

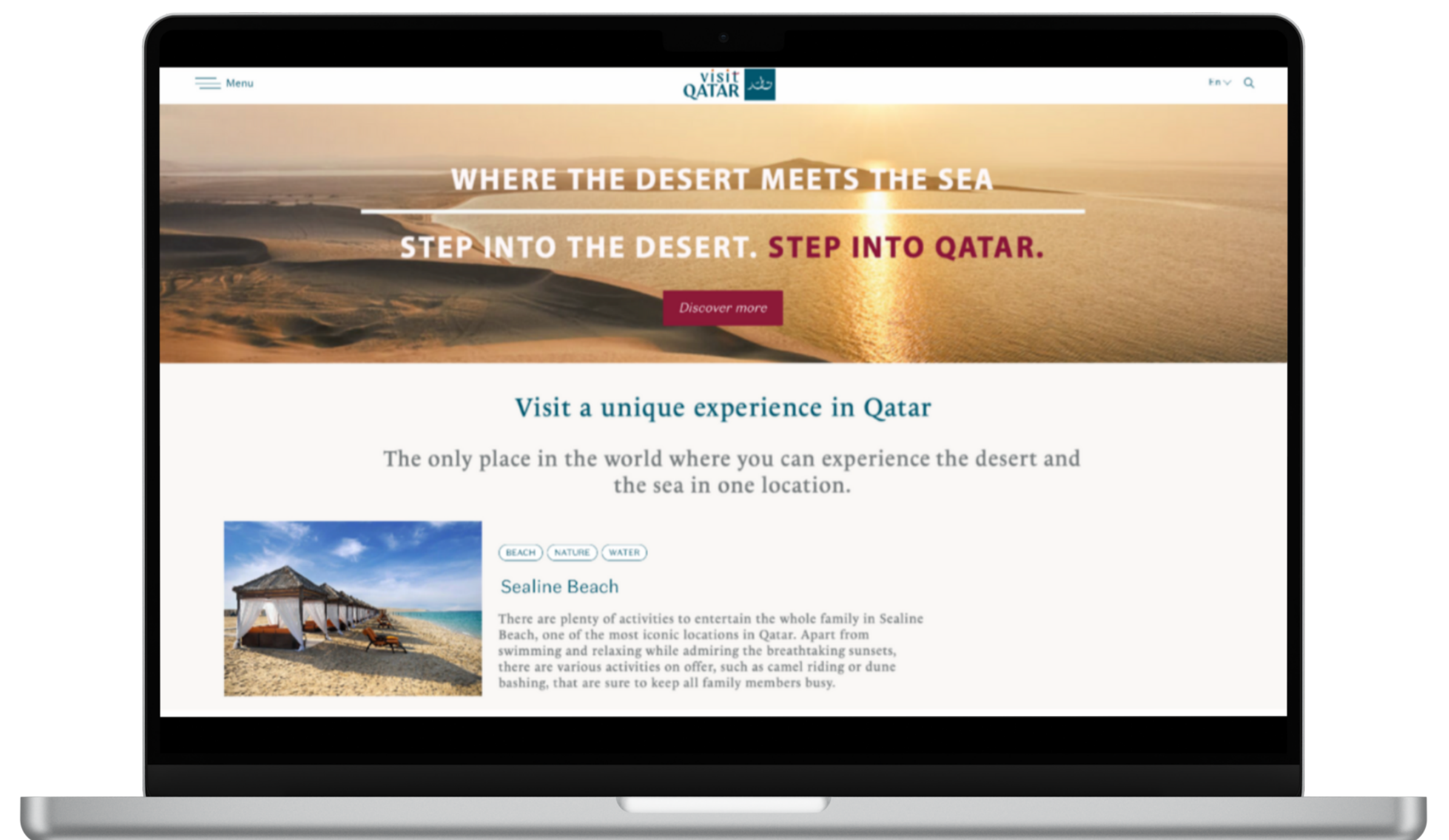
# Step Into Qatar Plan Book

Pristine beaches, luxurious shopping centers and exciting cultural experiences are just one step away.

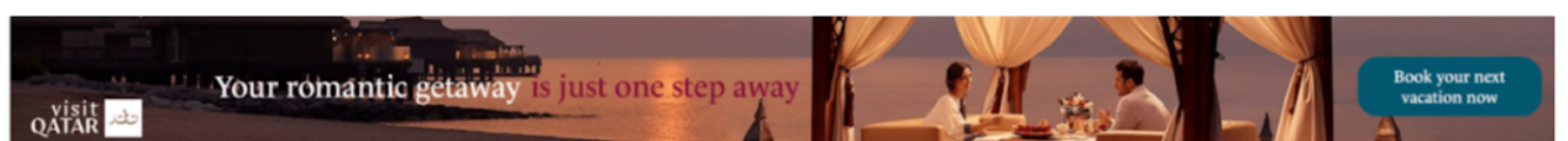
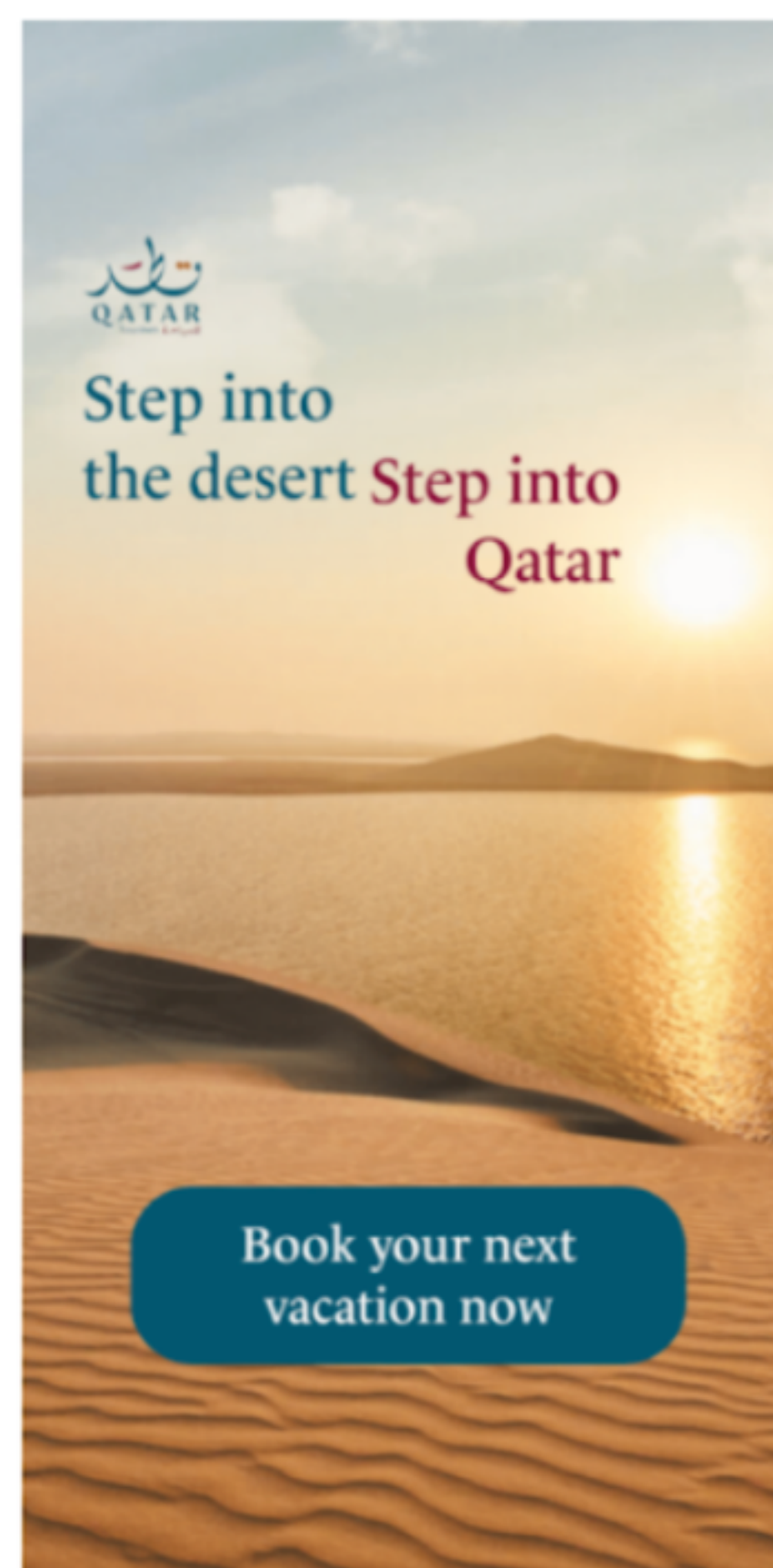


## Primary Objective

To showcase Qatar as an attractive destination for leisure tourism beyond the FIFA World Cup Qatar 2022 by reaching 100 million paid impressions across all activations, from January to June 2023, through SEM and SMM.



## Display Ads



Dania Abureqaiba, Laiba Mubashar, Mishaal Hasan Shirazi, Muhammad Abdullah Imran Tahir, Nadia Al-Hinai