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## Uzbekistan Appoints Tourism Brand Ambassador in Qatar Doha, Qatar – 25 November 2025



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As part of the international tourism exhibition Qatar Travel Mart 2025 in Doha, an official ceremony was held to present the certificate confirming the appointment of prominent Qatari

businessman and blogger Khalid Al Binali as the Tourism Brand Ambassador of Uzbekistan in the State of Qatar.

The event was organized by the Embassy of Uzbekistan in Doha in cooperation with the Tourism Committee of the Republic of Uzbekistan.

Khalid Al Binali is a businessman and one of Qatar's most popular influencers, with a total audience of around 5 million followers across social media platforms. He actively supports cultural and sports diplomacy initiatives and promotes cooperation between the Gulf countries and other states.

The guest of honor at the ceremony was His Excellency Sheikh Faisal bin Qassim Al Thani, Chairman of the Qatar Businessmen Association and founder of one of the region's largest companies, Al Faisal Holding.

The event was attended by executives of leading Qatari tourism companies, representatives of local and international media, well-known entrepreneurs, tourism industry experts, and members of the diplomatic corps accredited in Doha. In total, around 100 guests participated in the ceremony.

During the official presentation of the certificate, Khalid Al Binali stated:

“It is a great honor for me to take on the role of Tourism Brand Ambassador of Uzbekistan. I have

visited Tashkent, Samarkand, Zaamin, and other remarkable places in this beautiful country many times. I can confidently say that Uzbekistan is a true paradise for travellers, thanks especially to the legendary hospitality of the Uzbek people. Our main task is to make Uzbekistan the new favorite destination for Qatari travelers and for tourists across the entire Gulf region.”

The appointment of Khalid Al Binali marks an important step in strengthening tourism cooperation between Uzbekistan and Qatar and aims to significantly increase the number of tourists from the Gulf Cooperation Council countries visiting Uzbekistan in the coming years.

In the first nine months of this year, Uzbekistan welcomed 8.6 million foreign tourists, an increase of 12.5% compared to the same period last year. At the same time, the number of tourists arriving from Qatar grew 6.2 times compared to 2022, when the world began recovering from the COVID-19 pandemic.