



Guidebook

2026



Table of Contents

Foreword / Special Message from the Mr. Omar Al-Jaber

1. Introduction
 - 1.1 About the Qatar Tourism Awards
 - 1.2 Values
 - 1.3 Strategic Thrust
 - 1.4 Objectives
2. Entry guidelines and important dates
3. Why participate and what are the benefits?
4. Principal and sub-categories
5. Preparation
 - 5.1 What to remember while entering the Awards
 - 5.2 Selection Process for Winners
6. Alumni Network
7. Frequently Asked Questions



Special Message from the
Director of Operations Affairs

Mr. Omar Abdulrahman Al-Jaber

On behalf of Qatar Tourism, I am delighted to announce the fourth edition of the Qatar Tourism Awards, an initiative developed in collaboration with UN Tourism to recognise and celebrate excellence across Qatar's tourism and hospitality sector.

Since its launch in 2023, the Qatar Tourism Awards have continued to grow in scale, reach and impact, reflecting the remarkable progress and increasing competitiveness of Qatar's tourism industry. The Awards have become an important platform for recognising the individuals and organisations whose dedication, innovation and commitment to service excellence contribute to delivering exceptional resident and visitor experiences and strengthening Qatar's position as a leading global tourism destination.

As we continue to evolve the programme, this year's edition welcomes an even broader range of participants from across the tourism ecosystem, including the introduction of new award categories that reflect the changing landscape of the industry and the growing role of digital storytelling in shaping destination perception.

I extend my sincere appreciation to every applicant, nominee and winner whose passion and dedication continue to raise the benchmark for tourism excellence in Qatar. Together, we will continue to shape a vibrant, competitive and sustainable tourism sector for the future.



1. Introduction

About the Awards

The Qatar Tourism Awards (QTA) 2026 marks the fourth edition of Qatar's premier tourism recognition programme, developed through the strategic collaboration between Qatar Tourism (QT) and the World Tourism Organization (UN Tourism). The Awards celebrate the individuals, businesses, and organisations whose contributions drive service excellence, innovation, and the continued growth of Qatar's tourism sector.

The programme serves as a platform to recognise outstanding achievements across the industry, highlighting excellence in customer experience, sustainability, accessibility, tourism development, and digital innovation. Through its diverse award categories, the Qatar Tourism Awards showcase initiatives and best practices that contribute to enhancing the resident and visitor experience and strengthening the competitiveness of Qatar's tourism ecosystem.

Since its launch in 2023, the Qatar Tourism Awards have continued to evolve in scale, reach, and impact, reflecting the rapid development of Qatar's tourism sector. The fourth edition further expands participation opportunities and introduces new categories, including recognition for digital content creators, ensuring the programme continues to reflect the evolving tourism landscape and emerging areas of excellence.

Through its continued partnership with UN Tourism, the Qatar Tourism Awards continues to uphold the highest standards of transparency, credibility, and fairness while supporting Qatar Tourism's vision of fostering a competitive, innovative, and sustainable tourism sector in line with the Qatar National Vision 2030.

For more information:

www.qtawards.qa



Values of the Programme

Qatar Tourism invites tourism stakeholders to submit nominations and entries that demonstrate outstanding achievement and a commitment to excellence across the tourism sector. The Qatar Tourism Awards serves as a platform to recognise individuals, businesses, and organisations that contribute to creating exceptional resident and visitor experiences and advancing Qatar's tourism industry.

Each nomination or entry should serve as a strong example of excellence in practice and contribute to strengthening the following values across Qatar's tourism ecosystem:

Objectives

- To recognise and celebrate individuals, businesses, and organisations that demonstrate excellence in delivering outstanding resident and visitor experiences across Qatar's tourism sector.
- To promote a culture of quality, innovation, and continuous improvement by showcasing best practices and achievements within the tourism industry.
- To encourage tourism stakeholders to develop authentic, distinctive, and memorable experiences that strengthen Qatar's appeal as a leading global tourism destination.
- To recognise outstanding contributions across key tourism sectors, including hospitality, gastronomy, attractions, events, retail, accessibility, sustainability, and emerging tourism experiences.
- To highlight innovative, sustainable, and inclusive initiatives that contribute to the long-term development and competitiveness of Qatar's tourism ecosystem.
- To strengthen collaboration between public and private sector stakeholders and support the objectives of Qatar National Vision 2030 and the National Tourism Strategy.



2. Entry guidelines and important dates

- All entries and nominations should meet Qatar Tourism Awards’ criteria, policies, regulatory framework and national and global best practices.
- A Point of Evidence (POE) must be submitted in support of each application response.
- All information, supporting documentation, and evidence submitted as part of an application must be accurate, complete, and verifiable.
- By entering the awards, the nominee agrees to automatically grant Qatar Tourism permission to use submitted materials and information for award administration, marketing, promotional activities, and related communications.

Key Dates 2026

Step	Milestone	Date
Step 1	Press Conference & Portal Launch	17 June 2026
Step 2	Application Submission Deadline	16 September 2026
Step 3	Shortlisting Period	20 September 2026
Step 4	Judging Period	1 - 30 October 2026
Step 5	Announcement of Winners & Gala Dinner	23 November 2026

3. Why Participate?

Participating in the Qatar Tourism Awards provides organisations and individuals with an opportunity to gain recognition for their achievements and contributions to Qatar's tourism sector. The Qatar Tourism Awards is the highest recognition programme for excellence in Qatar's tourism sector. It celebrates outstanding achievements, innovative initiatives, exceptional resident and visitor experiences, and the individuals and organisations that contribute to strengthening Qatar's position as a leading global tourism destination.

Participation in the Awards provides each applicant the opportunity to showcase their achievements, benchmark their performance against industry best practices, and gain recognition from peers, industry leaders, and tourism stakeholders.

For winners and shortlisted nominees, the Awards offer valuable recognition that can strengthen credibility, enhance reputation, and increase exposure across the tourism sector. Award recipients may also benefit from promotional opportunities through Qatar Tourism and Visit Qatar platforms, helping to raise awareness of their achievements among local, regional and international audiences.

Beyond individual recognition, the Awards contribute to the continued advancement of Qatar's tourism industry by encouraging excellence, promoting best practices, and supporting a culture of continuous improvement across the sector.



Main Benefits to Winners

- National recognition as a leader in tourism excellence as well as resident and visitor experience.
- Enhanced reputation, credibility, and competitive advantage within the tourism industry.
- Increased local, regional, and international visibility through Qatar Tourism's communications, media, and promotional activities.
- Access to networking opportunities with industry leaders, tourism stakeholders, and potential business partners.
- Membership in the Qatar Tourism Awards Alumni Network and participation in future engagement initiatives.
- Recognition of best practices that support business growth, innovation, and continuous improvement.



4. Principal Award Categories

The Qatar Tourism Awards 2026 features a diverse range of award categories that reflect the breadth and diversity of Qatar’s tourism ecosystem and recognize achievements across hospitality, gastronomy, attractions, retail, events, accessibility, sustainability, digital content creation, and tourism innovation.

The principal categories and their respective sub-categories are outlined in the following sections.



Service Excellence



Gastronomic Experiences



Iconic Attractions and Activities



World-Class Events



Digital Footprint



Smart and Sustainable Tourism



Community Leadership



Service Excellence

This category recognises outstanding businesses and individuals in the tourism sector who demonstrate excellence in customer service. It honours those who consistently exceed expectations and show a strong commitment to making every aspect of the resident and visitor experience in Qatar exceptional, memorable, and remarkable.

Through personalised interactions, careful attention to detail, and innovative solutions, these recipients strive to enhance the guest experience and help reinforce Qatar's reputation as a world-class tourism destination.

Sub-Categories:

- Outstanding 3 Star Hotel
- Outstanding 4 Star Hotel
- Outstanding 5 Star Hotel
- Exceptional Spa Experience
- Exceptional Resort Experience
- Exceptional Holiday Home Accommodation Experience
- Outstanding New Accommodation
- Heart of Hospitality
- Tour Guide of the Year
- Leading Chief Concierge
- Leading Destination Management Company (DMC)



Gastronomic Experiences

This category recognises outstanding establishments that demonstrate excellence in gastronomy and deliver exceptional dining experiences across Qatar. It celebrates those who set high standards for culinary quality and innovation, while contributing to the continued development of Qatar's diverse and dynamic food and beverage sector.

From exquisite fine dining to inventive culinary creations, these establishments inspire diners with their unwavering dedication to quality and creativity.

Sub-Categories:

- Outstanding Fine Dining Experience
- Exceptional Casual Dining Experience
- Premier Quick Service Experience
- Noteworthy Cafe Experience
- Outstanding Authentic Qatari Dining Experience
- Outstanding New Restaurant



Iconic Attractions and Activities

This category recognises outstanding attractions, destinations and visitor experiences that contribute to Qatar's tourism offering and showcase the country's rich cultural, heritage and contemporary assets. It celebrates attractions that deliver exceptional resident and visitor experiences while enhancing Qatar's appeal as a leading tourism destination.

From heritage sites and museums to cultural landmarks, entertainment venues and immersive experiences, Award recipients are recognised for their quality, innovation and contribution to the resident and visitor experience. Through their commitment to excellence, they play a vital role in preserving Qatar's identity while creating engaging and memorable experiences for residents and visitors alike.

Sub-Categories:

- Outstanding Cultural Tourism Experience
- Unforgettable Adventure Tourism Experience
- Leading Local Retail Brand
- Premier Shopping Mall Experience
- Premier Theme Park Experience
- Iconic Local Attraction



World-Class Events

This category recognises events that make a significant contribution to Qatar's tourism sector by attracting residents and visitors, enhancing destination appeal and delivering exceptional experiences. It celebrates events of all sizes, from international sporting competitions and cultural festivals to business events, exhibitions and conferences, that contribute to the growth and competitiveness of Qatar's visitor economy.

Sub-Categories:

- Top MICE Event of the Year
- Leading Event Celebrating Local Culture
- Premier Sports Event of the Year
- Outstanding Multi-purpose MICE & Events Venue



Digital Footprint

This category recognises individuals and organisations that effectively leverage digital platforms, content creation, and innovative technologies to enhance the visibility, reputation, and attractiveness of Qatar as a tourism destination. It celebrates impactful digital initiatives that inspire travel, engage audiences, showcase authentic experiences, and contribute to the growth of Qatar's tourism sector.

Eligible entries may include digital marketing campaigns, destination promotion initiatives, social media content, tourism applications, digital storytelling, influencer marketing activities, travel vlogs, and other innovative digital solutions that demonstrate measurable impact and audience engagement.

Sub-Categories:

- Outstanding Destination Campaign
- Tourism Influencer (Content Creator) of the Year
- Outstanding Qatar Vlog of the Year

Note: The winners of the Tourism Influencer (Content Creator) of the Year and Outstanding Qatar Vlog of the Year will be selected through a combination of public voting and assessment by an independent judging panel, ensuring a balanced evaluation of both public engagement and expert opinion.





Smart and Sustainable Tourism

This category recognises individuals and organisations that effectively leverage digital tools, platforms and content to enhance the visibility, reputation and appeal of Qatar as a tourism destination.

It celebrates innovative digital initiatives, including digital marketing campaigns, tourism applications, destination websites, social media campaigns, digital storytelling, travel vlogs, influencer campaigns and other digital solutions that engage audiences, showcase authentic tourism experiences and demonstrate creativity, audience engagement and measurable impact

Sub-Categories:

- Tourism Innovation
- Accessibility Initiative of the Year
- Leading Sustainable Attraction
- Leading Eco-Friendly Accommodation



Community Leadership

This category recognises individuals who demonstrate outstanding leadership and make a meaningful contribution to Qatar's tourism sector. It celebrates those who inspire positive change, empower communities and promote values of inclusivity, collaboration and sustainability.

Through their leadership, vision and commitment, Award recipients contribute to strengthening Qatar's tourism ecosystem and supporting a more inclusive, sustainable and future-ready sector.

Sub-Categories:

- Hotelier of the Year
- Tourism Personality of the Year
- Lifetime Achievement in Tourism
- Emerging Leader in Tourism

Note: Sub-Categories 2, 3 and 4 will be nominated and selected by Qatar Tourism's Internal Committee.



5. Preparation

What to remember while preparing your awards submission

Applicants are encouraged to provide clear, credible, and measurable supporting evidence that demonstrates their achievements and impact. Supporting information should be relevant to the award category and, where possible, include specific timeframes, performance indicators, statistics, outcomes, testimonials, certifications, and examples of best practice.



The following types of evidence may strengthen your submission:

Area	Examples of Supporting Evidence
Organisational Strategy	Vision, mission, values, strategic objectives, business plans, tourism development initiatives, and long-term goals.
Policies and Procedures	Human resources policies, training and development programmes, customer service standards, quality assurance processes, accessibility policies, sustainability policies, and operational procedures.
Performance and Business Results	Key performance indicators (KPIs), visitor numbers, customer satisfaction scores, occupancy rates, revenue growth, operational improvements, and other measurable outcomes.
Marketing and Promotion	Marketing strategies, destination campaigns, media coverage, promotional materials, audience reach, return on investment (ROI), and campaign performance results.
Digital Performance	Website analytics, social media metrics, engagement rates, impressions, reach, video views, audience growth, conversion rates, and other digital performance indicators.
Customer and Visitor Experience	Guest feedback, testimonials, reviews, survey results, case studies, awards, recognitions, and examples of service excellence.
Sustainability and Accessibility	Sustainability initiatives, environmental certifications, accessibility features, inclusive tourism practices, community engagement programmes, and responsible tourism achievements.
Innovation and Technology	Smart tourism solutions, digital platforms, mobile applications, artificial intelligence, immersive technologies, automation tools, and other innovative practices.
Partnerships and Industry Contribution	Collaborations, stakeholder engagement initiatives, community partnerships, industry contributions, and sector development activities.

The quality, relevance, and credibility of supporting evidence are important considerations during the evaluation process. Applicants should ensure that all submitted information is accurate, verifiable, and directly related to the achievements being presented.

Selection Process for Winners

Shortlisting and Jury Adjudication

The shortlisting process for the Awards will be conducted jointly by Qatar Tourism and UN Tourism. Entries and nominations will be assessed on merit against the eligibility requirements and evaluation criteria for each Award category, ensuring a transparent, fair and impartial assessment process.

Following the initial assessment, the shortlisted entries will be evaluated by an independent Jury comprising local and international experts from across the tourism industry, who will select the winners based on the published judging criteria.

2026 The Jury

This panel features prominent business leaders, celebrated international tourism and media experts, and key representatives. Their diverse backgrounds and wealth of experience will ensure a thorough assessment, highlighting excellence and innovation in this vibrant industry.

Each Jury member has been carefully selected for their professional achievements, sector expertise and commitment to excellence. Together, they will assess the shortlisted applications against the established evaluation criteria to determine the winners of the fourth edition of the Qatar Tourism Awards. And will rigorously evaluate the shortlisted nominations to determine the winners, ensuring a credible, fair and transparent judging process.



6. Qatar Tourism Awards Alumni Network

The Qatar Tourism Awards Alumni Network is an exclusive community that brings together past winners and distinguished recipients of the Awards. The network serves as a platform for continued engagement, collaboration, knowledge exchange, and the promotion of excellence across Qatar's tourism sector.

The Alumni Network aims to strengthen connections between award recipients, foster industry collaboration, and encourage the sharing of best practices that contribute to the ongoing development of Qatar's tourism ecosystem. Through a range of networking, learning, and recognition opportunities, members are encouraged to remain active ambassadors for tourism excellence in Qatar.



7. Frequently Asked Questions

The Qatar Tourism Awards Alumni Network is an exclusive community that brings together past winners and distinguished recipients of the Awards. The network serves as a platform for continued engagement, collaboration, knowledge exchange, and the promotion of excellence across Qatar’s tourism sector.

The Alumni Network aims to strengthen connections between award recipients, foster industry collaboration, and encourage the sharing of best practices that contribute to the ongoing development of Qatar’s tourism ecosystem. Through a range of networking, learning, and recognition opportunities, members are encouraged to remain active ambassadors for tourism excellence in Qatar.

Questions	Responses
Who can enter?	Any eligible individual, business, organisation, attraction, event, initiative, or content creator that meets the criteria of the relevant award category may submit an application. Please refer to the category-specific eligibility requirements outlined in this guidebook and on the new Qatar Tourism Awards Portal.
Is there a fee to enter?	No. Participation in the Qatar Tourism Awards is free of charge.
How do I submit an application?	All applications must be submitted through the new Qatar Tourism Awards Portal before the published submission deadline.
When is the application deadline?	Please refer to the Key Dates section of this guidebook or visit the new Qatar Tourism Awards Portal for the latest deadlines and updates.
When will the shortlist be announced?	Shortlisted applicants will be notified following the completion of the evaluation process. Key dates are available in this guidebook and on the Qatar Tourism Awards Portal.



For more information:

www.qtawards.qa

Contact us at: 106

support@qtawards.qa

