

# “A champion of memorable experiences”: Qatar Duty Free introduces ‘Shop Like a Pro’ campaign



Qatar Duty Free celebrates sporting excellence with world-class sponsorships and its engaging ‘Shop Like A Pro’ campaign

Qatar Duty Free (QDF) is sponsoring multiple world-renowned tennis and golf events throughout February, including the Qatar TotalEnergies Open, Qatar ExxonMobil Open, and Commercial Bank Qatar Masters.

These initiatives are supported by an engaging ‘Shop Like a Pro’ campaign at Hamad International Airport which aims to catch travelers’ attention with its distinct sports theme and catchphrases such as ‘It’s Crunch Time!’ and ‘Team up’.



The eye-catching 'Shop Like a Pro' campaign features throughout Hamad International Airport

According to QDF, these events celebrate Qatar's passion for sports and create a vibrant and energetic atmosphere for travellers during February, coinciding with Qatar National Sports Day, which takes place on the second Tuesday of the month.

QDF has renewed its sponsorship of Qatar TotalEnergies Open, a prestigious tennis tournament on the Women's Tennis Association tour, February 11-17. The support marks its wider efforts and commitment to promoting women's sports and empowering female athletes. QDF is also the sponsor of the Qatar ExxonMobil Open, a premier men's tennis event on the ATP World Tour, February 19-24. Both tournaments will take place at the Khalifa International Tennis and Squash Complex.

In addition to tennis, QDF is sponsoring the Commercial Bank Qatar Masters, a prestigious golf tournament, an event it has supported since 2009. The tournament takes place February 8-11 and is regarded as one of the most prominent events on the European Tour. QDF will also continue its long-standing Hole-in-One sponsorship, offering a US\$155,000 voucher to be redeemed at Qatar Duty Free to the golfer who achieves a Hole-in-One on the 13th hole.

With the tournaments attracting world-class athletes and showcasing Qatar's high caliber sporting facilities, QDF said it is leveraging and elevating the excitement through the 'Shop Like a Pro' campaign. From January 7 until the beginning of March, travelers can enjoy an engaging shopping experience inspired by the energy and enthusiasm of sports.

The campaign coincides with Qatar's National Sports Day on February 13 this year. It also falls in line with other major sporting events taking place in early 2024 such as the Asian Football Cup, FINA World Championships and Tennis Open tournaments.

Thabet Musleh, Qatar Duty Free Senior Vice President, said, "A major month in Qatar's sporting calendar, February, also sees us celebrating our National Sports Day. We are thrilled to mark this

period with a program of high-profile sponsorships and a sporting-themed retail campaign.

“Our sponsorship program delivers a huge boost to our brand’s visibility, positioning Qatar Duty Free as more than just a retailer, but a champion of memorable experiences. QDF's sponsorships and shopping campaign aim to elevate Qatar's sporting legacy and provide an unforgettable journey for travellers passing through Hamad International Airport.”

Qatar Duty Free will also be sponsoring the MotoGP and Formula 1 Grand Prix in March as part of its three-year sponsorship agreement with Lusail International Circuit. “These dynamic sponsorships further solidify QDF’s commitment to delivering exceptional experiences through effective partnerships,” the travel retailer said.