

TRAVEL AND HOSPITALITY

Qatar's Hamad International Airport, in retail expansion, signs on Dior, Gucci, Burberry, et al

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Press conference for Qatar's Hamad International Airport as the hub pursues more travelers with enhanced retail and hospitality experiences. Image credit: Hamad International Airport

By LUXURY DAILY NEWS SERVICE

Competing with other Middle Eastern airline hubs, Hamad International Airport, based in Doha, Qatar, has unveiled ambitious expansion plans with luxury retail at the core of its experience.

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The airport, now designed as a destination itself, is aiming to improve the passenger experience as Qatar raises its profile, especially with the Nov. 20-Dec. 18 FIFA World Cup for football. Gardens, increased facilities, curated services and an enhanced selection of retail options are all projects completed for the expansion.

"We are very pleased to be launching the expansion of Hamad International Airport, an airport that has truly grown to become the ultimate example of a successful, sustainable global facility," said Akbar Al Baker, Qatar Airways group chief executive, in a statement.

"The opening of our newly expanded terminal further connects the growing number of travelers to all corners of the world, enriching people's experiences and proudly representing the State of Qatar's rich culture and prestige," he said.



The Orchard section at Qatar's Hamad International Airport in Doha featuring stores such as Louis Vuitton. Image credit: Hamad International Airport

Shopping on the fly

A highlight of the expansion project, the enriched retail options are designed to draw in many travelers.

The luxury shops now include flagship stores from big names such as Gucci, Dior, Louis Vuitton, Burberry and Tiffany & Co.

The airport will also be home to the world's only FIFA shop, as well as the only Thom Browne store located in an airport. The new Ray Ban shop will also be the largest in any airport.

Luxury seems to be central to the new design.

"We are immensely proud to officially launch our airport expansion," said Badr Mohammed Al Meer, chief operating officer of HIA Engineering, in a statement.

"Our growth plan will see us welcome over 58 million passengers annually," he said.

"Through the expansion, we have upgraded our facilities and offerings creating the ultimate destination for passengers."

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