



## HAMAD INTERNATIONAL AIRPORT - REDEFINING THE AIRPORT EXPERIENCE

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Hamad International Airport focused its efforts on making travel as dynamic, interactive and entertaining as possible, delivering the biggest 'Summer in Qatar' programme yet. The programme ran from July to August engaging more than seven million passengers.

HIA featured a heritage zone, which engaged passengers through more than 260 hours of cultural and traditional performances including 'Traditional Costume Photo Op' allowing travellers to try on traditional Qatari costumes with Polaroid photos given to the passengers, Qatari traditional dance performances and a calligraphy artist writing passengers' names in traditional Arabic calligraphy. Handicraft activities included a Henna body art activation and a netmaker, Arabic coffee and dates were also distributed.

The kids' zone provided kids of all ages with a variety of games such as a giant Lego experience and a painting wall. The kids' zone held a nutrition activation giving away healthy snacks to kids and also distributed Eid greeting cards. Back to school activities helped engage kids and prepare them for the spirits of the school season.



HIA held 98 hours of diverse performance arts roaming in the terminal, consisting of unique and colourful shows with distinctive costumes and living statue acts.

Commenting on the success of HIA's 'Summer in Qatar', Engr. Badr Mohammed Al Meer, Chief Operating Officer at HIA, stated: "We are extremely proud of the success of Summer in Qatar programme. This truly highlights our shared commitment to promoting Qatar as a destination of choice and, making its hospitable culture shine."

Al Meer added: "For many, airports are associated with stress and pressure to be on time. However, HIA continuously strives for efficient and hassle-free travel, particularly through our Smart Airport programme. We process passengers smoothly and enable an entertaining airport experience like no other. Thousands of passengers enjoyed our activities, participating enthusiastically and documenting their experiences on social media. We will continue to put HIA on the map as an airport with passenger experience like none other, while shining a light on Qatar as the preferred tourism destination with world-class experiences."

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