

Hamad International Airport clinches 'Best Airport Shopping' title for third year running



Thabet Musleh, Qatar Airways Group Chief Retail and Hospitality Officer, with the World's Best Airport Shopping Award

Hamad International Airport has once again taken the crown for 'World's Best Airport Shopping' at

the Skytrax World Airport Awards, marking a third consecutive win.

This achievement underscores Qatar Duty Free's (QDF) commitment to transforming airport retail and putting Doha on the map as a global shopping hotspot. It also caps off a record-breaking 2024 for QDF, which saw the launch of 18+ new retail outlets, high-impact campaigns with brands like Chanel and YSL, and the opening of Concourse D&E, adding 2,700 square meters of new retail space to DOH's already impressive lineup.

At the heart of this success is 36Q, QDF's cutting-edge data-sharing platform launched in late 2024. With real-time insights into passenger behavior, 36Q empowers QDF and its partners to deliver hyper-personalized experiences, whether it is luxury splurges or daily essentials.

In addition to Hamad International Airport's Skytrax triumphs, QDF continued to dominate industry awards in 2024. QDF was named Airport Retailer of the Year at the Frontier Awards and clinched Airport F&B Offer of the Year at the FAB Awards, both for the second year in a row. According to the travel retailer, it is a clear sign that QDF's innovation-first, customer-centric approach is setting the pace for the industry.



Hamad International Airport claims the World's Best Airport Shopping award for the third consecutive year

A Unified Vision for Excellence

Engr. Badr Mohammed Al-Meer, Qatar Airways Group Chief Executive Officer, commented, “Hamad International Airport’s recognition at the Skytrax World Airport Awards is a testament to our drive for excellence and innovation across every aspect of the passenger journey. Our home and hub being lauded as the Best Airport in the Middle East for the eleventh consecutive year, and for the World’s Best Airport Shopping experience for the third year in a row is an acknowledgement of our spirit of teamwork and collaboration. Our team at Qatar Duty Free continue to redefine airport retail by introducing ground-breaking concepts and exclusive offerings to make Hamad International Airport a world-class shopping destination in its own right.”

Thabet Musleh, Qatar Airways Group Chief Retail and Hospitality Officer, said, “This win is all about collaboration, between QDF, Hamad International Airport, and Qatar Airways. Together, we’re creating unforgettable experiences, fueled by innovation and a team that’s passionate about delivering excellence. At our core is a focus on experientricity, every detail, every touchpoint, designed around our customers.”