

QTA unveils Qatar Business Destination Brand

DOHA, QATAR, ASIA, November 16, 2015 /EINPresswire.com/ -- Following the notable international unveiling of the Qatar Destination Brand at the World Travel Market in London, on November 2, Qatar Tourism Authority is launching the initial sub-brand: Qatar Business Events. The brand is being unveiled at IBTM World, the most highly attended global meetings, incentives, conferences and events expo specific to business trade, held annually in Barcelona.



The brand aims to consolidate the image and promotional efforts of stakeholders in Qatar's business events sector, and is supported by visuals highlighting the extraordinary Art of Business offerings in Qatar focusing on the world-class facilities and attractions that underpin Qatar as a leading choice for business events.

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*Rashed AlQurese, QTA Chief
Marketing & Promotions
Officer*

In Qatar, a country heavily reliant on its hydrocarbon wealth, tourism is playing a pivotal role in diversifying the nation's economy, providing a shield from oil price fluctuations.

Qatar's tourism strategy seeks to triple the number of business events tourists by 2030, contributing at least half of the country's revenue from tourism spending.

“It is very fitting for this to be the first sub-brand we launch, in line with the substantial number of visitors to Qatar being business tourists, attending a vast business spectrum of more

than 150 events staged annually,” commented Hamad Al-Abdan, Director of Exhibitions at QTA. “We believe our business events tourism sector is set for success, with growing event management services, exhibition capacity of 70,000 square meters, including world-class venues such as QNCC and the recently opened Doha Exhibition and Convention Centre, an expanded transport network, as well as exceptional accessibility via Qatar Airways’ reach to 150 destinations worldwide.”

According to QTA's Chief Marketing & Promotions Officer, Rashed AlQurese, “QTA has articulated a destination brand in line with the country's persona, vision and actions. The word mark is a timeless classic; elegant, warm, accessible, and reflective of Qatar. By unifying the voices of the business events sector, this sub-brand will contribute to consolidating all promotional efforts, and provide innovative impetus to a sector crucial to the growth of tourism in Qatar.

Al Qurese added that the Arabic word mark construct was designed by renowned Qatari calligrapher Ali Hassan, who sought to express his love for Qatar's history and traditions juxtaposed with its

dynamic vision and speed of development.

About Qatar Tourism Authority

As the Qatari government's tourism planning, regulation and promotion arm, Qatar Tourism Authority (QTA) works in partnership with stakeholders to plan, regulate and promote the development of a sustainable and mature tourism sector that contributes to Qatar's future and positions the country as a leading tourism destination.

Chaired by HE Mr. Issa Bin Mohammed Al Mohannadi, QTA works on showcasing all that Qatar has to offer, reinforcing the country's position on the world tourism map as a premium destination for authentic experiences, business facilitation, and family-focused recreation.

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