



Qatar Airways Showcases Innovation, Onboard Connectivity, and Next-Generation Travel Experiences at the Arabian Travel Market 2026

The airline continues to welcome Arabian Travel Market attendees to its interactive pavilion, featuring Qsuite Next Gen, 'Qverse Island' in Fortnite, 'Infinite Awards', and 'Q Search'

The national carrier of the State of Qatar is strengthening global tourism through new Memoranda of Understanding with key tourism boards at ATM Dubai 2026

DUBAI, UAE – Qatar Airways marked its participation at the Arabian Travel Market (ATM) 2026 in Dubai, United Arab Emirates, with a showcase of its latest advancements in premium travel and digital innovations. Visitors of Qatar Airways' immersive pavilion were offered a closer look at how the airline is evolving the customer experience across every stage of their journey.

Through a series of interactive screens highlighting the emerging technologies shaping travellers' experiences, ATM attendees discovered and engaged with the airline's digital and loyalty experiences, including 'Q Search', 'Infinite Awards', as well Qatar Airways' first-ever digital destination, 'QVerse Island' in Fortnite.

Signing new Memoranda of Understanding with leading tourism partners

On the sidelines of the Arabian Travel Market 2026, Qatar Airways broadened its tourism partnership portfolio by signing new Memoranda of Understanding with Kenya Tourism Board, Jordan Tourism Board, Sri Lanka Promotions Bureau, Tourism Malaysia, Visit New Port Beach, and Visit Maldives to boost global travel via the multiple-award-winning Doha hub, Hamad International Airport, and explore new opportunities for tourism promotion through various leisure channels in key markets.

Starlink Connectivity

As the first airline in the MENA region to introduce Starlink connectivity onboard, Qatar Airways provided ATM visitors with a closer look at the scale and ambition of its Starlink programme through a dedicated Starlink area highlighting the airline's latest achievements in transforming onboard connectivity.

With up to 340 Starlink-enabled flights operating daily, the operator of the world's first and largest Starlink-equipped widebody fleet is making access to the fastest Wi-Fi in the sky on more than 150 equipped widebody aircraft an increasingly familiar part of its passenger experience.

Since launching Starlink connectivity onboard in October 2024, more than 25 million passengers have connected to the fastest Wi-Fi in the sky across over 96,000 Qatar Airways flights.

Qsuite Next Gen

Designed to cater to the needs of every passenger, Qsuite Next Gen delivers a premium experience centered on comfort, privacy, and flexibility. The suites are equipped with 4K OLED manoeuvrable in-flight entertainment screens to create spacious and private spaces for up to four people in Quad Suite, and two people in Companion Suite.

ATM visitors are welcome to experience the wide range of customisation offered by Qsuite Next Gen, ranging from adjustable privacy controls to digitally controlled personal dividers to the dedicated 'Make My Bed' button for the 5-star Qatar Airways turn-down service, reflecting the airline's commitment to passenger comfort and convenience.



'QVerse Island' in Fortnite

Earlier this year, Qatar Airways launched its first-ever digital destination, QVerse Island, in Fortnite. QVerse Island reimagines Doha, the capital of Qatar, and Hamad International Airport, offering attendees an immersive way to explore the city while engaging with the airline's brand experience.

Guided by Sama, Qatar Airways' digital cabin crew, players can take on fun-packed, mission-based challenges across Doha's landmarks and other iconic attractions.

At Arabian Travel Market, visitors can experience QVerse Island through two interactive stations.

Explore 'Infinite Awards'

Qatar Airways Privilege Club will showcase 'Infinite Awards', a conversational, AI-powered inspiration experience designed to help members create the most effective path to their dream destination and identify the best opportunities to collect the Avios needed for their next reward.

Serving as a personal rewards coach, Infinite Awards recommends tailored activities and opportunities to collect Avios across Privilege Club's extensive network of loyalty partners, helping members reach their travel goals faster. For members seeking inspiration, it can also suggest destinations based on their interests, and lifestyle and travel aspirations, all through a single prompt.

'Q Search'

A first-of-its-kind solution in the airline industry designed to provide instant answers across Qatar Airways products and services, Q Search functions as an abstract and intelligent conversational layer within the official Qatar Airways website's ecosystem, allowing users to ask questions and receive intuitive, conversational responses.

Q Search is part of Qatar Airways' broader journey to leverage innovative, AI-powered solutions to elevate customer experiences, and help its global community of travellers engage with the airline more naturally and efficiently across every stage of their travel experience.

Qatar Airways welcomes visitors to experience its latest products and innovations throughout ATM Dubai 2026 at the Dubai World Trade Centre, Sheikh Saeed Hall 2, Pavilion ME1420.

About Qatar Airways

A multiple award-winning airline, Qatar Airways won the 'World's Best Airline' title for an unprecedented ninth time at the 2025 World Airline Awards, managed by the international air transport rating organisation, Skytrax. Qatar Airways was previously named the World's Best Airline in 2011, 2012, 2015, 2017, 2019, 2021, 2022, and 2024.

The airline continues to be synonymous with excellence, and has yet again received recognition for 'World's Best Business Class', and 'World's Best Business Class Airline Lounge'. As the leading connector in the region, Qatar Airways has also been lauded with the 'Best Airline in the Middle East' title for the 13th time.

Qatar Airways received the 2025 Platinum performance recognition by Cirium, the leading aviation analytics organisation, for its reliability and operational performance. The recognition is a testament to the airline's unwavering commitment to providing seamless and proven operations as part of its award-winning passenger experience.

This winter, Qatar Airways will fly to over 170 destinations worldwide, connecting through its Doha hub, Hamad International Airport. The airport has been recognised as the 'Best Airport in the Middle East' for 11 consecutive years, as well as 'World's Best Airport Shopping' for the third year in a row by Skytrax. Hamad International Airport has previously been named the 'World's Best Airport' by Skytrax in 2021, 2022, and 2024.

Qatar Airways was the first Airline in the Middle East to be certified to the highest level of IATA's Environmental Assessment (IEnvA) programme, based on recognised environmental management system principles (such as ISO 14001). As an inaugural signatory to the Buckingham Palace Declaration in March 2016, Qatar Airways became the first airline globally to be certified to the industry standard for the prevention of illegal wildlife trafficking in aviation.

For further information, visit qatarairways.com or the Qatar Airways mobile app.

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