

visit
QATAR

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QATAR
للسياحة Tourism

ANNUAL TOURISM
PERFORMANCE REPORT
2025





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EXECUTIVE SUMMARY

Qatar Tourism and Visit Qatar concluded 2025 with resilient performance and strategic momentum, reinforcing Qatar's position as year-round tourism destination. Total visitor arrivals reached **5.1 million**, reflecting **3.7 percent year-on-year growth**, with December welcoming more than **674,000 visitors**, a near **16 percent increase** driven by major international events, including the **FIFA Arab Cup Qatar 2025™**.

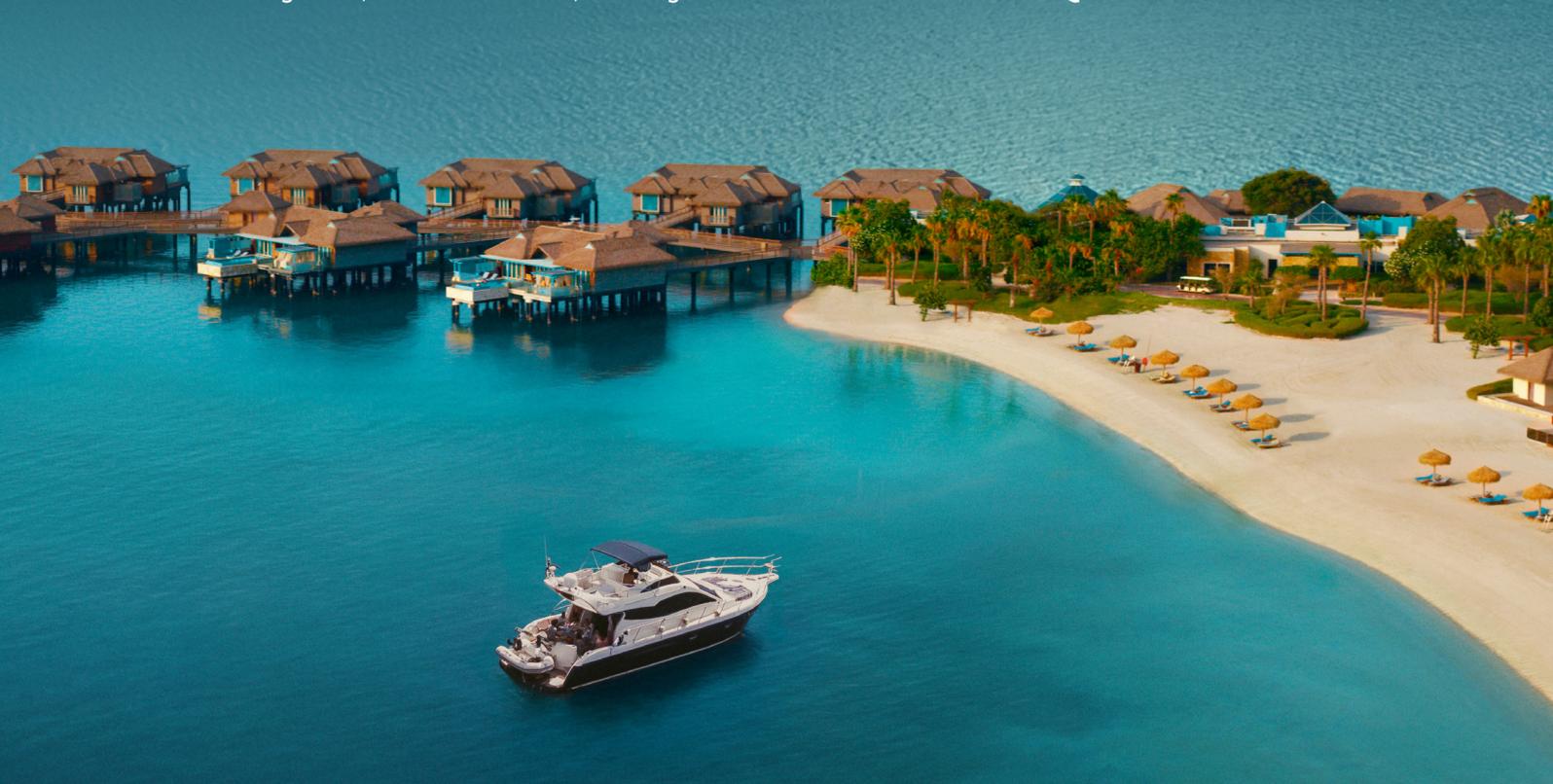
The hospitality sector delivered solid growth across all key indicators. **10.84 million room nights** were sold, up **8.6 percent compared to 2024**, despite a 4.5 percent expansion in supply to **over 42,500 keys**. Total accommodation revenues reached **QAR 8.3 billion**, representing a **12 percent year-on-year increase**.

Strategically, 2025 was defined by integrated delivery across marketing, partnerships, and events. More than **35 global strategic partnerships were activated**, supported by over **95 integrated marketing campaigns across 19 international markets**. Qatar Calendar delivered **more than 600 events**, while the MICE sector welcomed over **one million international business visitors** and secured **14 international bids** for events scheduled across 2026 and 2027. The designation of Doha as the GCC Tourism Capital for 2026 further affirmed Qatar's regional leadership.

Service excellence remained a central priority, marked by the launch of Taste of Qatar, with up to **800 restaurants** inspected nationwide and approximately **150 awarded 3-Star certification**, alongside continued growth of the **MICHELIN Guide Doha**. Workforce development advanced at scale, with **more than 55,600 Qatar Host and 13,000 Qatar Specialist programme completions delivered since 2022**.

Digital enablement and operational readiness were strengthened through Hayya, which processed nearly one million e-visa applications and supported major events with over **1.1 million ticket scans** during the FIFA Arab Cup, with zero critical disruptions. Cruise tourism also advanced, with **72 cruise calls** scheduled for the 2025–2026 season.

Together, these outcomes position Qatar Tourism and Visit Qatar to build confidently towards 2026, focused on sustainable growth, service excellence, and long-term economic value in line with **Qatar National Vision 2030**.



QATAR TOURISM MARKS 2025 AS A YEAR OF GLOBAL MILESTONES AND RESILIENT GROWTH

Qatar Tourism and Visit Qatar have concluded 2025 with a series of high-impact achievements that strengthened tourism demand and reinforced Qatar's positioning as a year-round destination.

The year marked notable progress across multiple pillars, including the expansion of Qatar Calendar, the delivery of globally recognised marketing campaigns, and the advancement of strategic partnerships with leading international brands and sporting and cultural institutions. These efforts were complemented by continued growth in the Meetings, Incentives, Conferences and Exhibitions (MICE) sector, reflecting the sector's increasing maturity and global reach.

This momentum coincided with the approval of Their Excellencies, the Ministers responsible for tourism across the Gulf Cooperation Council (GCC), to designate Doha as the GCC Tourism Capital for 2026, underscoring confidence in Doha's role as a key contributor to regional tourism development and cooperation.

Qatar Tourism closed 2025 with solid sector performance, reflecting its resilience and positioning on the global tourism landscape.



TOTAL VISITORS ARRIVAL

This growth was driven by the **2025 FIFA Arab Cup™** held between **01 to 18 December**.

5.1 MILLION

 **3.7%**

Increase compared to 2024

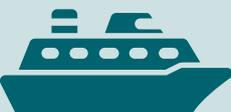
674,000

VISITORS DECEMBER 2025

 **16%**

Increase compared to
December 2024

  **25%**
AIR ARRIVALS

  **41.7%**
SEA ARRIVALS

  **26.6%**
LAND ARRIVALS

This growth compensated for decline in sea arrivals, resulting from winter cruise ship cancellations due to heightened regional tensions.

The hospitality sector delivered **significant growth**, with room night sales and accommodation revenue both increasing substantially year-on-year.

10.84 MILLION
ROOM NIGHTS SOLD

 **8.6%**
increase from 2024

71.3%
OCCUPANCY RATE 2025

 **2.6%**
increase from 2024

 **3.6%**

Average Daily Rate (ADR)

457.1 QAR

 **7.6%**

Revenue Per Available Room (RevPAR)

325.9 QAR

TOTAL REVENUE ACROSS THE ACCOMMODATION SECTOR IN 2025

8.3 BILLION
QAR

 **12%**
increase from 2024

Revenues grew across room (+12.5%), F&B (+10.3%) and other (+14.3%) segments.

A STRATEGIC VISION FOR THE FUTURE



SAAD BIN ALI AL-KHARJI

CHAIRMAN OF QATAR TOURISM AND
CHAIR OF THE BOARD OF DIRECTORS OF VISIT QATAR

2025 marked a defining phase in the development of Qatar's tourism sector, as we continued to strengthen the national foundations required for sustainable, long-term growth in line with Qatar National Vision 2030. Welcoming more than five million visitors during a period of regional and global complexity reflects not only the resilience of the sector, but also the international community's confidence in the State of Qatar as a safe, stable, and well-prepared destination.

The designation of Doha as the GCC Tourism Capital for 2026 further affirms the effectiveness of our long-term strategic approach and highlights the central role of tourism as a contributor to national economic diversification and regional cooperation. This progress has been enabled through close alignment with government entities and national stakeholders, ensuring that tourism development is fully integrated across infrastructure planning, mobility, culture, sports, and public services.

Our strategy continues to prioritise targeted investment in tourism assets that enhance the visitor experience and support year-round demand, while advancing service excellence as a national standard across the tourism ecosystem. By strengthening institutional coordination, raising quality benchmarks, and diversifying across key tourism pillars including cultural and heritage tourism, medical tourism, and major international sporting events we are building a future-ready tourism sector that delivers lasting economic value, strengthens national capabilities, and supports Qatar's long-term ambitions on the global stage.

STRENGTHENING GLOBAL VISIBILITY



ENG. ABDULAZIZ ALI AL-MAWLAWI

CHIEF EXECUTIVE OFFICER OF VISIT QATAR

Throughout 2025, Visit Qatar remained focused on delivering measurable outcomes that support the long-term growth, resilience, and competitiveness of Qatar's tourism sector. Through the execution of more than 95 integrated marketing campaigns across 19 international markets and the activation of 35 strategic global partnerships, we expanded Qatar's global presence and supported the welcoming of over five million visitors.

Strategic collaborations with international partners across sport, culture, and lifestyle including Paris Saint-Germain, the Audi F1 Team, and Art Basel, played a critical role in amplifying Qatar's international profile and driving sustained demand beyond individual events or seasons. These partnerships, combined with a diverse and year-round calendar, reinforced Qatar's capability to host large-scale experiences while consistently maintaining high standards of service excellence and visitor satisfaction.

Continued progress across the business events and MICE segment, deeper engagement with international trade partners, and sustained market diversification reflect the strength of an integrated operating model that aligns marketing, communications, partnerships, and on-ground activations. As we look ahead, this outcome-driven approach will continue to guide our work, ensuring that every initiative contributes to sustainable demand, stronger conversion, and long-term value creation across Qatar's tourism ecosystem.

REINFORCING REGIONAL AND INTERNATIONAL TOURISM LEADERSHIP

In 2025, Qatar Tourism advanced a focused programme of sector development initiatives centred on service quality, accessibility, and long-term economic impact. The year marked the launch of Taste of Qatar, Qatar's first-ever national restaurant evaluation and classification programme, positioning gastronomy as a strategic pillar of the visitor experience. The programme was developed and implemented in close coordination with the Ministry of Public Health, Ipsos as the independent research and inspection partner, and restaurant operators nationwide, ensuring robust governance, transparency, and independently verified quality standards. Up to 800 restaurants were inspected nationwide through a robust mystery shopping and inspection framework, with the inaugural certification recognising approximately 150 restaurants awarded 3-Star Taste of Qatar status across fine dining, upscale dining, casual dining, and café categories, reinforcing independently verified standards across the culinary sector.

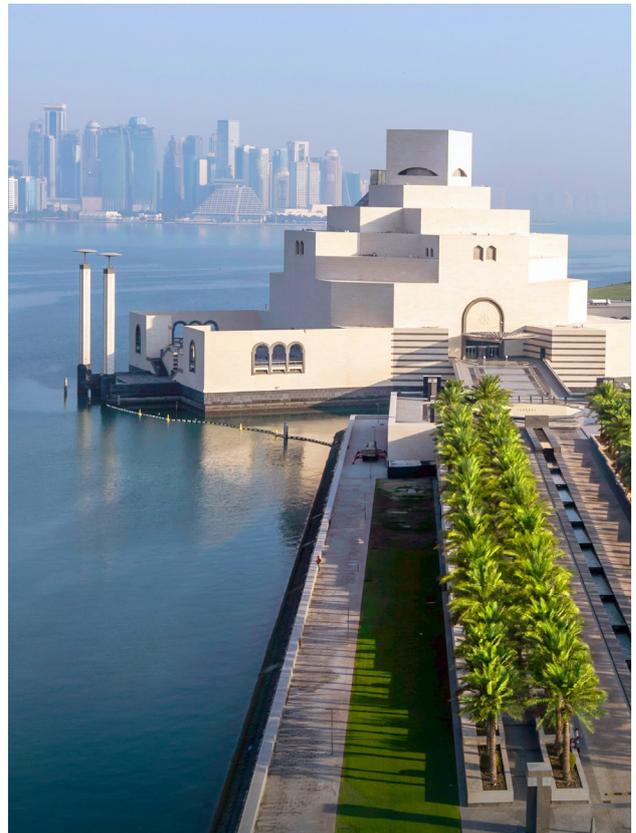
Qatar's commitment to culinary credibility was further reinforced through the successful delivery of the second edition of the MICHELIN Guide Doha, which recorded year-on-year growth across MICHELIN Star, Bib Gourmand, and selected restaurant categories, reflecting growing market maturity and international recognition. This was complemented by Qatar's first-ever strategic collaboration with The World's 50 Best, positioning the country within one of the world's most influential hospitality and gastronomy platforms and strengthening global awareness of Qatar's culinary ecosystem.

Since 2022, the Academy's flagship Qatar Host and Qatar Specialist programmes have delivered more than 55,600 and 13,000 cumulative course completions respectively, reflecting national-scale investment in frontline capability and visitor experience. These included the certification of 400 frontline hospitality staff, the graduation of 20 immigration officers through the Ambassadors of Qatar programme, and the delivery of youth and community initiatives such as the Junior Tour Guide programme.

In parallel, Qatar Tourism signed a first-of-its-kind multi-year strategic partnership with Forbes Travel Guide, introducing globally recognised luxury benchmarks through assessments, training programmes, and international positioning initiatives, and supporting the country's ambition to increase the number of Forbes-rated hotels while strengthening credibility with high-end and Ultra High Net Worth travellers.

Data-driven decision-making also played a central role in shaping the visitor experience, with Qatar Tourism collecting and analysing more than 50,000 international visitor surveys in 2025, generating actionable insights across accommodation, dining, attractions, service quality, and overall satisfaction, and directly informing policy, programming, and service enhancement initiatives across the destination.

Cruise tourism continued to strengthen, with Qatar named "Favourite Cruise Destination" at the Wave Awards 2025, and the launch of the 2025–2026 cruise season expected to deliver 72 cruise calls, including turnaround, transit, and inaugural visits.



REINFORCING REGIONAL AND INTERNATIONAL TOURISM LEADERSHIP

In Parallel, Hayya further strengthened its role as Qatar's key digital gateway following its transition under the umbrella of Qatar Tourism in 2025, unifying and streamlining visitor entry services across events and travel. During the year, the platform processed nearly one million e-visa applications and received regional recognition for technology and innovation, securing two major accolades at the Middle East Technology Excellence Awards 2025 and the MENA Digital Awards 2025. Hayya also delivered uninterrupted operational support throughout the year, including large-scale field operations during major events such as the FIFA Arab Cup Qatar 2025™, where it enabled more than 1.1 million ticket scans and over 44,000 accreditation scans with zero critical disruptions, reinforcing Qatar's readiness and operational capability at scale.

The third edition of Qatar Tourism Awards recorded the highest level of industry engagement since the programme's inception, featuring seven award categories and 36 sub-categories, and attracting more than 1,200 applications from across the tourism and hospitality sector.

At an institutional level, Qatar Tourism continued to strengthen Qatar's regional and international leadership in tourism policy and cooperation during 2025. This included hosting the 51st United Nations Tourism Regional Commission for the Middle East, bringing together tourism ministers, senior officials, and experts to assess regional sector performance and advance collaboration across priority areas. Qatar Tourism also concluded two Memoranda of Understanding with the Kingdom of Saudi Arabia and the Republic of Benin, supporting closer cooperation in tourism development, business events, and destination marketing.

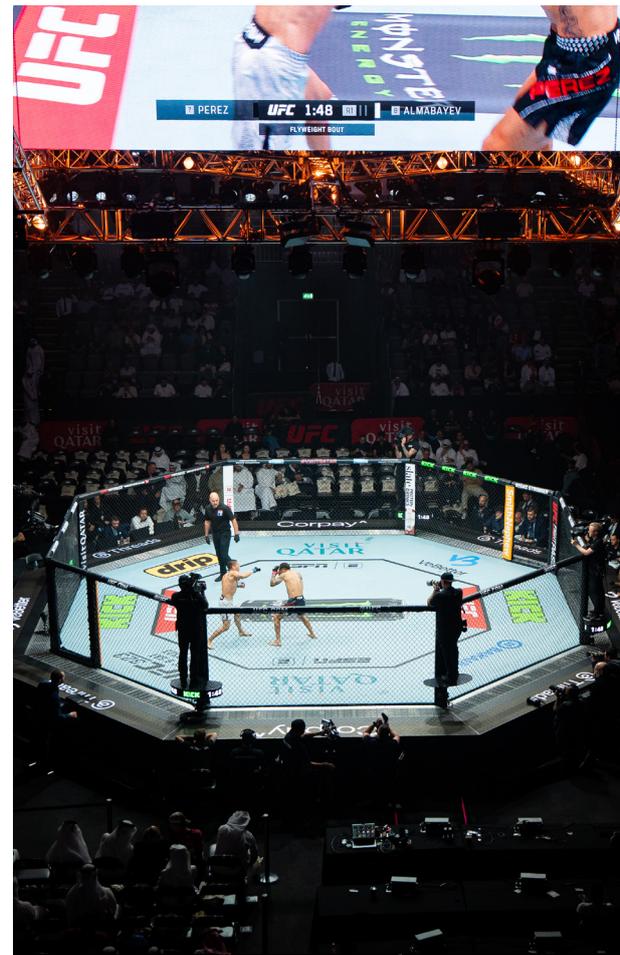


A PACKED AND DIVERSE QATAR CALENDAR

Events and festivals remained a core pillar of Qatar’s tourism ecosystem in 2025, with **Qatar Calendar delivering more than 600 events** under a strategic framework focused on quality, diversity, and international appeal. Among the year’s highlights was Travis Scott’s “Circus Maximus” concert, held at Ahmad Bin Ali Stadium attracting more than 19,000 attendees.

Qatar also hosted UFC Fight Night on 22 November at Ali Bin Hamad Al Attiyah Arena, drawing 8,120 spectators. In December, Lusail City hosted the T100 Triathlon World Championship Final, welcoming 5,173 local and international athletes, with 28% travelling from overseas, highlighting the growing role of international sports events in driving visitation.

During the year, Visit Qatar supported 31 events, including the inaugural Polo Al Marsa, Inflata city, and a performance by Russell Peters. Qatar Calendar expanded its partner network to 727 partners, while its on-ground activations included participation in 18 events, deployment of information booths across 18 locations, and the delivery of seven dedicated activations. The launch event for Qatar Calendar 2025–2026, held in October 2025, was attended by key national stakeholders, including the Ministry of Sports and Youth, the Local Organising Committee for Football Events, Qatar Museums, the Doha Film Institute, Lusail International Circuit, the Ministry of Interior, and the Qatar Cycling and Triathlon Federation.



MARKETING CAMPAIGNS AND DIGITAL INNOVATION

Marketing efforts in 2025 were anchored by a refined storytelling approach, led by the “Surprise Yourself” campaign, which highlighted Qatar Calendar experiences through tailored market narratives and collaborations with international talent. The Stopover campaign, themed “What a Difference a Day Makes,” expanded into additional languages and priority markets, with integrated activation across multiple channels in collaboration with Qatar Airways and Discover Qatar, reinforcing Qatar’s appeal for short-stay and transit visitors.





STRATEGIC GLOBAL PARTNERSHIPS

Strategic partnerships continued to play a central role in enhancing Qatar’s international profile. In sports, Visit Qatar deepened its collaboration with Paris Saint-Germain, strengthened its presence in motorsports through the Formula 1 Qatar Grand Prix and MotoGP, and formalised a partnership with the Audi F1 Team, including support for emerging talent Isack Hadjar.

In equestrian sport, Visit Qatar maintained its role as a presenting partner of the Qatar Goodwood Festival in the United Kingdom and continued its association with the Prix de l’Arc de Triomphe in Paris. Cultural engagement was further strengthened through collaboration with the Nita Mukesh Ambani Cultural Centre in India.

EXPANDING ACCESS TO GLOBAL MARKETS

Visit Qatar participated in 11 major international trade exhibitions during 2025, including FITUR Madrid, ITB Berlin, Arabian Travel Market, and World Travel Market London, alongside key Seatrade Cruise events. These efforts were supported by a strong programme of roadshows and familiarisation activity, enabling engagement with a significantly larger network of international travel trade professionals and strengthening conversion pipelines across priority markets.

CHARTER FLIGHTS

500
CHARTER FLIGHTS

130,000
PASSENGERS
CIS and European markets

DESTINATION WEDDING SEGMENT

13 / YEAR
INTERNATIONAL WEDDINGS

5,000
GUESTS

BUSINESS EVENTS AND MICE GROWTH

The MICE sector recorded strong growth in 2025, with over one million international business visitors attending business events across the year. Visit Qatar secured 14 international bids for major events scheduled across 2026 and 2027, reinforcing Qatar’s position as a destination for high-value business events. This was supported by participation in more than 10 global business tourism platforms, alongside 41 familiarisation trips and site inspections designed to strengthen future pipelines.

Domestically, support was extended to flagship events including Web Summit Qatar, Project Qatar, Hospitality Qatar, Qatar Travel Mart, Mobile World Congress Doha, and Cityscape.



LOOKING AHEAD TO 2026

Building on the outcomes of 2025, Qatar Tourism and Visit Qatar will continue to advance strategic priorities that strengthen global partnerships, expand Qatar Calendar, and support the country's readiness to host major international events. A key focus in 2026 will be the expansion of the Taste of Qatar programme, including enhanced engagement with the restaurant community and the launch of the official Taste of Qatar Guidebook, providing a tangible, visitor-facing showcase of certified dining experiences and Qatar's evolving culinary landscape. The rollout of Forbes Travel Guide hotel assessments and service training programmes will continue throughout 2026, embedding international luxury standards across the hospitality sector and supporting Qatar's positioning as a world-class destination. In parallel, Qatar Tourism will introduce a dedicated VIP Guest Management Programme in Q1 2026, designed to deliver seamless, world-class experiences for high-profile visitors and major international events, reinforcing Qatar's reputation for service excellence at the highest level.

These efforts will be supported by initiatives aimed at enhancing the visitor journey, including the continued use of Hayya e-visa solutions to facilitate travel and event attendance. A key focus will remain on delivering a balanced, year-round calendar that activates both the winter and summer seasons, ensuring sustained visitation beyond peak travel periods.

Looking ahead, 2026 is set to be a landmark year for Qatar's tourism and events landscape, with a robust and internationally anchored calendar featuring major global attractions and large-scale experiences Monster Jam, Sealine Activation, Brouq, Qatar International Food Festival, Melt Golf Classic, global theatrical production of "Mary Poppins", T100 2026 Triathlon World Championship Final the Formula 1 Qatar Grand Prix, and a range of cultural and community events ensuring year-round engagement and broad appeal across resident and visitor audiences.

