Qatar as a destination

Press kit
Qatar Tourism Authority and Paris Saint-Germain have created an innovative partnership. For our institution, responsible for promoting the image of Qatar throughout the world, it is a source of great pride to have such a prestigious club by our side, an ambassador for the city of Paris, the world capital of arts, fashion and tourism. The men’s and women’s football and men’s handball teams provide so many opportunities for us to promote everything that makes Qatar a peerless tourist destination, a place of culture and art de vivre, which is proud of its roots and open to the world.

Our new partnership with Paris Saint-Germain has no equivalent in the world of sport as it aims to promote a country rather than a brand. Qatar presents many as yet undiscovered features in terms of business, family, sports and leisure tourism. Sport – in particular football and handball – is one of the cornerstones of Qatar’s development strategy. Paris Saint-Germain is thus an ideal representation of our shared ambition for worldwide recognition and excellence on our journey to conquering the highest peaks of European sport.

We are delighted to push this association forward through a programme of activities aimed at both the general public and business partners, which have joined forces with Paris Saint-Germain and French sport in general. Our objective is to promote Qatar as a tourist destination of choice where everyone can live the extraordinary experience of their choice.
AERIAL VIEW OF DOHA

Doha is the largest city of Qatar with over 60% of the population living in Doha and its surrounding area.
Qatar as a destination

State of Qatar

Located in Western Asia, the State of Qatar is a sovereign Arab state situated in the northeasterly coast of the Arabian Peninsula. Surrounded by a 563 kilometre-long sandy coastline on the Persian Gulf, its only border is with Saudi Arabia. After being under British protectorate, Qatar gained its independence in 1971 to become a sovereign state. Recently, on the 25th of June 2013, Sheikh Tamim bin Hamad Al Thani became the Emir of Qatar after his father handed over power.

The territory is 11,437 km², and its total population at 1.86 million with most of the inhabitants living in Doha, the state capital. 20% of the population are citizens while 80% are expatriates. Sunni Islam is the predominant religion. For a long period, Qatar’s economy was focused on fishing and pearl hunting. Today, its growth is based on the petroleum and natural gas industries with consistent economic diversification being observed. Qatar is the world’s leading exporter of liquefied natural gas.
QATAR – “COUNTRYWIDE”

Why tourism is strategic to Qatar

Qatar has been a premier destination for business in the Meetings Initiatives and Conferences and Exhibitions (MICE) sector for a long time; the Qatar National Convention Centre being a prime example of this achievement. The country is now looking to become a leading tourist destination – for family, leisure and cultural activities – and attract new visitors to the peninsula.

Tourism is indeed strategic to Qatar because of its social and economic benefits for the country. Our ambition is to replicate on a nation-wide scale the positive impact tourism has on employment (a booming sector providing 255 million jobs for the World population) and economic sustainable growth (tourism contributes on average 9.1% to the economy). For these various reasons, tourism is without a doubt an ideal fit to diversify Qatar’s economy.

Although Qatar is still a nascent tourist destination, its future is bright as massive tourist projections are expected in the near future. The projected tourist arrivals should rise considerably to reach close to 7-million visitors after 2030.

Tourism in the world

FACTS & FIGURES
Qatar: tourism and sports

In the past fifteen years, Qatar has considerably developed in terms of sports. From the first edition of the cycling Tour of Qatar in 2002 to the football World Cup that will be held in 2022, not to mention the Asian Games in 2006, Qatar has become a major actor in the sports industry both abroad and on its own territory with some of the greatest champions competing in growing worldwide events.

Year-round events attract tourists from around the globe. People will enjoy their stay in Doha by cheering on football World champions of Spain in the amazing Khalifa Stadium. Belgians or Brits will also be frequently attracted to come and see their champions sprint to victory on the Doha Corniche during the Tour of Qatar – a dress rehearsal before the cycling World Championships in 2016.

There will also certainly be many French, Croatian or Danish fans that will plan the trip to Doha to watch the Handball World Championships in 2015.

These are just a few examples to which can be added the ATP Qatar Total Open tennis tournament, the season opening MotoGP races at Lusail, or the Commercial Bank Qatar golf Masters, events watched throughout the world which attract people from faraway lands to Qatar.

Sports and tourism are deeply linked in Qatar today. And the future is promising.

Thanks to the major international sports events hosted in Qatar, it has become a meeting point for the most famous athletes in the world every year. Fans visiting Qatar will get a chance to come and support the biggest tennis players in the world, as well as biking, golf and cycling superstars. Qatar is also the stage for can’t-miss football friendly matches between the most prestigious teams in the world, and fans can enjoy the action and cheer on the best football players on the planet.
SOME OF THE MAJOR INTERNATIONAL EVENTS TO COME TO QATAR:

2014 – FINA Short Course World Championships
2015 – IHF Handball World Championships
2015 – AIBA Boxing World Championships
2016 – UCI Road Cycling World Championships
2018 – FIG Artistic World Gymnastics Championships
2022 – FIFA World Cup
Tourism in Qatar: sports as leisure

Tourism in Qatar is not just about shopping, sunbathing, visiting museums or going to a football game. Massive developments, as well as the privileged natural position of the State, have made a new type of tourism flourish. Indeed a tourist who is keen on taking care of his body and health will find just what he’s looking for in Qatar.

Other than the usual sports clubs and golf facilities, Qatar and Qatar Tourism Authority have really focused on the natural resources of their territory to promote tourism.

Just a few examples:

• **Kite-surfing on one of the many beaches** of Qatar. Due to the strong winds that sometimes blow over the peninsula, kite-surfing has become a growing discipline. Centres with ideal conditions have opened in places like Zikrit, Fuwairit, Semaisma and Al Wakrah.

• **Water activities**: The Qatar peninsula has beaches galore with a 563 kilometer-long sandy coastline with numerous small islets, sand bars and reefs. Swimming, Diving, Water-skiing, Sailing, Fishing, Snorkeling and renting dhows in Navigation dhow Harbour are just some of the many aquatic activities on offer.

• **Riding a quad or four-wheel-drive vehicles in the southern dunes** of Qatar. One of the highlights of Qatar are the dunes in the southern part of the State. There are indeed kilometres of sand dunes heading all the way to the southernmost point of Qatar. Near the Sealine Beach Resort, many quads, bikes and buggies can be rented for an unforgettable journey in the giant dunes. In particular, Khawr al Udayd, also known as the Inland Sea, is one of Qatar’s treasures where the dunes drop into the sea. Often, quad riders stop there to enjoy the magnificent view.

• **Going for a bike ride** on the paths designed in and around Doha. Six different locations already exist for these secure bike paths and more constructions are planned, some even protected from the sun.

• **Traditional sport activities that belong to Qatar’s culture**, such as horse and camel riding.

Qatar has established itself as one of the cultural capitals of the region. Tourism has developed thanks to the historical landmarks of the peninsula such as the Al Zubarah Area, a UNESCO World Heritage site and the Barzan Towers. The rich cultural heritage of Qatar can also be shared in the finest museums including the prestigious Museum of Islamic Art and the Mathaf Arab Museum of Modern Art.
QATAR AS A BUSINESS DESTINATION

QATAR – “A SURPRISING DESTINATION”
Qatar Tourism Authority & Paris Saint-Germain: a pioneering association

Qatar, Paris Saint-Germain’s official destination.

Tourism is a major sector for Qatar, as the country wishes to develop its attractiveness and put an economic emphasis on tourism and sports. As such, QTA is working in partnership to lead, stimulate and grow a sustainable and mature tourism sector in the State of Qatar. By choosing Paris and its prestigious club, Qatar and Qatar Tourism Authority associate themselves with the most attractive and tourist destination in the world. Paris Saint-Germain, as a global brand, is the ideal partner. It represents a unique support to promote the country. With this association, Paris Saint-Germain has made Qatar its official destination.

“By choosing Paris and its prestigious club, Qatar and Qatar Tourism Authority associate themselves with the most attractive and tourist destination in the world.”
Since when QTA is officially linked with Paris Saint-Germain? And what is the meaning of this innovative association?

QTA: QTA and Paris Saint-Germain are officially associated since the 2011/2012 season. As Qatar’s tourism authority, we promote and manage Qatar’s image around the world for tourists. As such, QTA is not a brand, and our choice to associate ourselves with the prestigious Paris Saint-Germain Club and Paris is an innovative and integral part of Qatar’s promotion strategy as a tourist destination for business, family and leisure.

Paris Saint-Germain: First of all, for Paris Saint-Germain, it is a real partnership of prestige to be linked with Qatar Tourism Authority and it opens a lot of doors for the club. This association allows us to have the means necessary to develop the club in the direction that we envision. The club’s image clearly benefits from it and so do our results. QTA’s contribution is more than just financial resources as it helps Paris Saint-Germain aim higher and shine brighter on the international stage. Both the club and the city share important values with Qatar such as excellence and prestige. And Paris is the world’s capital of tourism, culture and luxury.

QTA not only provides financial means but also access to a new fan base in the Middle-East eager for football. Meanwhile, Paris Saint-Germain will develop specific set of actions to promote Qatar as a tourist destination to millions of fans.

Why Paris-Saint Germain?

QTA: Qatar has immense economic potential and wishes to develop its economic strategy around tourism and sport. Football is a very powerful “medium” embodying what the country’s stakes are. By choosing Paris Saint-Germain, QTA also connects with the Parisian Handball team on which it can rely on to promote its Handball World Championships, being held in Qatar in 2015. Paris Saint-Germain has two teams competing to win Champion’s League in Handball and Football and Qatar is organizing the World Championships in both sports in the coming years.

Last but not least, because it is Paris. Through this association with Paris Saint-Germain, QTA also associates itself with Paris’ image. Both the club and Paris is the world’s capital of tourism, culture and luxury.

Qatar hopes to become a leading tourist destination in the region and promote its status as a world-class hub with deep cultural roots.

Theoretically, how will QTA stand out in the season of Paris Saint-Germain? How will the partnership take shape?

QTA: The club is the ideal partner for Qatar, as it fits perfectly with the objectives the country aims to spread. We will activate the association by designing a number of activations that will embody it and promote Qatar as a tourist destination.

This is part of a global promotional strategy for Qatar, as we now have our official tourism office in Paris, managed by Interface Tourism.

As far as team’s activations, QTA has already welcomed in Qatar both men’s football and handball teams during their traditional training camps. At the end of 2013, men’s football team will be back in Doha for the third time. They will enjoy, once again, the ultra-modern ASPIRE Zone complex. Paris Saint-Germain will measure itself against Real Madrid for a friendly and prestigious game.

We will so be running various international promotional activities for Paris Saint-Germain fans to visit Qatar and attend to the meeting between Paris Saint-Germain and Real Madrid.
“It is a real partnership of prestige [...] and it opens a lot of doors for the club.”

Paris Saint-Germain

Regarding Qatar’s image and reputation, do you already have data analyzing the association’s outcomes?

QTA: Since the beginning of this association, Qatar’s perception in France and abroad has clearly improved. Annual surveys have been conducted and indicators are positive and promising whereas our above the line campaign will only be launched next month. Qatar’s image amongst fans of the club (1.1 million people) is already almost 3 times more positive than it is amongst French people.
The club now has the habit of frequently visiting Qatar, how do the players and staff appreciate the nation? Can the club also enjoy the amazing facilities in terms of hospitality, leisure and sports?

**Paris Saint-Germain:** For the third year in a row the men’s football team will travel to Qatar at the end of December. We will be in optimal conditions for our winter training camp and that’s essential at that time of the year. The players are delighted to be able to prepare for the second half of the season in facilities such as ASPIRE Zone and enjoy the perfect weather conditions of the peninsula. The last two years, we have received a fantastic welcome from the people of Qatar and the players really appreciated that.

When the team goes to Qatar, it is mainly to focus on football. But we make sure the players have enough free time to really enjoy the peninsula. Last year, they discovered some of the main aspects of the Qatari culture. They also had the opportunity to have a walk through the Souq and the iconic Doha Corniche.

When you have to concentrate on such a long season with high expectations in Ligue 1 and the Champions League, every detail is important. Rest and preparation are essential. When we are in Qatar, we have the perfect conditions to train and prepare for the upcoming big moments of our season. At ASPIRE Zone, we have all the necessary facilities. The quality of the training facilities, the pitches, the gym and the medical service are unbelievably good. It's difficult to find a better training place in the world. In addition to that, the players are hosted in the best possible hotels which add to the quality of their stay in Qatar.

“When we are in Qatar, we have the perfect conditions to train”  Paris Saint-Germain
How do the people of Qatar see Paris Saint-Germain? There must be more and more fans and they must be extremely proud of such a prestigious club linked to their nation?

QTA: Paris Saint-Germain is very well appreciated in Qatar. During men’s football team last visit for the Winter Tour, in December 2012, people were enthusiastic to see them walk around and discover Doha. Paris Saint-Germain was very appreciative of the Qatari’s support during their visit, as experienced during the friendly match against Lekhwiya. Furthermore, the link and the closeness between Paris Saint-Germain and Qatar give Qataris a club to cheer for on the biggest international stage.

Paris Saint-Germain: People of Qatar are proud of Paris Saint-Germain and they consider the team as theirs. More and more people, especially children are wearing Paris Saint-Germain shirts with Pastore, Ibrahimovic or Cavani written on their back. Paris Saint-Germain, in the last three years, has become a club known around the world. A real trademark in international football. And obviously in Qatar where there are many football fans, the games of Paris Saint-Germain are watched and the team is strongly supported. With star players such as Ibrahimovic or Thiago Silva, the team is recognised as one of the best in the world.
In just under ten years, ASPIRE Zone has become a model in sports training and education. The ASPIRE Zone was officially opened in November 2005 with the initial idea to provide sports training and education to students with sports potential, in an exceptional learning environment with amazing training facilities.

Located approximately 8 km away from Doha’s Central Business District, the complex was designed for the 2006 Asian Games. The ASPIRE Zone is a 240 hectare property that houses international standard sports stadiums, medical facilities, education services and a sport academy.

This academy for sports excellence has discovered and developed sports talents, transforming athletes in world-renowned champions. Thanks to the impressive facilities and some of the best physical trainers and sports coaches in the world, athletes from Qatar and many other nations have reached the highest level in various disciplines and have competed in international sports competitions. They can also count on the advice and help of renowned specialists in the dedicated Aspetar Health Center.
Zlatan Ibrahimovic about ASPIRE Zone:

“ASPIRE Zone is a fantastic place, I have never seen something like this before. Everything is available in one spot, for every kind of sport, football, volleyball, basketball... It’s incredible.”
Paris Saint-Germain: heading to the summit of European football

Since Qatar’s involvement with the club, Paris Saint-Germain has become one of the most prestigious clubs in the world in just a few years.

Created on the 12th of August 1970, the club rapidly got promoted to the highest division of French football. It conquered its first trophy in 1982 by winning the French Cup (Coupe de France) – a competition that Paris Saint-Germain would go on to win on seven other occasions.

One of the highlights of the team’s history was in 1986 when Paris Saint-Germain claimed its very first championship title – a performance that the club managed for a second time in 1994.

With stars such as Zlatan Ibrahimovic, David Beckham, Javier Pastore, Ezequiel Lavezzi and Thiago Silva, the Parisian club finished at the summit of French football last season, winning the Ligue 1 trophy for the third time.

On the European scene, Paris Saint-Germain conquered the UEFA Cup Winners Cup in 1996 and impressed the world last season when reaching the quarter finals of the UEFA Champions League, only being knocked out by giants FC Barcelona, without being defeated.

The club’s ambition remains extremely high thanks to world class player signings such as Edinson Cavani and Marquinhos, with the goal being to continue dominating France’s domestic league and soon lift the Champions League trophy.

To know more: http://www.psg.fr/en/
Paris Saint-Germain ladies

The Paris Saint-Germain ladies’ team is just as ambitious as the men’s. The club is currently witnessing its 12th consecutive season in the highest division of French football, La Ligue 1. Playing their home games at the Stade Charléty, in Paris, the side finished runners-up of the championship in 2011 and 2013.

With 13 internationally capped players, Paris Saint-Germain are currently on the podium of Division 1 and qualified for the UEFA Champions League.

With star players such as Laura Georges, Laure Boulleau of France, Annike Krahn of Germany and Tobin Heath of the United-States, Paris Saint-Germain hopes to conquer their first trophy this season.

To know more:
http://www.psg.fr/en/

Paris Saint-Germain handball

Paris Saint-Germain Handball eventually reached the summits last season when conquering their first ever French championship trophy. Thanks to star players such as Mikkel Hansen, Didier Dinart and Luc Abalo, they managed an impressive run of 24 wins, 1 draw and only 1 defeat and were to crowned champions with five league days still to go.

Led by manager Philippe Gardent and new signing, and captain, Daniel Narcisse, a World, Olympic and European champion with France, Paris Saint-Germain Handball are one of the strongest teams of Europe and will be a side to count on in the Champions League.

To know more:
http://www.psghand.fr/en/
About Qatar

**Official name:** State of Qatar  
**Capital:** Doha  
**Population:** 1.86 million  
**Time:** Local time is +3 GMT. There are no daylight savings adjustments.  
**Currency:** The official currency is the Qatari Riyal (QAR). The exchange rate is fixed at US $1 = QAR 3.64.  
**Geography:** Qatar is an 11,437 square kilometer peninsula located halfway down the west coast of the Arabian Gulf, with 563 kilometers of uninterrupted coastline.  
**Climate:** Qatar has a moderate desert climate with hot summers and mild winters. Summer temperatures can rise up to 50°Celsius and winter temperatures can fall to 7°Celsius. Rainfall average 70mm per year, usually between October and March.  
**Telecom:** The country code for Qatar is +974. Telecom providers Ooredoo and Vodafone Qatar offer pre-paid and post-paid mobile telephone services.  
**Internet:** Wi-Fi hotspots are available across the country and easily accessible at hotels and public parks. Qatar enjoys free and fair access to the web.  
**Business Hours:** The work week is from Sunday to Thursday, with Friday and Saturday being the weekend for most. Government working hours are from 7am to 2pm.  
**Transport:** Karwa is the public metered taxi service beside other private providers. Book a taxi by calling +974 4458 8888.  
**Electricity:** Electricity is 220-240v with a frequency of 50 Hertz. British standard plugs are utilized.

**Water:** Tap water is generally safe to drink in major cities  
**Language:** Arabic is the official language but English is widely spoken in every part of the country.  
**Religion:** Islam is the official religion, though followers of other religions enjoy freedom of worship.  
**Important Numbers**  
**Emergency**  
999  
**Directory assistance**  
180  
**Doha International Airport**  
+974 4465 6666  
**Qatar Tourism Authority Call Center**  
+974 4444 4106  
**Airport:** Qatar is served by the Doha International Airport, which is capable of handling up to 12 million passengers annually.  
**Airlines:** Qatar Airways connects Qatar to over 132 destinations worldwide, making Doha one of the largest airline hubs in the region. More than 30 international airlines also fly to Doha.  
**Visas**  
**No Visa required**  
Kuwait, Saudi Arabia, Bahrain, United Arab Emirates Oman  
**14 day extendable visa on arrival**  
- Andorra, Australia, Austria Belgium, Brunei, Canada, Denmark, Finland, France, Germany, Greece, Hong Kong, Iceland, Ireland, Italy, Japan, Liechtenstein, Luxembourg, Malaysia, Monaco, Netherlands, New Zealand, Norway, Portugal, San Marino, Singapore, South Korea, Spain, Sweden, Switzerland, UK (with the right of abode), USA, Vatican City  
- Residents of Gulf Cooperation Council (GCC) countries  
Citizens of all other countries are required to obtain a visa prior to their trip. For more information visit www.moi.gov.qa.

About Qatar Tourism Authority

Qatar Tourism Authority’s (QTA) mission is to plan, regulate, develop and promote sustainable tourism in Qatar with the aim of driving economic growth and social impact and enabling authentic experiences, business facilitation, and family-focused recreation. Offering a range of products and services from culture and heritage, MICE, leisure, sport and education, Qatar’s tourism sector has a rich blend of attractions to suit all tourists.

QTA works to showcase the country’s unique cultural heritage and exciting tourist attractions to lead the transformation of Qatar into a world-class destination with deep cultural roots. With numerous venues for business and 45 four- and five-star hotels, Qatar is already a leading high-end destination for MICE, situated centrally between Europe and Asia.

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