

HIA continues to host FIFA-themed activations to create "ultimate" experience



Qatar's international has continued to host a variety of exciting activations and events throughout the tournament, providing millions of passengers with the "ultimate FIFA World Cup Qatar 2022™ experience"

Hamad International Airport (HIA) has continued to host a variety of exciting activations and events throughout the tournament, providing millions of passengers with the "ultimate FIFA World Cup Qatar 2022™ experience."

Offering inbound and outbound travelers an extended memorable experience and the chance to be part of the legacy of the FIFA World Cup 2022 Qatar 2022™, the events at HIA include match day-themed performances, a mosaic photo wall and a number of kids' zones, fan zones and viewing zones.

Interactive virtual activities are also available such as AR football – an augmented reality interactive activity with La'eeb Mascot reacting with the players – and a dedicated "try your teams' jersey" booth for fans to pose for photos with their favorite team jersey; photos can be sent directly to fans via e-mail.

Activations can be found in and around HIA's expanded terminal, located in concourses A, B, and C and fan and kids' zones can be spotted across all concourses.

“As the official airport partner of the first FIFA World Cup™ in the Middle East, we are delighted to be hosting several activations and events at our premises – celebrating the tournament with our travellers and proudly representing the State of Qatar. Curated for all passengers, the FIFA-themed activations will provide our visitors with a variety of options to discover HIA’s world-class services and hospitality,” says HIA’s COO Engr. Badr Mohammed Al Meer.

The kids’ zones at HIA feature a number of activities including interactive drawings, face painting, a soccer ball pit and giant Lego set-ups. The mosaic photo wall, located next to the famous lamp bear at the centre of the airport’s south plaza, provides passengers with another opportunity to have their picture taken.

In collaboration with the World Health Organization (WHO) and the Ministry of Public Health (MoPH) in Qatar, several activity booths have also been installed at HIA’s north plaza featuring WHO’s “Sport for Health” and “Bring the Moves” campaigns.

As the Official Airport Partner of the FIFA World Cup Qatar 2022™, the two-time World’s Best Airport – as awarded by Skytrax – is ready to welcome millions of passengers from across the globe to an extraordinary destination right in the heart of the Middle East.

See more photos below:



