

The **VisitQatar**

INFL**OW**

Powered by
Qatar Airways

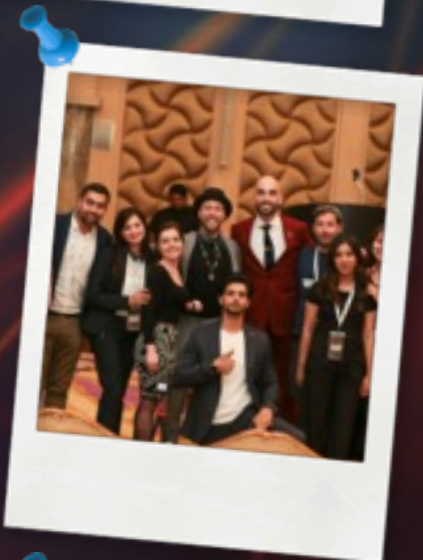
19

Event Report

The background of the image features a sunset or sunrise scene over a city skyline, likely Doha, Qatar. The sky is a mix of soft pinks, oranges, and blues. Two prominent lens flare effects are visible in the upper half of the image, with rays of light radiating from bright points. The city skyline is visible in the lower third, with various skyscrapers and buildings, some of which are under construction as indicated by cranes. The city lights and the warm colors of the sky are reflected in the calm water in the foreground.

QATAR

20th-23rd of
March'19





The VisitQatar INFLOW Summit Powered by Qatar

Airways gathered the world's leading **63 international and local** digital influencers in **travel, luxury, fashion, gastronomy, beauty** industries together for the second time in Qatar. Influencers met with leading brands through conference, networking get-togethers and the event turned into a special experience that **reaches millions of people in all around the world.**



March 20

Welcome Dinner

March 21

Conference & Keynotes

B2I Meetings

Farewell Dinner

March 22

Qatar: Qurated For You



SCHEDULE

Press Meeting





**WELCOME DINNER @IRIS
RESTAURANT**

The VisitQatar INFLOW Summit Powered by Qatar Airways'19 has started with the special Welcome Dinner at **Iris Restaurant** in Sharq Village & Spa that gathers Influencers and brand representatives with a nightlong DJ performance with special honouring from house.



Thanks to this event I get the opportunity to make one to one connections with brands and to completely express myself to them. It was an amazing experience. Thank you INFLOW Summits.

Yusuf Aktaş
@reynmen
YouTuber & Instagrammer



CONFERENCE & KEYNOTES @ SHARQ VILLAGE & SPA

During the whole event, 4 *hashtags* were used by participants:

**#INFLOWQatarSummit #GoingPlacesTogether
#VisitQatar #KataraHospitality**

At **INFLOW Stage** during the 21st of March, the conference held at Sharq Village & Spa with **300 participants in the event hall.**

SPEAKERS



Afşın Avcı
Co-founder of INFLOW Summits



Khalid Aljumaily
A/Head of Public Relations



Andrew Humphries
Chief Operating Officer at Katana Hospitality



Sameer Deepak Vyas
Marketing Consultant for Qatar National Tourism Council



Yusuf Özhan
TRT World Digital Content Manager



Reena Rai
Digital Marketer and Blogger



Resul Serdar Ataş
Director of News, Programmes and Visual, TRT Arabi



Jennifer Quigley-Jones
Founder and CEO of Digital Voices



Alex Frolov
CEO of HypeAuditor



Catharina Fischer
Social Media & Online Strategist



Mohammed Al-Muhanadi
CEO - Social Media Solutions



Shavkat Berdiev
Commercial Director at Vodafone Qatar



Saira Chogley
Director of Digital Media and Brand Partnerships at The Sulfur Group



Abdelkarim Hassan
Football Player at Al Sadd Sports Club



Michael Zee
@symmetrybreakfast



Drummond Money-Coutts
@DMCmagic



Chelsey White
@chelsweets



Akis Petretzikis
@akis_petretzikis



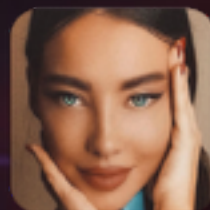
Shakti Arora
@shaktiarora



Thomas Kakareko
@thomas_k



Haneen Al Saify
@haneenalSaify



Veronika Kravchuk
@veronika_krav



**BUSINESS-TO-INFLUENCER
MEETINGS @ SHARQ
VILLAGE & SPA**

Business-to-Influencer meetings are ultimate matchmaking opportunity for brands and influencers as brands seeking digital marketing partners will have the chance to meet with the leading influencers of the world. Through this meetings, influencers get to know the industry professionals to explore sponsorship and collaboration opportunities.



Thank you INFLOW Summits for yet another exposé. Where it is not only about exploring a country but you meet other influencers from over the globe and learn so much...

Debina Bonnerjee
@debinabon
YouTuber & Instagrammer



**FAREWELL DINNER
@ STK**

The Farewell Dinner at **STK in The Ritz Carlton Doha** gathered all event participants after the day of Conference and Business-to-Influencer Meetings on 21st of March 2019.



This event as a whole has been spectacular and it's been so great to meet so many amazing people. And INFLOW team has been so amazing at organising all of us and taking us around Doha. It's been really wonderful experience.

Chelsey White
@chelsweets
YouTuber & Instagrammer



QATAR: CURATED FOR YOU EXPERIENCE

The following day of the Visit Qatar INFLOW Summit Powered by Qatar Airways'19, **Influencers** have discovered the worldwide famous beauty of Qatar from the **Qatar International Food Festival** to share their experiences to millions of people.

QATAR

An **AMAZING** Experience



A private tour at the Pearl's
breathtaking Qanat Quartier

A delicious journey at SMAT
and Yasmine Palace to discover
the local taste



A private tour at the Pearl's
breathtaking Qanat Quartier

A special integration with
QIFF to discover tens of local
and international food
companies and famous
restaurants



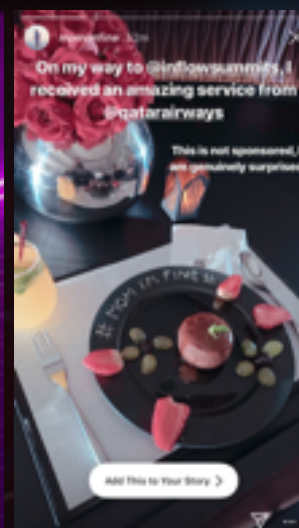
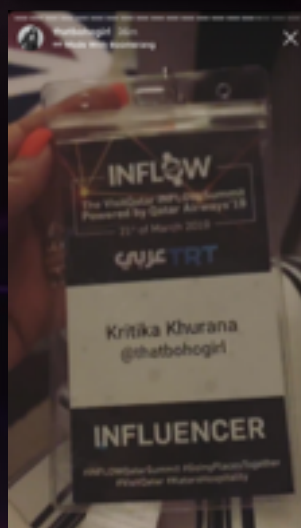
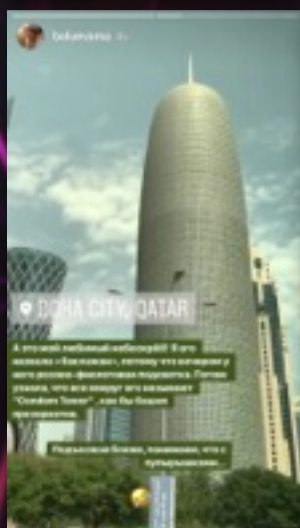
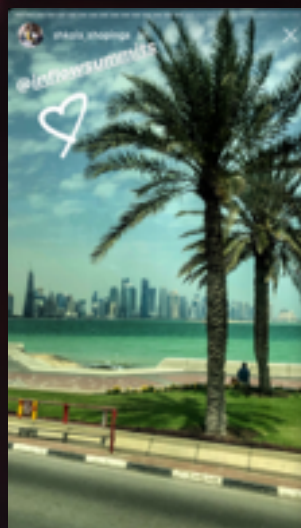
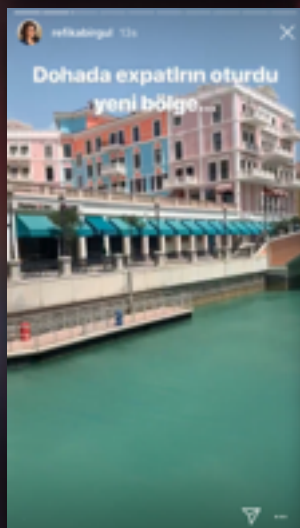
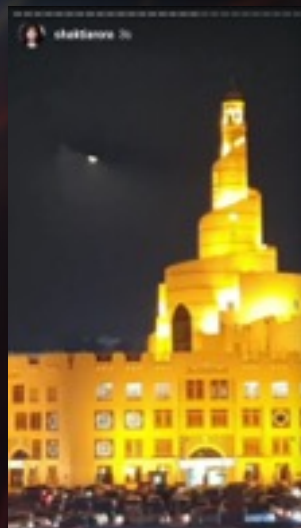
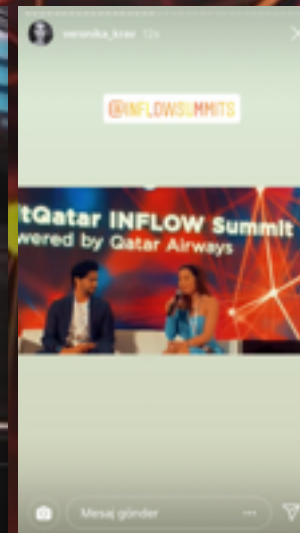
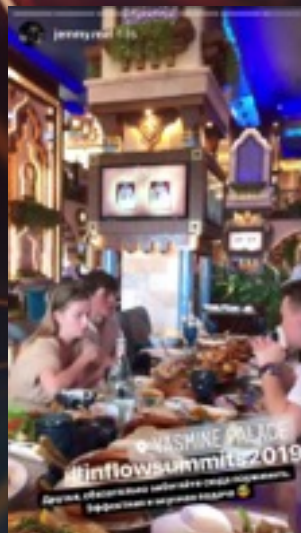


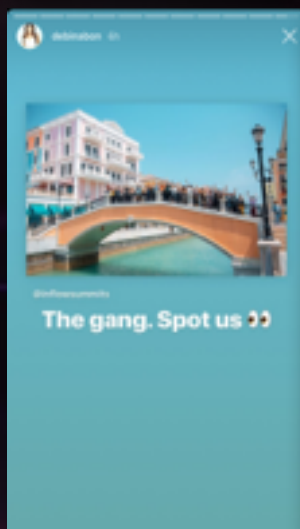
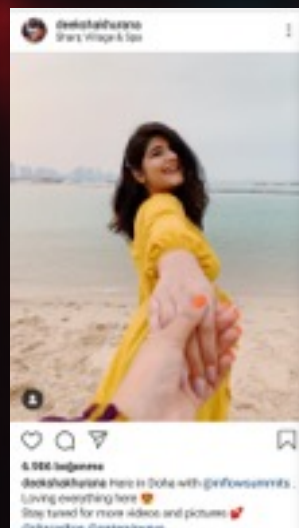
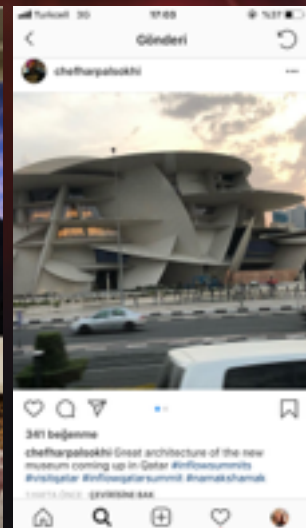
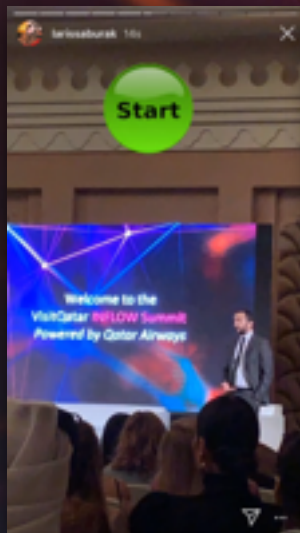
**Thanks a ton INFLOW
Summits for the amazing
opportunity and
overwhelming hospitality by
VisitQatar. Thank you for
giving us amazing memories.**

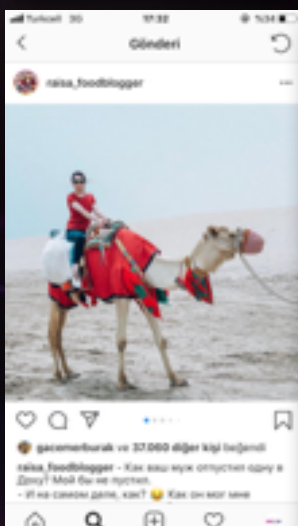
**Shakti Arora
@shaktiarora
Celebrity & Instagrammer**

BEST OF SHARES









MEDIA OUTPUTS

social media

	TOTAL SHARES	TOTAL REACH	INTERACTION
INSTAGRAM	173	100.414.992	10.041.499,2
INSTA-STORIES	1.124	851.915.454 views in total	851.915.454 views in total
FACEBOOK	56	6.348.022	634.802,2
TWITTER	15	7.527.410	752.741
YOUTUBE	4	4.668.266	466.826,6
TOTAL	1.184	970.874.144	863.811.323

A man in a red suit stands on a stage in front of a large screen displaying a colorful abstract image. The stage is decorated with white armchairs and a large black curtain. The ceiling is ornate with a circular pattern and features bright yellow and red laser lights. The floor has a geometric pattern.

TOTAL REACH

970.874.144

TOTAL MEDIA VALUE

	REACH	AVERAGE COST PER REACH*	TOTAL
INSTAGRAM	100.414.992	0,05 \$	5.020.749,60 \$
INSTA-STORIES	851.915.454	0,02 \$	17.038.309,08 \$
FACEBOOK	6.348.022	0,02 \$	126.960,44 \$
TWITTER	7.527.410	0,05 \$	376.370,50 \$
YOUTUBE	4.668.266	0,02 \$	93.365,32 \$
TOTAL			22.655.754,94 \$

* Average Unit Values are calculated at average global purchasing values.



TOTAL MEDIA VALUE

22.655.754,94 \$



...with main contributions of



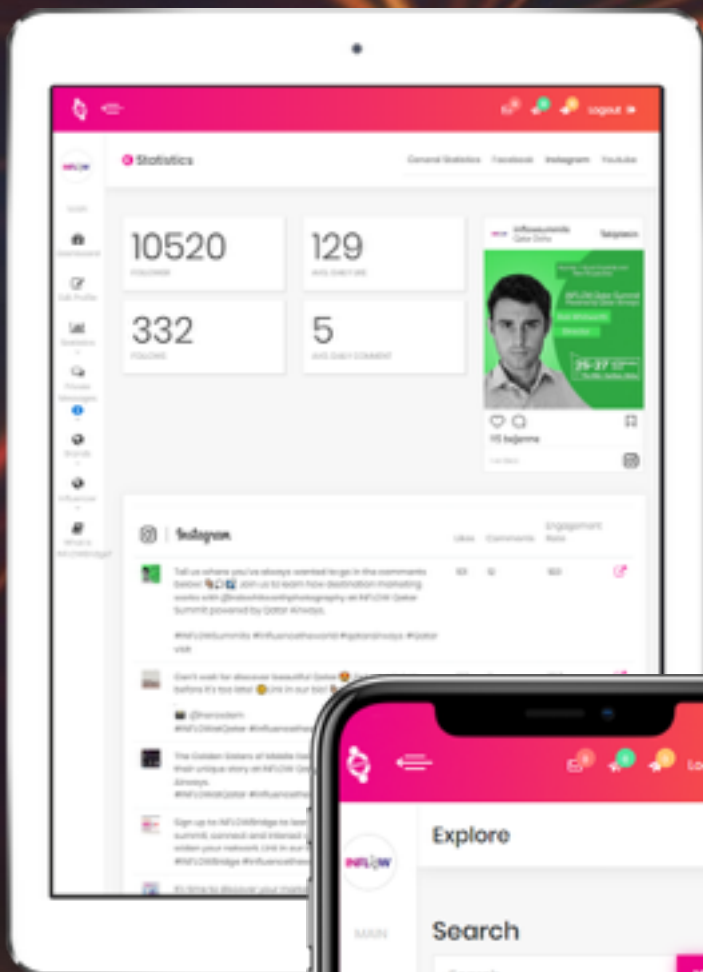


ABOUT INFLOW GROUP

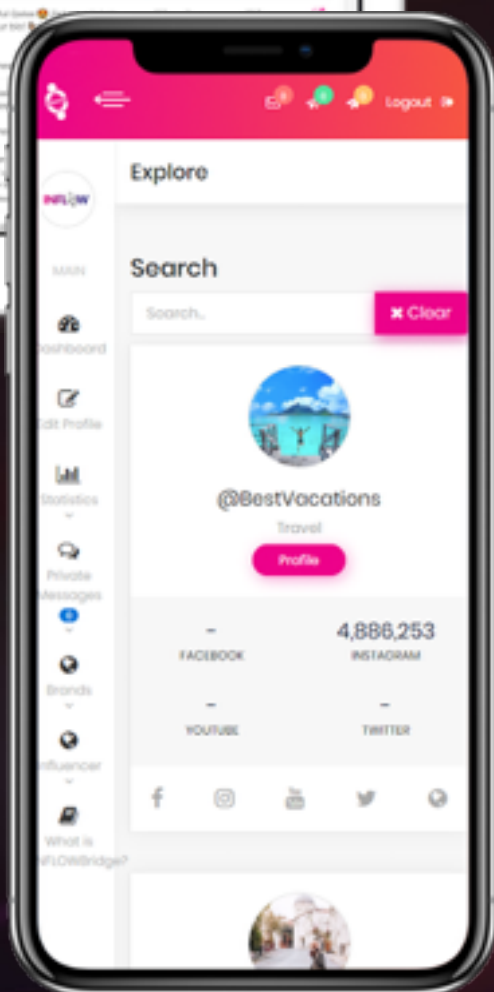
INFLOW is short for 'Influencers of The World'.

INFLOW aims to bring together the well-known faces on popular platforms, digital opinion leaders, bloggers, social media content creators with leaders brands in sectors at international conferences including B2I (Business to Influencer) meeting & special activities.

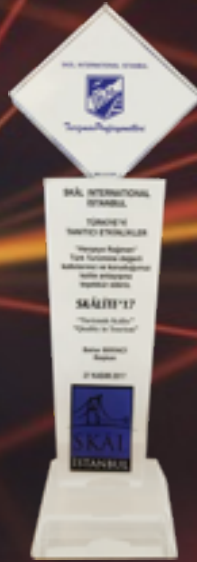
Thus, **INFLOW** features being the most important platform that manages destination promotion, marketing and what is required to be promoted in the best way; realises common goals; steps up the marketing power; and brings together the potentials of pioneers active in the market to create profitable business.



This report has been prepared by using data of *Social Media Statistics, Google Analytics and INFLOW Bridge*



- > **Reach Data** presents the number of unique accounts that see the post or story.
- > **Interaction Data** presents total insight into how active audience of Influencers have likes and comments.



Turkey's Promoting Events
category winner at the **Skalite'17**

AWARDS & ENGAGEMENTS



INFLOW Summits is an official
World Tourism Organisation
(UNWTO) member

EXPLORE
SHARE
INTERACT

