

QATAR TRAVEL MART 2024 UNVEILS CAPTIVATING PROGRAM AND ANNOUNCES DISTINGUISHED CHAIRPERSONS



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Doha, Qatar – 23, 2024: Qatar Travel Mart (QTM) 2024, set to take place from **November 25-27, 2024**, at the **Doha Exhibition & Convention Center (DECC)**, has revealed an enticing preview of its program and announced its esteemed chairpersons. This highly anticipated event promises to be a cornerstone for the global travel and tourism industry, offering unparalleled insights, networking opportunities, and a showcase of Qatar's burgeoning status as a leading travel destination. With few days to go, prospective attendees are encouraged to register today, via <https://app.qtmqatar.com/index/registration>.

QTM 2024 is proud to announce its distinguished chairpersons who will shape this extraordinary event's conference schedule, including; **Professor Dr. Marcel Bastiaansen** from **Breda University of Applied Sciences**, who will chair Day 1; he brings his expertise in experiential tourism and emotional impact research. **Professor Joanne Schroeder** from **Vancouver Island University**, the first female Chair of the **World Leisure Organization Board**, will lead Day 2, focusing on sustainable leisure and community engagement. And, finally, **Professor Sandro Carnicelli** from the **University of the West of Scotland**, Editor-in-Chief of the **World Leisure**

Journal, will chair Day 3, addressing the growing intersection of health, wellness, and sports in tourism.

Chaired by leading industry voices, the three-day conference will explore pivotal themes shaping the future of travel. The opening day (November 25), '*Day 1: Meaningful Experiences*,' will delve into the transformative power of experiential tourism, focusing on cultural heritage preservation and year-round visitor strategies. Key sessions will address the growing demand for immersive travel experiences, culinary tourism's role in destination appeal, and innovative approaches to overcoming seasonality.

The following day (November 26), '*Day 2: Future of Travel*' will spotlight innovations driving the industry forward, with discussions on digital and smart tourism, sustainable practices, and the critical role of education in meeting evolving industry demands. A special focus will be placed on addressing climate change's impact on cultural heritage sites.

And finally, '*Day 3: Sports, Health & Well-being*' (November 27), will explore the intersection of sports, health, and wellness tourism. Sessions will cover major sporting events as tourism drivers, Doha's unique cultural sports tourism offerings, and the booming trend of medical and wellness travel.

Beyond its captivating conference themes and agenda, the event is enhanced by partnerships with esteemed organizations such as the **World Leisure Organization (WLO)**, the World Tourism Association for Culture and Heritage (**WTACH**), and **AMFORHT**, underlining **QTM's** commitment to fostering global collaboration in the tourism sector.

QTM 2024 aims to position Qatar as a central travel and tourism hub, stimulating the country's growing tourism industry in line with its **Qatar National Vision 2030 (QNV)**. Qatar's growing appeal on a global scale was emphasized with **Qatar Tourism's** recent announcement that the number of visitors by the end of October 2024 had reached a new high of 4 million, matching the total visitor count for 2023. This year-to-date total represents a 26% increase in international visitors compared to the same period in 2023. [\[1\]](#)

“QTM 2024 is set to be a landmark event, showcasing Qatar’s vision for the future of travel and tourism,” said **Rawad Sleem, Co-founder and General Manager of NeXTfairs**. “We’re thrilled to bring together world-class experts and industry leaders to explore innovative solutions and strategies that will shape the future of our industry. Registration for QTM 2024 is now open and free of charge. Industry professionals and enthusiasts are encouraged to secure their spots early for this not-to-be-missed event,” he continued.

QTM 2024 is poised to be an extraordinary experience, offering unparalleled networking opportunities, insightful discussions, and a comprehensive showcase of the latest trends and innovations in the travel and tourism industry. For more information and registration details, please visit **QTM’s** website <https://www.qtmqatar.com/>. Alternatively, follow the event via [X](#), [Instagram](#), [Facebook](#), [LinkedIn](#) or [YouTube](#).

[\[1\] Qatar Tourism: Qatar welcomes 4 million visitors by end of October 2024](#)

