

# Qatar Airways & QDF sponsor Qatar Total Open 2021 tennis tournament



Taking place the first week of March at the Khalifa International Tennis and Squash Complex in Doha, the tournament features a list of leading women's tennis players

Qatar Airways and Qatar Duty Free (QDF) are proud to sponsor the Qatar Total Open 2021 tennis tournament at the Khalifa International Tennis and Squash Complex in Doha. The tournament runs March 1 - 6.

Joining the list of women's tennis players competing this year is Ons Jabeur, Tunisian superstar and first Arab woman to reach the quarterfinals of a Grand Slam tournament. The tournament will also be graced by the likes of two-time champion and World Number 14, Victoria Azarenka, 2017 winner and World Number 6, Karolina Pliskova, along with the tournament's number 1 seed and World Number 5, Elina Svitolina. In total, six of the top ten Women's Tennis Association (WTA) stars will be vying for glory in Doha.

"Tennis is one of the cornerstones of the annual Qatari sports calendar and we look forward with anticipation to welcome these world-class players to Doha. Women's tennis is an integral part of Qatar Airways' extensive sports sponsorship portfolio, with the stated aim of making the nation a hub for sports across the region and worldwide," says Ms. Salam Al Shawa, Senior Vice President of Marketing & Corporate Communications, Qatar Airways.

"[Qatar Duty Free has sponsored the Qatar Total Open tennis tournament since 2012 and we are proud to once again be a key partner of one of the world-renowned annual sporting events taking

place in Doha.

Sports has the power to bring people together, physically and virtually. Despite the challenges faced by the travel retail industry across the past year due to the COVID-19 outbreak, it's more important than ever for Qatar Duty Free to extend its partnership to the 2021 tournament.

We are thrilled to be part of this unforgettable and exciting experience and to welcome some of the world's leading female tennis players to Qatar. We wish them the best of luck," adds Mr. Thabet Musleh, Vice President of Operations, Qatar Duty Free.



Qatar Airways' sponsorship of the annual event and top-level athletes supports its ambition to become a global leader in the sporting arena

The tournament will feature 32 players and a total prize purse of \$565,530 (USD). This will include four qualifiers in the build-up to the crowning of the singles event. For the doubles format, 16 teams will compete for top honors.

Qatar Airways is proud to sponsor and support top-level athletes such as Ons Jabeur, highest ranked Arab player in WTA history and Qatar Total Open wildcard.

As official FIFA partner, Qatar Airways has sponsored mega events such the 2019 and 2020 editions of FIFA Club World Cup and will sponsor the FIFA World Cup Qatar 2022. The airline was also recently announced as the official airline sponsor for the UEFA Euro 2020, set to take place June 11 - July 11, 2021 across 12 European cities. The airline also sponsors a number of the world's biggest football clubs including Paris Saint-Germain, AS Roma, Boca Juniors, FC Bayern München, K.A.S. Eupen and Al Sadd SC.

Qatar Duty Free is the official retail sponsor of this year's Qatar ExxonMobil Open and the Commercial<sup>2</sup>

Bank Qatar Masters golf tournament.