

Qatar Tourism Awards Guidebook 2024



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Special Message from the Chairman:

His Excellency Mr Saad Bin Ali Al Kharji



On behalf of Qatar Tourism, I am delighted to announce the 2nd edition of the Qatar Tourism Awards, refined and revamped in collaboration with the World Tourism Organization (UN Tourism). This partnership underscores our commitment to service excellence across the tourism industry.

This year, we celebrate the industry's achievements across seven categories: Service Excellence, Gastronomic Experiences, Iconic Attractions and Activities, World Class Events, Digital Footprint, Smart and Sustainable Tourism, and Community Leadership. Each category highlights a crucial aspect of our vibrant tourism sector.

Our dedication to these awards reflects Qatar's goal of promoting tourism excellence and fostering continuous improvement. By recognizing and celebrating these accomplishments, we inspire further innovation and elevate Qatar's status as a world-class destination.

We eagerly anticipate honoring the hard work and dedication of all nominees and winners, whose contributions enhance our tourism landscape and make Qatar a beacon of tourism success. Together,



1. Introduction

1.1 About The Awards

Qatar Tourism Awards (QTA), a collaborative initiative between Qatar Tourism (QT) and World Tourism Organization (UN Tourism), stands as a beacon of celebration, honouring those who elevate and enrich the visitor experience in Qatar.

At its core, QTA recognises the pivotal role of the interaction between visitors and tourism professionals in shaping memorable experiences. It serves as a platform to champion excellence in service delivery, emphasising integrity, performance, and innovation.

With a strategic focus on achieving daily victories in the competitive marketplace, QTA aims to spotlight individuals and businesses that consistently deliver outstanding results. By fostering a culture of excellence, it not only celebrates achievements but also inspires continuous improvement and advancement within the tourism sector. QTA represents more than just an awards program; it is a testament to Qatar's unwavering commitment to providing unparalleled hospitality and service excellence. As a legacy project, it leaves a lasting imprint on the industry, ensuring that Qatar remains a premier destination for travelers worldwide.

In this spirit, QTA embodies the essence of collaboration, innovation, and dedication to excellence, driving the tourism sector forward and enhancing Qatar's reputation as a world-class destination.



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1.2 Values of the Programme

We are looking for nominations or entries that are distinctive, exceptional and which epitomise excellence beyond the call of duty. Such nominations should demonstrate commitment to the five (5) core values of the Qatar Tourism Awards. They are outlined below:

Key Values	Definition
Authentic and memorable experiences	This emphasises offering authentic, memorable and exceptional experiences to visitors. It is designed to build customer loyalty and to grow visitors to Qatar.
Service excellence	This underscores a business or individual's commitment to delivering an exceptional service that lies at the heart of Qatar and consistently exceeds the expectations of visitors.
Sustainability	This showcases the effectiveness of sustainable and eco-friendly policies, initiatives, or projects that are executed to support the conservation of the natural environment and preservation of cultural heritage and traditions.
Accessibility	This focuses on providing universal access to products, facilities and services to all — regardless of physical limitations, disabilities, gender, age, nationality, or language – regarding the physical environment, transportation, information and communication, and other facilities and services.
Smart solutions	This considers how technological innovation has been leveraged to significantly transform operations, service delivery and user experience, supporting and strengthening Qatar's competitive positioning.

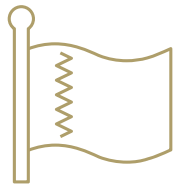
1.3 Strategic Thrust

The awards are designed to encourage all industry actors who directly, or indirectly, deliver experiences to Qatar's visitors to emulate exceptional initiatives characterised by uniqueness, sustainability, accessibility, and high-quality service.

1.4 Objectives

- To celebrate outstanding businesses and individuals within the tourism sector who excel in providing memorable experiences.
- To recognise excellence in the realm of gastronomy, honouring establishments that elevate dining to create exceptional culinary concepts and experiences in Qatar to promote Qatar as a premier gastronomic destination.
- To honour outstanding attractions that define and showcase Qatar's cultural heritage, iconic attractions and experiences as a celebration of historical, cultural, and contemporary treasures.
- To recognise and celebrate small, medium and major events that have significantly impacted Qatar's tourism sector, thus elevating Qatar's profile on a global stage.
- To recognise, celebrate and honour visionary, innovative and sustainable tourism initiatives that have revolutionised sustainable, eco-friendly and inclusive tourism consciousness across the Qatar tourism ecosystem.

For the 2024 Qatar Tourism Awards there are 36 awards in seven principal categories:



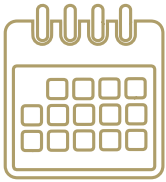
Service
Excellence



Gastronomic
Experiences



Iconic
Attractions and
Activities



World-Class
Events



Digital
Footprint



Smart and
Sustainable
Tourism



Community
Leadership



2. Entry Guidelines and Important Dates

- All entries/nominations should meet Qatar Tourism Awards’ criteria and meet Qatar Tourism policies, regulatory framework and national and global best practices.
- All supporting materials, information and portfolio of evidence provided must be truthful.

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2024		
Step 1	Online nominations	Entry starts: 9 June 2024 - Entry Closes: 8 August 2024
Step 2	Announcement of Winners	At a gala event in October 2024



3. Why Participate?

The Qatar Tourism Awards are a benchmark for excellence, highlighting the nation’s top tourism offerings, services and innovations and outstanding achievers. This is your chance to help set the standard for the tourism industry and recognise those who elevate Qatar’s tourism reputation on the global stage.

Winning the prestigious Qatar Tourism Award is a demonstration of excellence that strengthens your brand equity, shapes your business or career and for you to be nationally and internationally recognised.

Main benefits to winners

1	Enhanced credibility and competitive edge
2	Enhanced brand exposure and recognition
3	Networking with peers, potential business partners and clients at the highest level
4	Membership of the Alumni Network
5	Encouragement and inspiration for the winning team to sustain excellence in their respective field of work

4. Principal and Sub-Categories



Service Excellence

This award celebrates outstanding businesses and individuals within the tourism sector who epitomise excellence in customer service.

It honours those who consistently exceed expectations and demonstrate an unwavering commitment to ensuring that every aspect of the visitor journey in Qatar is exceptional, remarkable and unforgettable.

Whether through personalised interactions, attention to detail, or innovative solutions, these recipients go above and beyond the call of duty to elevate the guest experience and further establish Qatar's reputation as a world-class destination for tourism.

Sub-Categories:

- | | |
|----------------------------------|--|
| 1. Outstanding 3 Star Hotel | 6. Exceptional Holiday Home Accommodation Experience |
| 2. Outstanding 4 Star Hotel | 7. Outstanding New Accommodation |
| 3. Outstanding 5 Star Hotel | 8. Heart of Hospitality |
| 4. Exceptional Spa Experience | 9. Tour Guide of the Year |
| 5. Exceptional Resort Experience | 10. Leading Destination Management Company (DMC) |



Gastronomic Experiences

This award celebrates excellence in gastronomy, where we honour establishments that elevate dining to an art form and create unforgettable culinary experiences.

It recognises establishments that set high-quality standards for dining and innovative culinary concepts to promote Qatar as a premier gastronomic destination. From exquisite fine dining to inventive culinary creations, these establishments captivate diners with their dedication to quality and creativity.

Join us as we applaud an exceptional contribution by these establishments to Qatar's thriving culinary scene and their role in shaping unforgettable gastronomic experiences.

Sub-Categories:

- | | |
|---|---------------------------------------|
| 1. Outstanding Fine Dining Experience | 4. Noteworthy Cafe Experience |
| 2. Exceptional Casual Dining Experience | 5. Authentic Qatari Dining Experience |
| 3. Premier Quick Service Experience | 6. Outstanding New Restaurant |



Iconic Attractions and Activities

This category celebrates Qatar's most captivating and essential tourist destinations, activities, and experiences in Qatar.

It further recognises outstanding attractions that define Qatar's unique allure. It is a celebration of historical, cultural, and contemporary treasures.

From ancient heritage sites to vibrant cultural experiences and modern marvels, these iconic attractions serve as must-visits for local and international travellers.

Whether exploring museums that bring Qatar's rich history to life, discovering historic landmarks or

immersing oneself in adventurous cultural activities, these attraction and activities offer visitors the opportunity to delve deep into the heart of Qatar’s culture, heritage, and traditions.

Join us in honouring these extraordinary attractions and the activities that contribute to Qatar’s vibrant tourism landscape and leave an indelible mark on all who visit.

Sub-Categories:

- | | |
|---|-------------------------------------|
| 1. Exceptional Cultural Experience | 4. Premier Shopping Mall Experience |
| 2. Unforgettable Adventure Tourism Experience | 5. Premier Theme Park Experience |
| 3. Leading Local Retail Brand | 6. Iconic Local Attraction |



World-Class Events

This recognises small, medium and major events that have a significant impact on tourism and elevate Qatar’s profile on the global stage.

This entails international sports events, cultural festivals or business conferences that attract visitors worldwide and which showcase Qatar’s capacity to host large-scale events.

Sub-Categories:

- | | |
|--|--|
| 1. Top MICE Event of the Year | 3. Premier Sports Event of the Year |
| 2. Leading Event Celebrating Local Culture | 4. Outstanding Multi-purpose MICE & Events Venue |



Digital Footprint

This category recognises those who effectively use digital tools and platforms to enhance the visibility and reputation of Qatar’s tourism sector.

This could involve innovative digital marketing strategies, the development of tourism Apps, or impactful social media campaigns.

Sub-Categories:

- | | |
|-------------------------------------|---|
| 1. Outstanding Destination Campaign | 3. Qatar Tourism Influencer of the Year |
| 2. “Capture Qatar” | |



Smart and Sustainable Tourism

This award recognises visionary initiatives that have revolutionised Qatar’s tourism landscape with innovative and environmentally conscious practices.

It celebrates the pioneering ideas and strategies that elevate the tourism experience in Qatar while promoting sustainability and competitiveness.

By spotlighting individuals, organisations, or groups that embrace sustainable tourism principles, this award amplifies Qatar’s global presence as a leader in sustainable tourism.

Sub-Categories:

- | | |
|--|---------------------------------------|
| 1. Tourism Innovation Award | 3. Leading Sustainable Attraction |
| 2. Innovative Accessibility Initiative of the Year | 4. Leading Eco-Friendly Accommodation |



Community Leadership

The prestigious Community Leadership Award category is a tribute to extraordinary individuals who inspire and catalyse positive change within the Qatar tourism landscape.

This award celebrates the visionary leadership of community members who exemplify unwavering commitment, dedication, and innovation in driving Qatar's tourism sector's sustainable development and growth.

These leaders play pivotal roles in mobilising and empowering their communities to champion the values of inclusivity, collaboration, and sustainability.

Through their visionary actions and thought leadership, they inspire others, leaving a legacy of progress and prosperity for generations to come. Join us in honouring the exemplary community leaders who stand at the forefront of shaping a brighter and more sustainable future for Qatar's tourism industry.

Sub-Categories:

1. Tourism Personality of the Year
2. Lifetime Achievement in Tourism
3. Emerging Leader in Tourism



5. Preparation

5.1 What to Remember While Entering The Awards Programme

Please provide notable evidence for any of the information listed below, highlighting relevant timeframes, statistics and data.

Corporate Strategy	Vision, mission, values, strategic thrust and core objectives
Policies	Human resources, training and development, local procurement, customer service, quality assurance and standards, operational efficiencies, etc.
Marketing Strategies and Plan	Marketing objectives, target markets, ROI on marketing campaigns and programmes, and visitors (growth percentages), etc.
Business Plan	Annual performance plans, key results areas and indicators (percentage growth in revenues and profitability)
Digital Marketing Reports	Digital and social media metrics highlighting reach, impressions, engagements, conversion percentages, etc.
Environmental Sustainability and Eco-Friendliness	Notable certifications, accreditations, affiliations or memberships
Smart Solutions	The application and use of any innovative and immersive technology such as Virtual Reality, Augmented Reality, Bots, Artificial Intelligence, etc.

5.2 Selection Process for Winners

People's Choice selection: The 'People's Choice' selection process is based on the total number of votes each finalist receives through an online voting system by the public and industry players and actors.

Jury adjudication: The Qatar Tourism Awards' esteemed jury will select winners. This jury comprises prominent and distinguished businesspeople and representatives from Qatar Tourism and the UN Tourism.

The Qatar Tourism Leadership Selection: This is a rigorous process that upholds the standards of the Qatar Tourism Awards. It involves carefully and thoroughly selecting winners by Qatar's Tourism's distinguished leadership based on the contributions of the individuals to further elevating Qatar's tourism industry.

6. The Jury

- The panel consists of seven (7) judges.
- The esteemed jury consists of prominent and distinguished businesspeople and representatives from Qatar Tourism and The UN Tourism.
- These individuals have been meticulously chosen for their knowledge, expertise, and distinguished accomplishments in their respective fields. They will evaluate and select the winners from the shortlisted nominations, ensuring a credible judging process.
- The evaluation process is based on merit and guided by criteria for each sub-category. This ensures a transparent and fair judging process for all participants.

7. The Alumni Network

The Alumni Network, an exclusive and prestigious ecosystem, has been meticulously crafted to allow its members to reflect on their successes and forge connections for future business and personal opportunities. It is a community of past winners of the Qatar Tourism Awards, united with the aim of creating a robust network that complements and supports the broader objectives of the awards.

The key benefits to members of the network are as follows:

- Creation of meaningful connections for sharing best practices, experiences and knowledge
- Strengthening of business relationships through this alumni-only environment and bespoke programmes
- Provision of support system for members to benefit from the skills and experience of their peers and other esteemed members
- Leveraging this professional network for business referrals, that offer endless opportunities
- Offering mentoring and coaching support for emerging businesses, individuals and young achievers in the network
- The Alumni Network is committed to providing career advancement and development opportunities for all its members, including frontline staff. This is a unique chance for young achievers to grow and excel within a supportive and nurturing professional network

8. Frequently Asked Questions

Questions	Responses
Who can enter?	Please refer to the criteria in this guidebook to ensure you meet the requirements for the category you want to enter or be nominated for. These can also be found on the Qatar Tourism Awards website.
How much does it cost to enter?	There is no cost for entries and nominations.
When are the deadlines for entries?	Please refer to the timelines provided in this guidebook. These are also available on the Qatar Tourism Awards' website.
When will the shortlists be announced?	Please refer to the important timelines provided in this guidebook. This is also available on the Qatar Tourism Awards website.
How will Nominations/entries be judged?	Nominations/entries will be judged through rigorous people's choice, jury adjudication, and Qatar Tourism's leadership selection processes.
When will the judging take place?	Please refer to the timelines provided in this guidebook. This is also available on the Qatar Tourism Awards website.
What are the benefits?	Please refer to the benefits outlined in this guidebook.
Any further information required?	Please contact us using the contact details provided in this guidebook

Contact Details



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