

Discover Qatar stopover achieves historic growth

- A Monitor Desk Report

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Doha: Discover Qatar, the destination management arm of Qatar Airways Group, has achieved a significant milestone, welcoming over 10,000 stopover visitors in a single month for the first time since the Qatar Stopover Programme's relaunch in August 2021.

This achievement reflects Qatar's growing appeal as a world-class destination and the programme's growing popularity.

In January 2025, the programme recorded more than 10,500 visitors, compared to 6,651 in January 2024. The number of visitors in the stopover programme increased an impressive 165% from April 2024 to January 2025 – as compared to the same timeframe in the previous year.

The programme has also driven exceptional growth in hotel bookings, with over 100,000 room nights sold so far this year – doubling the figures from the previous year.

Qatar Airways Holidays is driving this success as the largest contributor to the programme's sales, delivering over a third of all bookings, leveraging the marketing strength of Qatar Airways around the globe.

Stopover is proving incredibly popular with Qatar Airways frequent flyers too, with 20% of customers using the popular loyalty currency Avios to pay for their bookings, with logged in Privilege Club members earning Avios and Qpoints with every transaction.

Discover Qatar Senior Vice President, Steven Reynolds, said: "Qatar Stopover Programme is central to positioning Qatar as a leading global destination, in line with Qatar National Vision 2030.

By leveraging Qatar Airways' extensive network of over 170 destinations and the outstanding travel experiences we offer, we have firmly established Qatar as a must-visit destination. At Discover Qatar, we are committed to delivering tailored packages that combine cultural discovery, world-class hospitality, and unforgettable experiences for travellers from around the world."

The growth of the Stopover programme has been attributed to a combination of financial support from Visit Qatar coupled with strong demand from key source markets, driven by strong marketing campaigns from the Qatar Airways teams in Doha and in outstations across the globe.

Leading global source markets include the United States, United Kingdom, Australia, Germany, and the Netherlands.

The stop over programme has also received significant support from the travel trade, with particularly strong contributions coming from Australia, South Africa, Iran, Saudi Arabia, and New Zealand, showcasing its wide-ranging appeal to both leisure and business travellers.

This accomplishment also highlights the world-class transit experience at Hamad International Airport, recognised as the World's Best Airport by Skytrax in 2024. Together, these elements enhance Qatar's position as a premier destination, offering a seamless blend of cultural heritage and modern luxury.

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