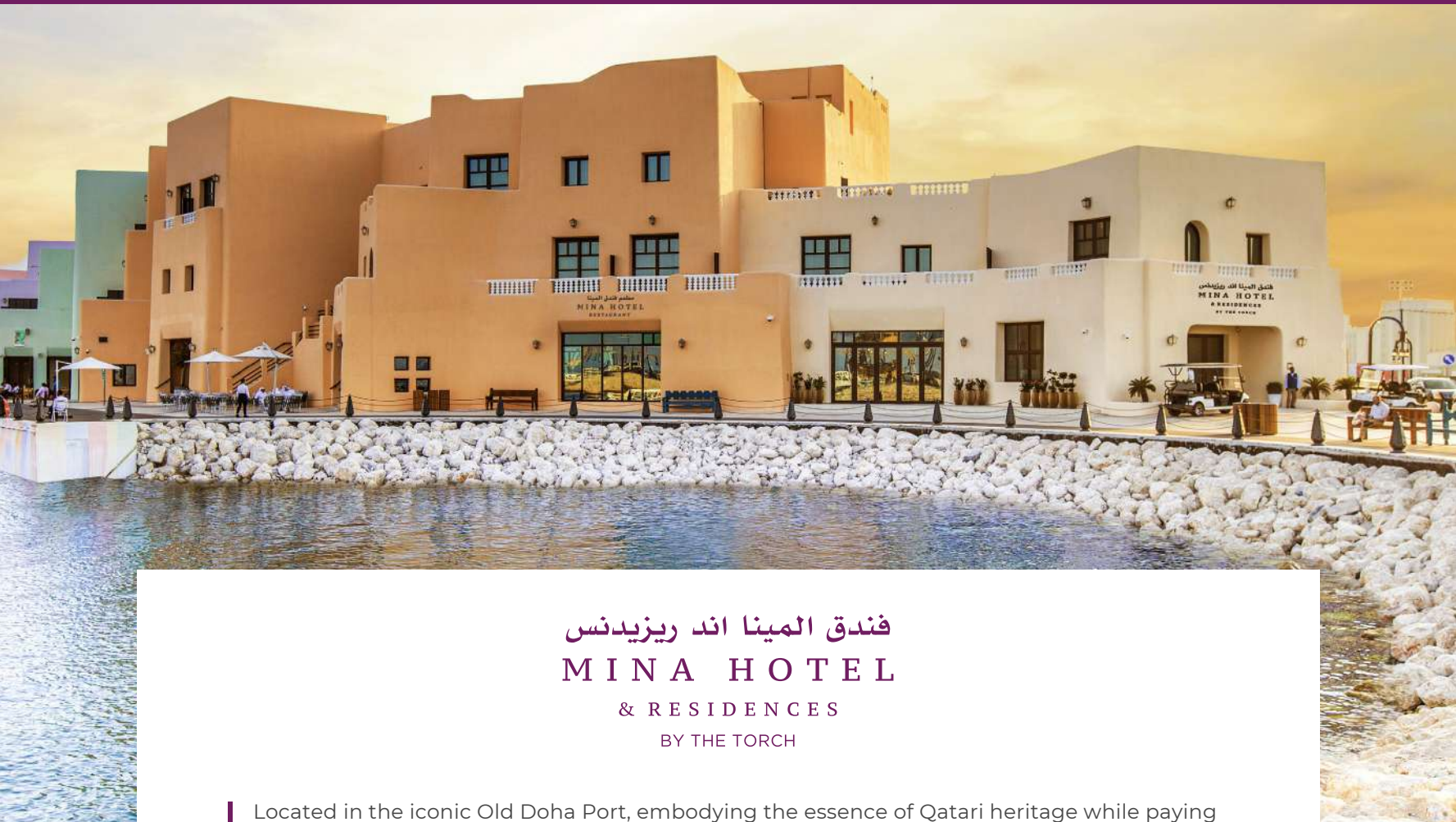


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21 High Street Residence
BY THE TORCH

Nestled in the heart of Katara Cultural Village, this property is unparalleled in luxury & detail.

From the Parisian inspired interiors to the luxury finishings, we commemorate art and artists. With each room themed after the figure it is named after, such as the William Shakespeare or Pablo Picasso.

Surrounded by 21 High Street and Galeries Lafayette shopping destinations, offering guests an unforgettable experience.



فندق المينا اند ريزيدنس
MINA HOTEL
& RESIDENCES
BY THE TORCH

Located in the iconic Old Doha Port, embodying the essence of Qatari heritage while paying tribute to Qatar's coasts and harbors.

Dana Club: An oasis of hospitality in the heart of Doha

Situated near the Doha Corniche and West Bay, Dana Club is a premier membership club offering amenities for relaxation, dining, fitness, and events for over 20 years. Known for its spacious banquet halls and exceptional outdoor catering services, the club has become a popular venue for elegant gatherings and private functions in Qatar.



Blending modern Arabian hospitality with personalised service, it offers a warm, family-friendly atmosphere for both individuals and families, along with exclusive ladies-only facilities, making it an ideal destination for those seeking fine dining, recreational activities, and banquet services.

Exclusive membership packages

Dana Club offers three membership packages: Single, Couple, and Family. Members enjoy benefits like discounts on dining, personal training, massage services, swimming classes, and exclusive access to facilities such as gyms, pools, tennis courts, and children's activity rooms. Special packages for tennis bookings and group classes are also available.

Top-notch facilities for every need

The club provides a wide range of facilities for fitness and relaxation, including indoor and outdoor pools, sports courts (basketball, football, volleyball, indoor tennis), members' lounges, and a children's activity room. Additional services include massage treatments and sauna and steam rooms for both men and women.

Restaurant & Lounges

Enjoy diverse dining experiences with Bayt Al Dana, featuring themed nights like Seafood Buffet and Arabic Nights, alongside traditional Arabic dishes like Smoked Freekeh with Lamb Shank. The Nimro Family Lounge offers casual dining with modern Arabic cuisine, while the Dorra Adult Lounge is an exclusive space for adults to relax with scenic pool views. The Lulu Lounge provides a comfortable space for coffee breaks or casual meet-ups.

Fitness & wellness

A variety of fitness options are available for all members, including three gyms: ladies-only, mixed, and a children's gym. Personal training and fitness classes are also available, along with complimentary access to outdoor courts and rental access to indoor tennis courts. Both indoor and outdoor pools are available for members. The indoor pool is occasionally reserved exclusively for ladies and offers swimming lessons for all ages. The outdoor pool is perfect for families, with heated water in winter and plenty of space for socializing or hosting events.

A fun and active space for kids

Dana Club offers Qatar's first purpose-built children's gym designed for kids aged 8-12. The gym provides fun fitness challenges and activities, all supervised by trained staff.

Ultimate relaxation at the spa

Experience relaxing spa treatments, including Swedish, Deep Tissue, Thai Foot massages, and facial therapies. Highly trained therapists provide ultimate pampering and wellness services for both members and walk-in clients.

A dynamic team of professionals

Dana Club boasts a dedicated team of over 200 professionals, committed to providing top-tier service in relaxation, fitness, sports, dining, and events. With over 20 years of experience, the club expertly blends modern luxuries with traditional Arabian hospitality.

Become a member today

Become a part of the Dana Club community today and experience the warmth and luxury of modern Arabian hospitality in this oasis of relaxation, fitness, and fun. For inquiries and reservations, call 4496 0600 or WhatsApp 6698 7757.

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The Organizer

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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Supporting your journey

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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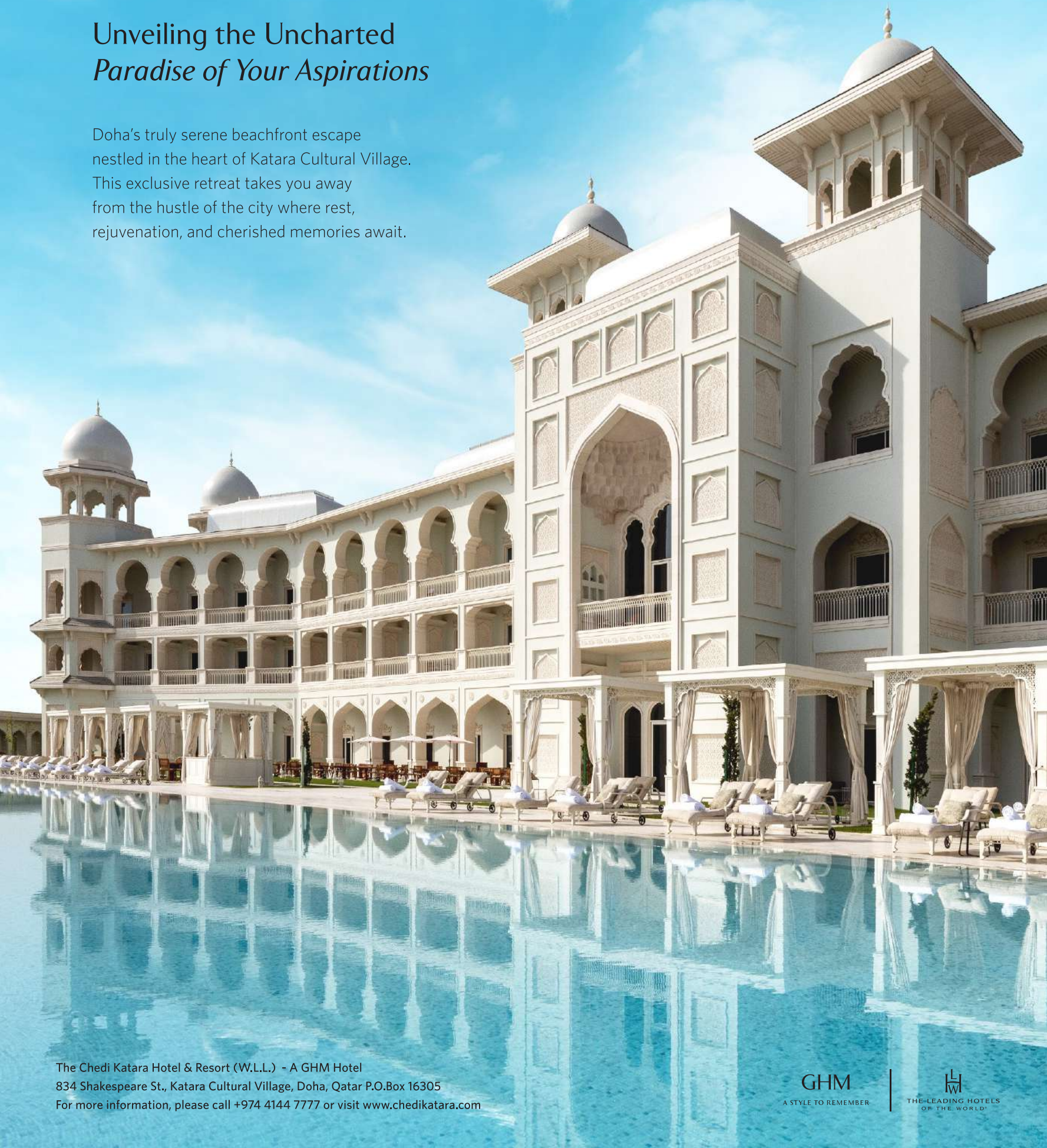
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OF THE WORLD

Hospitality comes down to two critical factors: adaptability & guest satisfaction

Cluster general manager, DoubleTree by Hilton Doha – Al Sadd and Aleph Doha Residences, Curio Collection by Hilton, Shadi Kassem talks to QTM Showdaily on his professional journey, and timeless hospitality lessons that do not go out of relevance



Shadi Kassem, Cluster General Manager, DoubleTree by Hilton Doha and Aleph Doha Residences

QTM Showdaily: Talk us through your professional journey.

Kassem: My journey in the hospitality industry began more than 25 years ago with a Bachelor of Arts in Hotel Management. What started as a passion for creating memorable experiences quickly evolved from my experience with some of the world's leading brands, such as Hilton, Ritz Carlton, IHG, Marriot and Rydges Hotels & Resorts. Today, I am honoured to serve as the Cluster General Manager for DoubleTree by Hilton Doha - Al Sadd and Aleph Doha Residences, Curio Collection by Hilton.

QTM Showdaily: What learnings have you brought with you as you head these prestigious hotels?

Kassem: Over the years, I've learned that success in hospitality comes down to two critical factors: adaptability and guest satisfaction. My experience has taught me the importance of managing resources efficiently while delivering extraordinary guest experiences. At both hotels, namely, DoubleTree by Hilton Doha – Al Sadd and Aleph Doha Residences, Curio Collection by Hilton, I focus on fostering a culture of collaboration and innovation among the team.



QTM Showdaily: With Qatar's hospitality map and with so many global brands being present, what challenges do you face as a hotelier?

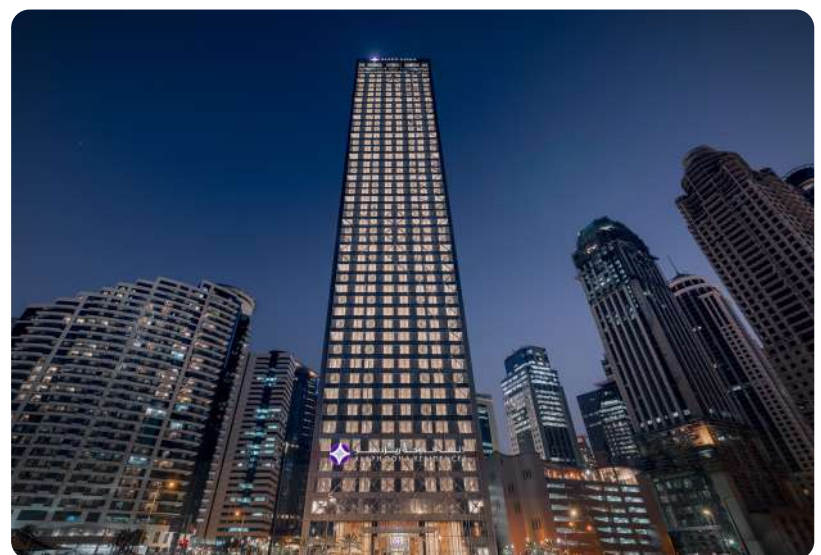
Kassem: Operating in Qatar's competitive hospitality landscape, where global brands constantly raise the bar, presents both challenges and opportunities. The key is adaptability – staying ahead by understanding market trends and evolving guest expectations.

QTM Showdaily: How different is Qatar as a hospitality market - compared to other markets?

Kassem: Qatar's hospitality market is shaped by its ambitious vision to become a leading global destination for both leisure and business tourism. The country aims to attract six million visitors annually by 2030, with significant investments in infrastructure, cultural developments, and modern amenities to meet this target.

The developments in Lusail City and the expansion of the hotel sector with new luxury and mid-range options further demonstrate Qatar's focus on diversifying its offerings.

By focusing on modern luxury, sustainable growth, and offering a wide range of experiences – from cultural events to business conferences – Qatar is rapidly becoming a top choice for travelers, distinguishing itself as a key player in the global hospitality market .



General Insurance Company of The Year 2024 in Qatar

The Asset Triple A Private
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