QATAR AIRWAYS IN SPORTS FOCUS

News / Airlines, Events / Festivals



Qatar Airways has signed a three-year sponsorship of Team Qatar Airways and Official Airline Sponsor to the Beach Polo Cup Dubai, commencing 2016 through to 2018.

Held under the patronage of His Highness Sheik Hamdan Bin Mohammed Bin Rashid Al Maktoum for a second consecutive year, the Beach Polo Cup Dubai will take place 1-2 April and brings together polo enthusiasts from around the world, together with a host of celebrities who all come to participate in this exciting spectacle.

Qatar Airways Senior Vice President, Marketing and Corporate Communications, Ms. Salam Al Shawa, commented: “The State of Qatar’s 2030 vision encourages the participation in a variety of sporting activities and as the national airline of Qatar, we align ourselves to this vision as well. Sport – the world over – is celebrated as a means of bringing people together, and through supporting key events such as the Beach Polo Cup Dubai, whose fans fly in from the around the world to enjoy the event, we are able to showcase the sentiment of togetherness within our own new brand message – Going Places Together.”

Gaby Katiela, Tournament and Event Director of Beach Polo Cup Dubai at Mamemo Productions, commented: “Each year the Beach Polo Cup Dubai attracts the local, regional and international

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polo community to Dubai for a signature showcase of our beach variation of the Sport of Kings. The event provides an opportunity for existing polo fans and those new to the sport to watch the polo players in a luxurious and premium environment. We are delighted to have the world's fastest growing airline on board as an official sponsor."

Qatar Airways offers up to 200 weekly flights to the United Arab Emirates, including the recently launched four-weekly service to Ras Al Khaimah, alongside; 105 flights a week to Dubai International Airport; 28 flights a week to Dubai Al Maktoum International Airport; 42 flights a week to Abu Dhabi; and 21 flights a week to Sharjah. These services highlight the level of demand for business and leisure pursuits in United Arab Emirates, enhancing access to events such as the Beach Polo Cup Dubai.

Aligning itself with a variety of sporting partnerships around the world, Qatar Airways aims to reflect the sentiment of ambition and team spirit seen in sport within the core of the airline itself. The airline currently sponsors FC Barcelona, Al Ahli Saudi Arabia FC, Qatar Stars League, Qatar Squash Federation, the International Premier Tennis League (IPTL) Asia, Pakistan Super Cricket League (PSL) and Asia and the Qatar Football Association.

Qatar Airways recently launched its new global brand campaign and tagline – Going Places Together. Drawing together a series of interconnected themes, the re-brand is a fresh and emotionally engaging direction for the airline, which has developed its messaging strategy to reflect its evolution as a brand and its global role as a leader in the airline industry.

Qatar Airways is now in its 19th year of operations and operates a modern fleet of 179 aircraft flying to more than 150 key business and leisure destinations across six continents.

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