



Qatar's Hosting Of Events And Its Benefits



مركز قطر للمال
Qatar Financial Centre

Qatar Is Emerging As A Global Events Hub

Political & Economic

Doha Forum
Qatar Economic Forum

Sports

Formula 1
Arab Cup
U/17 World Cup

Cultural

Doha Film Festival
Qatar International Art Festival

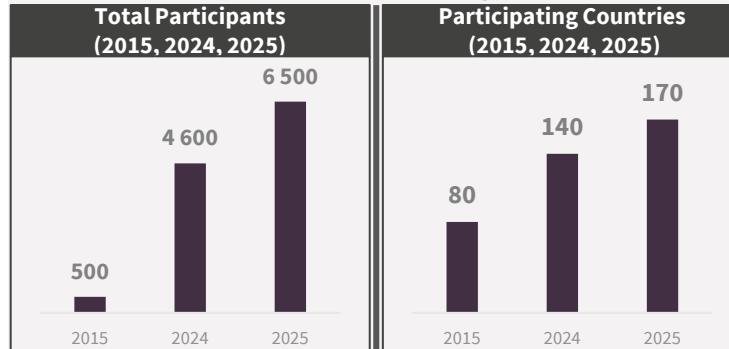
- Qatar has pivoted post-2022 to become a global hub for major sporting, political and cultural events.
- Hosting high-profile events boosts tourism, strengthens international visibility and supports economic diversification.
- These events maximise returns on Qatar's investments in world-class stadiums, hotels, transport and cultural infrastructure.
- Qatar's National Tourism Sector Strategy 2030 targets 6 million annual visitors, with events serving as a key driver toward this goal.

Political And Economic Events By Qatar



Started in 2003, the Doha Forum is an annual global policy platform convening policy makers, heads of state, academics, business leaders, and civil society.

Qatar's ability to host a major diplomatic event such as the Doha Forum reinforces Qatar's image as a key player in the region and further boosts the country's influence in international decision-making.



Source: Doha Forum

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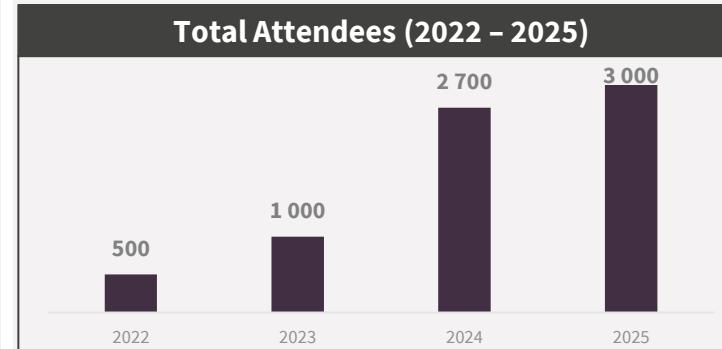


Established in 2021 in partnership with Bloomberg, the Qatar Economic Forum is an annual invitation-only business and policy conference. The forum focuses on economic trends, geopolitics, energy, technology, and human capital.

Estimated economic impact*

2024: ~QR75 million

2022 – 2024 (cumulative): ~QR177.5 million



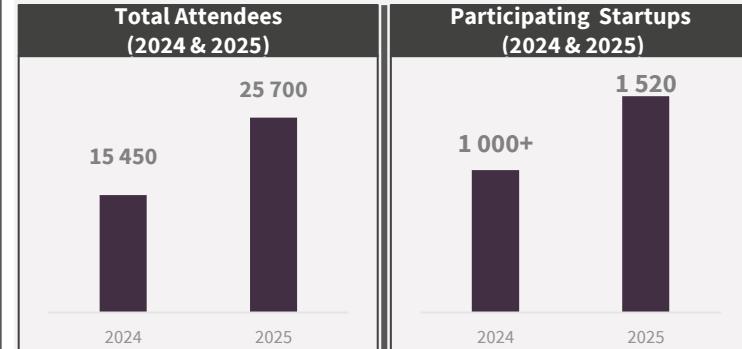
Source: Gulf-times, Media City.
Note: Data on economic impact as per Gulf Times and Media City figures.



Launched in 2024, the Qatar Web Summit is one of the world's largest technology conferences, and positions Qatar as an innovation hub.

Web Summit convenes startups, investors, tech giants, policymakers and entrepreneurs.

In 2025, **QFC registered ~560 firms through Web Summit**, indicative of business formation and FDI attraction.



Source: Web Summit

Source: Web Summit

Sporting Events Continue To Draw Large Scores Of People

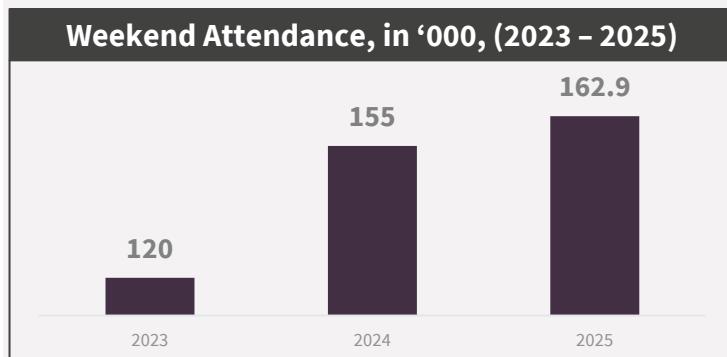


The Formula 1 race in Qatar is among the popular events hosted annually.

Qatar hosted its first F1 race in 2021. In 2023 F1 returned to Qatar as part of a 10-year contract to 2032.

Annual Cost: \$55 million

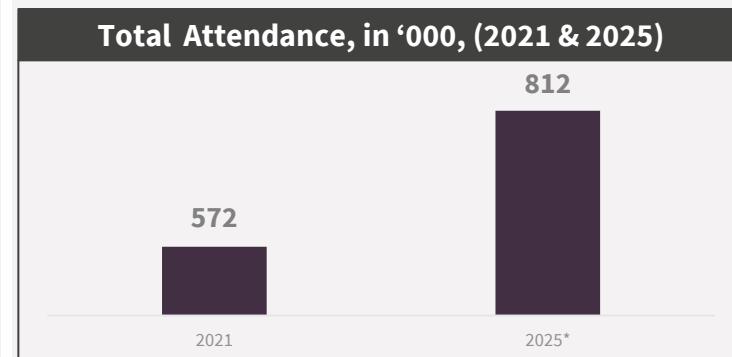
Contract Until: 2032



Qatar first hosted the FIFA Arab Cup in 2021, where attendances were more than 572,000.

The 2025 FIFA Arab Cup has recorded an attendance of 812,000 (after 24 fixtures with 8 remaining).

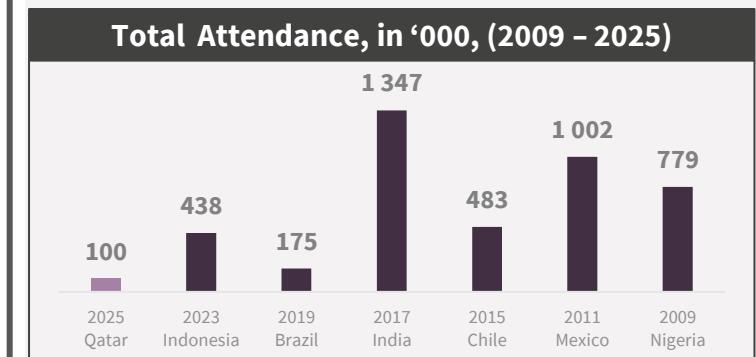
Cost of Hosting: \$77.5 million (2021)



Qatar is expected to host the U17 World Cup from 2025 – 2029.

Qatar will leverage existing infrastructure to ensure continuity while minimising costs.

Estimates suggest that over 100,000 individuals attended the tournament.



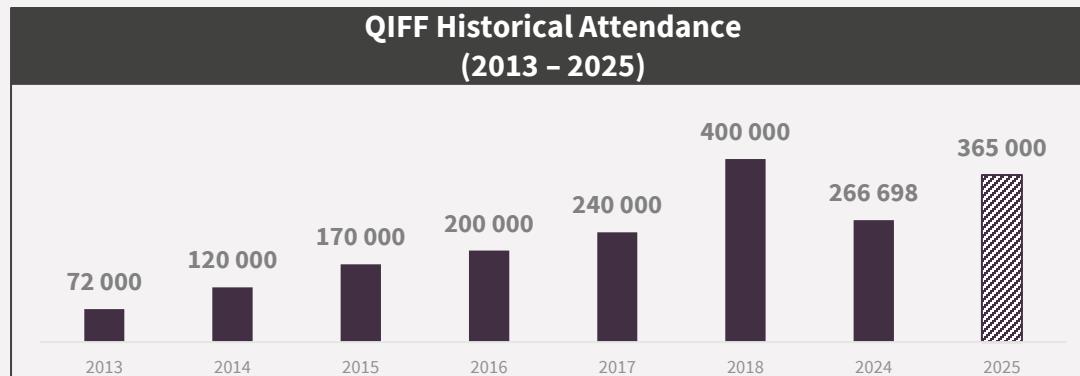
Cultural Events Show A Continued Upward Trajectory In Attendance



مهرجان قطر
الدولي للأغذية
QATAR
INTERNATIONAL
FOOD FESTIVAL

Launched in 2010, the Qatar International Food Festival is Qatar's largest annual culinary event, running for 10 – 12 days.

The QIFF has seen a significant rise in attendance over the years from domestic residents and international tourists.



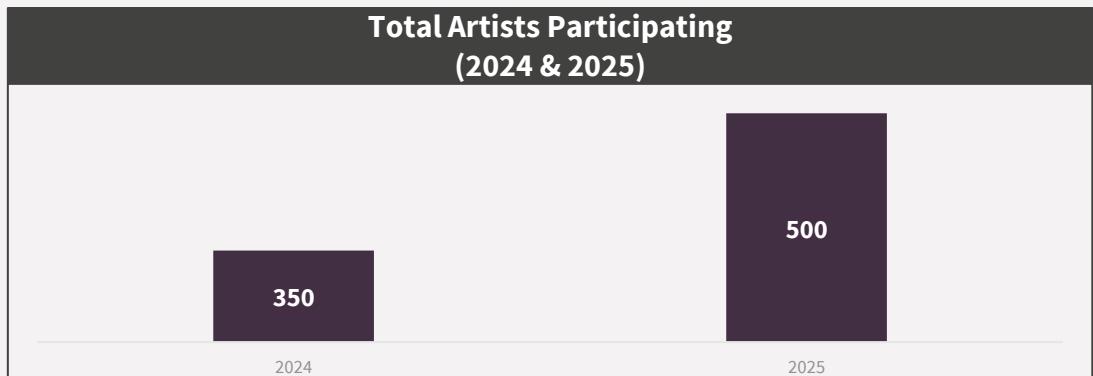
Source: Various Sources. Note: 2025 is an approximation.



Established in 2018, the Qatar International Art Festival is an annual event organized by the Cultural Village Foundation.

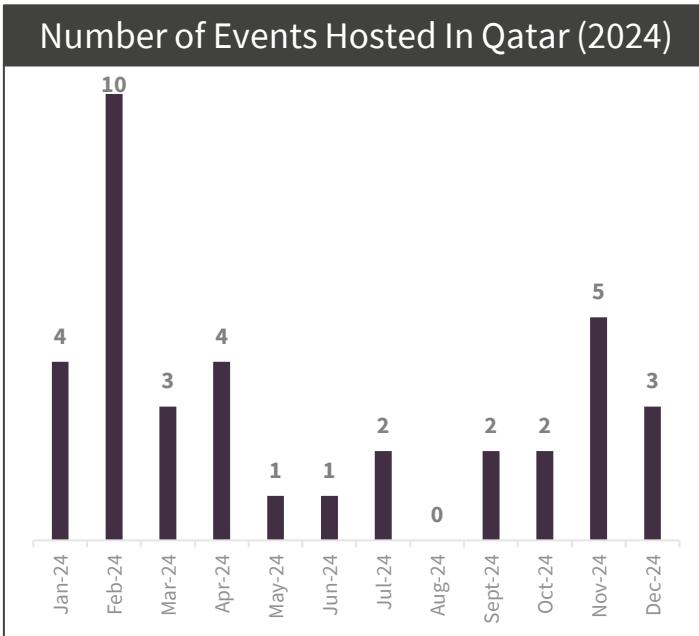
The event is a showcasing of visual and performing arts from around the world.

Data pertaining to attendance remains limited; however, artist participation increased showing rising interest in the event.

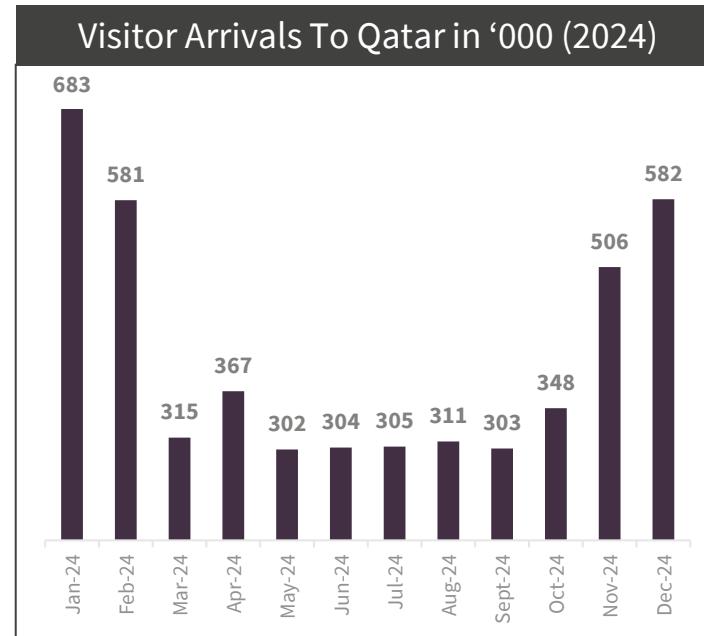


Source: Qatar News Agency, Gulf Times

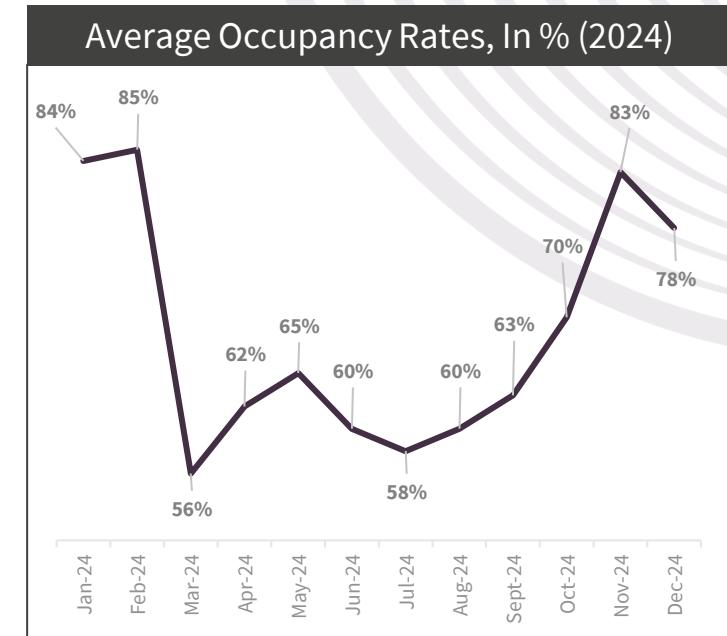
Occupancy Rates See An Uplift In Q1 And Q4



Source: Qatar Tourism, QNA, IMO



Source: Qatar Tourism 2025 H1 Performance Report



Source: Qatar Tourism 2025 H1 Performance Report

- Qatar hosted an estimated 37 major events in 2024, including the AFC Asian Cup, Formula 1 Grand Prix, Qatar Economic Forum, and Doha Forum.
- Event activity is concentrated in Q1 and Q4, driving a measurable uplift in tourist arrivals during these periods.
- Tourist arrivals averaged 526,000 in Q1 2024 and 478,000 in Q4 2024, compared to approximately 300,000 in Q2 and Q3, reflecting lower event intensity.
- Accommodation occupancy across hotels, hotel apartments, and touristic camps peaks at around 85% during event months, easing to roughly 60% in off-peak periods.

Long-Term Economic Benefits And Legacy

Enhanced Global Brand

Infrastructure Utilisation

Human Capital & Innovation

Economic Diversification

- **Enhance Global Brand:** repeated exposure to Qatar through events stimulate future tourism and business travel.
- **Infrastructure Utilisation:** stadiums, hotels and transport networks built for the World Cup and subsequent events continue to generate returns through year-round usage.
- **Human Capital & Innovation:** forums such as Qatar Economic Forum facilitate knowledge transfer and attract talent; cultural events nurture creative industries.
- **Economic Diversification:** cross-sector FDI support NDS3 priorities in advanced industries, technology and sustainability.

Alignment Of Hosting Events With QNV2030 & NDS3 Objectives

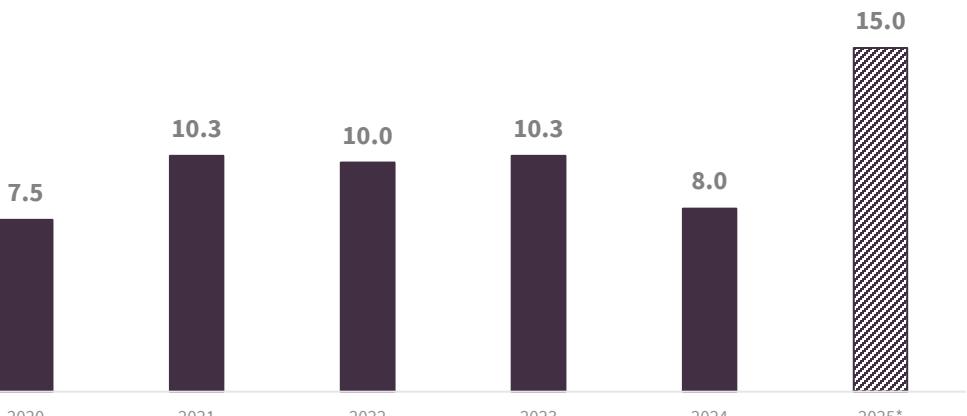
Qatar National Vision 2030

The hosting of events is part of prioritizing the Qatar National Vision 2030 and National Development Strategy 3:

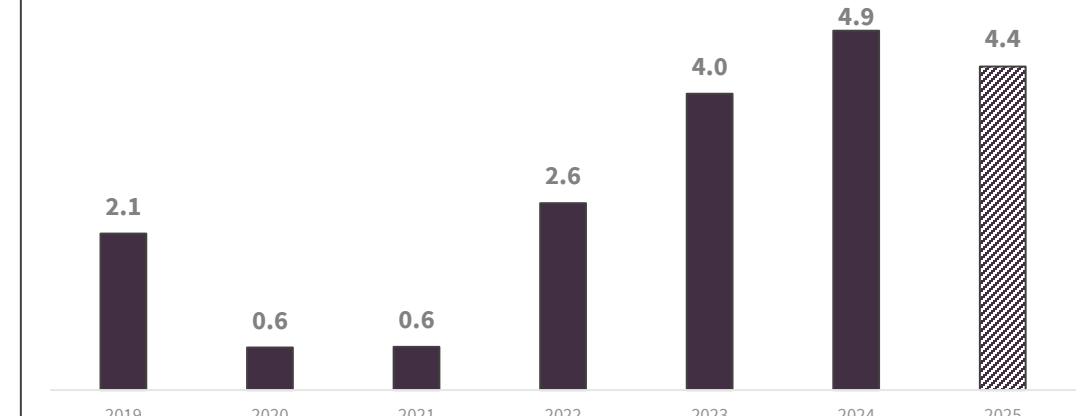
- The QNV2030 seeks to diversify Qatar's revenues beyond hydrocarbons; with tourism contributing QAR55 billion (~8%) to GDP in 2024.
- The NDS3 targets 6 million annual visitors by 2030 and aims to elevate Qatar's competitiveness as a tourist destination.

National Development Strategy 3

Tourism As A Percentage of GDP, In % (2020 – 2025*)



Total Visitors Per Annum, in Millions (2019 – 2025*)



Conclusion

- **Qatar's strategic shift toward high-profile political, sporting, and cultural events has transformed events into a scalable growth lever**, strengthening its role as a global convening hub.
- **Events drive near-term economic activity via tourism inflows, higher hotel occupancy, and local business revenues**, while reducing seasonality across the hospitality value chain.
- Flagship platforms such as the **Doha Forum, Qatar Economic Forum, Web Summit, and Formula 1** generate **measurable economic returns and elevate Qatar's geopolitical standing and global brand equity**.
- Ongoing **utilisation of post-World Cup infrastructure improves capital efficiency, ensuring long-term returns on investments** in stadiums, transport, and hospitality assets.
- Over the medium to long term, **events support economic diversification by catalysing tourism, creative industries, knowledge transfer, and FDI-linked growth sectors**.
- The events strategy is fully aligned with QNV2030 and NDS3, positioning events as a core policy tool to reach the **6-million-visitor target**, reduce hydrocarbon dependence, and enhance national competitiveness by 2030.