

visit QATAR

About

Qatar Tourism plays a vital role in growing and enhancing the country's tourism industry, ensuring it offers a diverse and attractive destination for global travelers.

Campaign Objective

To raise awareness of upcoming Events in Qatar.

Target Audience

Family Travelers, Cultural Enthusiasts, and Tourists from GCC and Middle Eastern Countries.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement on Facebook, Instagram, and Snapchat for Layalina's social media users.
- Published a dedicated section and Editorial Articles on Layalina website to promote awareness of Events in Qatar.
- Launched Display Ads and Special Execution across Layalina website and Visit Qatar section.
- Pushed a newsletter for Qatar Tourism to Layalina email subscribers.

Results

Editorial Articles

230K+ **270K+**
Unique Users Views

Advertising Campaign

570K+
Impressions

Snapchat Ads

490K+
Impressions

FB Posts

200K+ **195K+**
Unique Users Video Plays

IG Posts

100K+ **111K+**
Unique Users Video Plays



Source:

- <https://www.qatartourism.com/en/about-us>
- Google Analytics
- Ad Manager 360
- Meta Business Suit

Designed with ❤️ by Zawi Media group