



NEWS RELEASE
For Immediate Release

**DOHA IMPROVES ITS WORLD RANKING
OF THE MOST POPULAR CONVENTION CITIES**
According to ICCA Country & City Rankings 2012

DOHA, 20 May 2013 – Doha strengthens its ranking amongst the world's most popular convention destinations. The city moved up by 49 positions to share the 111th position with Florence, Riga and San Juan, in a list of over 360 participating cities in the recently released ICCA (International Congress and Convention Association) 2012 Country and City Rankings. The rankings are based on the number of international association meetings that rotate between a minimum of three countries.

Adam Mather-Brown, General Manager of QNCC, said, *"This is a commendable achievement for the country as it demonstrates the commitment of all the stakeholders working together to achieve the country's vision in becoming a world class meetings' destination. Qatar is actively developing its business tourism product in terms of destination appeal, improving infrastructure, and investing in world class accommodation."*

"We are working hand-in-hand with suppliers, hoteliers and the relevant authorities to build awareness of the destination and increase the number of Business Tourism Events that are attracted to this metropolitan hub with deep cultural roots." Members of both teams will be at the IMEX show in Frankfurt (Stand D 620) from 21-23 May to promote destination Qatar. We are proud to be part of the Qatar team and are committed to deliver the country's long term vision," concluded Adam.

QNCC continues to raise the profile of Qatar and has just won the bid to host the annual ICCA Client/Supplier International Workshop from 10th to 12th April 2014. The event will attract a number of international association clients who will have the potential to bring future congress to Qatar.

Since opening in December 2011, QNCC has played host to some of the most prominent events from across the world and the region. To date, the Centre has hosted 347 events and welcomed 197,212 delegates and visitors. The economic impact generated from overseas delegates currently stands at an impressive US\$ 93 million.

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**About Qatar National Convention Centre (QNCC)**

A member of the Qatar Foundation, QNCC features a conference hall of 4,000-seat theatre style, a 2,300-seat theatre, three auditoria and a total of 52 flexible meetings rooms to accommodate a wide range of events. It also houses 40,000 square metres of exhibition space over nine halls, and is adaptable to seat 10,000 for a conference or banquet. The Centre's stunning architecture and cutting edge facilities are ideal for hosting local, regional and international conventions and exhibitions, gala events, theatrical productions and banquet functions.

QNCC was conceived with a focus on sustainability. The Centre was successfully built according to U.S. Green Building Council's Leadership in Energy and Environment Design (LEED) gold certification standards. The building is designed to operate efficiently with innovations such as water conservation and energy-efficient fixtures.

QNCC has already garnered the following awards: "Middle East's Leading Exhibition & Convention Centre" by World Travel Awards 2012; "Best Congress and Convention Centre, Middle East" by Business Destinations Travel Awards 2012; and "Best Convention Centre in Middle East" by MICE Report Awards 2012.

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