

# German buyers invited to Visit Qatar at IMEX Frankfurt

*Qatar Tourism Authority to host buyers' breakfast, in advance of familiarisation trip to destination*

DOHA, QATAR, April 20, 2016  
/EINPresswire.com/ -- Qatar Tourism Authority (QTA) will be exhibiting alongside 15 partners at IMEX Frankfurt this week, showcasing a full range of hotels, DMCs, event management companies, and state-of-the-art venues, including Qatar National Convention Centre and the recently opened Doha Exhibition and Convention Center.



QTA will be hosting a buyers' breakfast at the global event, in advance of a familiarisation trip to Qatar in the fall of 2016. Corporate meetings and conference organisers, as well as representatives of associations will be invited to visit the country's world-class venues and facilities, and attend match-making sessions with the relevant local industry representatives.

Qatar is a rapidly growing hub for education, sport, research, and healthcare, as well as oil & gas. With Qatar Foundation's Education City hosting branch campuses of 8 international universities, and the cutting-edge Qatar Science & Technology Park, the country offers eye-opening experiences for conference attendees of any background, both inside and beyond the walls of its venues.

Business visitors to Qatar also benefit from unique cultural experiences, courtesy of landmarks such as the Museum of Islamic Art, which houses collections of masterpieces spanning 1,400 years of history.

In 2015, nearly 40,000 people from Germany visited Qatar. The visits come as Qatar steps up efforts to target German-speaking European markets, setting up a representative office in Berlin in early 2015.

A substantial number of visitors to Qatar are business tourists, attending a vast spectrum of events staged annually. 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. In November 2015 QTA launched the Qatar Business Events brand, consolidating the image and promotional efforts of stakeholders in Qatar's business events sector.

Find Qatar Tourism Authority at Stand D620, IMEX Frankfurt, 19-21 April 2016.

Note to Editors:

The following partners will be exhibiting at the Qatar Business Events stand:

1. Qatar Airways
2. Qatar National Convention Centre
3. Doha Exhibition & Convention Center
4. Sheraton Doha Resort & Convention hotel
5. Snow Comms
6. Acon Travel
7. UTA Engage
8. Gulf Adventures
9. Arabian Adventures Qatar
10. Qatar International Adventures
11. Sharq & Village Spa, A Ritz-Carlton Hotel
12. Marriott Marquis City Centre Hotel Doha
13. InterContinental Doha The City
14. Shangri-La Doha
15. Holiday Villa hotel & Residency City Centre Doha

[www.visitqatar.qa/businesssevents](http://www.visitqatar.qa/businesssevents)

@VisitQatar

#### Facts & Figures on Qatar's Business Events Sector

According to the UNWTO, Qatar is the only country in the Middle East region that has maintained consistent growth for over a decade.

The country had registered a 3.7 growth in arrivals in 2015, compared to 2014, and an average of 11.5% growth over the past 5 years, making it one of the fastest growing destinations in the world. With over 20,000 rooms, the country has a thriving hospitality sector. 20 new hotel establishments opened their doors in 2015, bringing the total number of 3-, 4- and 5-star hotels in the country to 87. Qatar has witnessed a significant increase in activity in the business meetings and exhibitions sector. Between 2013 and 2015, growth in the number of exhibitions averaged 35%.

QTA works in partnership with public and private stakeholders to plan, regulate and promote a sustainable and diverse tourism industry.

With a growing international presence, QTA's representative offices in London, Paris, Berlin, Milan, Singapore, and Riyadh support QTA's promotion efforts.

Since launching QNTSS, Qatar has welcomed over 6 million visitors. The economic impact of the tourism sector in Qatar is becoming increasingly visible with 2014 estimates showing a total impact on Qatar's total GDP of 4.1%.

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