

# 7th Annual Qatar International Food Festival, Hosted by Qatar Tourism Authority and Qatar Airways

*7th Annual Qatar International Food Festival Announces Significant Expansion to More Locations, More Days*

DOHA, QATAR, February 7, 2016 /EINPresswire.com/ -- Qatar Tourism Authority (QTA) and Qatar Airways today announced the return of the Qatar International Food Festival (QIFF) from 22 to 28 March 2016. The much-anticipated annual event will celebrate culinary culture under the theme "A Different Side of Food."

Following the notable success of last year's QIFF at the Museum of Islamic Art (MIA) Park, which attracted 170,000 visitors over the course of five days, QTA and Qatar Airways have confirmed that this year will see the Festival experience extending to a week-long event, and the addition of satellite Festival experiences at many of

the country's other landmarks and eateries, including The Pearl and Katara Cultural Village.

Chinese food lovers will also have plenty to look forward to, with Chinese cuisine featuring as part of the Qatar-China 2016 Year of Culture celebrations.

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QIFF showcases our country-wide 5-star culinary and hospitality offerings, giving visitors a taste of the country's most authentic experiences.

*Rashed Al Qurese, Chief Marketing , Promotion Officer at QTA*

“The Qatar International Food Festival is an important part of QTA's strategy to grow and diversify the country's tourism offering in partnership with the private sector,” commented Mr. Rashed Al Qurese, Chief Marketing and Promotion Officer at QTA. “QIFF showcases our country-wide 5-star culinary and hospitality offerings, giving visitors a taste of the country's most authentic experiences. We look forward to welcoming residents and visitors alike to the 7th edition of QIFF.”

Qatar Airways Senior Vice President Marketing and Corporate Communications, Ms. Salam Al Shawa, said: “Now in its seventh year, the Qatar International Food Festival has proven to be one of the most popular city-based events in the

world, and Qatar Airways is pleased to join with Qatar Tourism Authority to create an experience for the residents of Doha. In addition, we are very proud of our role in bringing the world to Doha to taste the country's finest culinary and cultural offerings.”

Festival participants can look forward to the return of QIFF's signature events, including Qatar Airways' Dinner in the Sky and Cooking Theatre, featuring celebrity chefs from Doha and around the world. QIFF will offer new experiences this year as well, designed for the whole family. Details will be



announced over the next several weeks.

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 H.E. Mr. Issa Bin Mohammed Al Mohannadi, QTA showcases all that Qatar has to offer, reinforcing the country's position on the world tourism map as a premium destination for authentic experiences, business events, and family-focused recreation.

[www.visitqatar.gov.qa](http://www.visitqatar.gov.qa) @QTACorporate

#### About Qatar Airways:

Qatar Airways, the national carrier of the State of Qatar, is one of the fastest growing airlines operating one of the youngest fleets in the world. Now in its 19th year of operations, Qatar Airways has a modern fleet of 175 aircraft flying to more than 150 key business and leisure destinations across six continents. Qatar Airways won Airline of the Year, Best Business Class Airline Seat and Best Airline in the Middle East at the 2015 Skytrax Awards. This is the third time the airline won the accolade of Airline of the Year.

Qatar Airways is a member of the oneworld global alliance. The award-winning alliance was named the World's Best Airline Alliance 2015 by Skytrax for the third year running. Qatar Airways was the first Gulf carrier to join global airline alliance, oneworld, enabling its passengers to benefit from more than 1,000 airports in more than 150 countries, with 14,250 daily departures.

Last year, Qatar Airways launched Oryx One, an enhanced interface for its inflight entertainment system, increasing the number of movies and TV shows on board from 950 to up to 2,000. Passengers flying on Qatar Airways flights served by its B787, A350, A380, A319 as well as select A320 and A330 aircraft can also stay in touch with their friends and family around the world by using the five-star airline's on-board Wifi and GSM service.

Qatar Airways Cargo, the world's third largest cargo carrier, serves more than 45 exclusive freighter destinations worldwide via its Doha hub and also delivers freight to more than 150 key business and leisure destinations globally on 176 aircraft. The Qatar Airways Cargo fleet now includes six Airbus 330, eight Boeing 777 freighters and one Boeing 747 freighter.

For more information, visit our homepage [www.qatarairways.com](http://www.qatarairways.com) or our sites on Facebook, Twitter, Google+, Instagram, and YouTube.

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