

SOUQ WAQIF MARKETING RESEARCH

About Souq Waqif

Souq Waqif is always bustling with people walking around the alleys window-shopping or enjoying their shisha with friends and family at restaurants. It provides an excellent place for people to gather, shop for traditional knick-knacks, spices or just enjoy a good meal. It has a number of boutique hotels located around its premises that are part of the Souq Waqif Boutique Hotels.

There are also stables for horses and camels at the Souq. Restaurants specializing in cuisines from different parts of the MENA region are located all along the Souq with international cuisines such as Malaysian, French, and Indian. Souq Waqif being an Ooredoo hotspot also allows visitors to log onto the web with free wireless internet. Live performances and seasonal festivals with street artists and traditional folk troupes make it a one-of-a-kind cultural bazaar in Qatar.

Number about Souq Waqif

- SEO rank is #1 which is good
- 203 fans only on Facebook
- No official Instagram detected, although all Qatari society is online on Instagram
- No official Snapchat where Snapchat can make a big difference especially if geofilter added; this means Souq waqif will reach the GLOBE!

Numbers about Qatar Tourism and Souq Waqif should use this for their own benefits as it's a great place for tourists to know more about Qatar and the traditional places. It's known that Souq Waqif is Doha's lively traditional Market.

Qatar is one of the fastest growing destinations in the world, with tourism arrivals averaging 11.5% annual growth between 2010 -2015. -By UNWTO Barometer 2015

Where is Souq Waqif in the digital world?

Actually we tried to search in Google as a person who wants to visit Qatar "what to visit in Qatar?" the great news that Souq Waqif appeared in the top of the search! (As seen in figure 1)

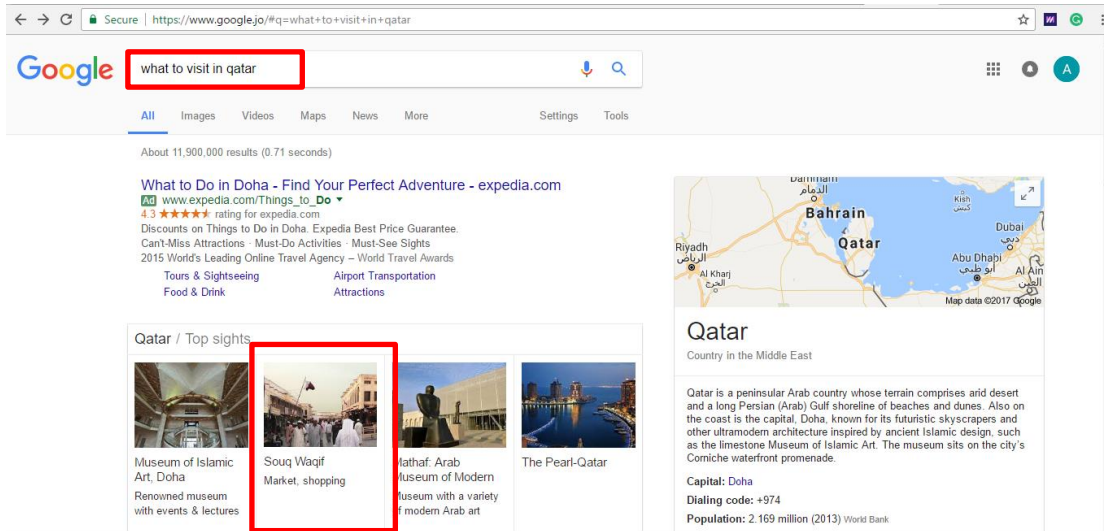
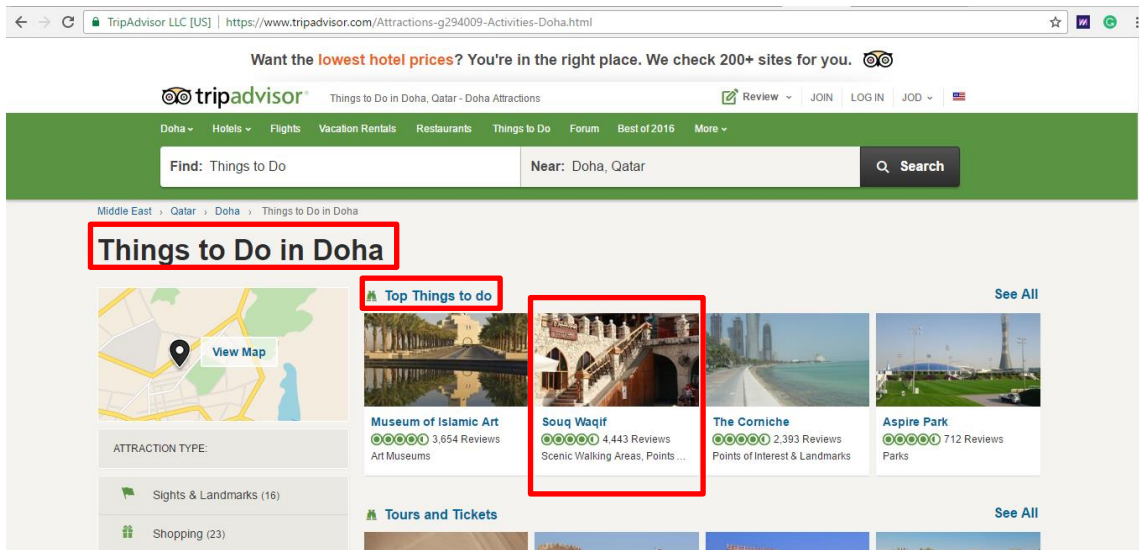


Figure 1 Souq Waqif on Google

In Trip advisor also Souq Waqif appeared on top of the search with a high rate of reviews



We spot 4,443 reviews, which we can say that over 80% of them are excellent!

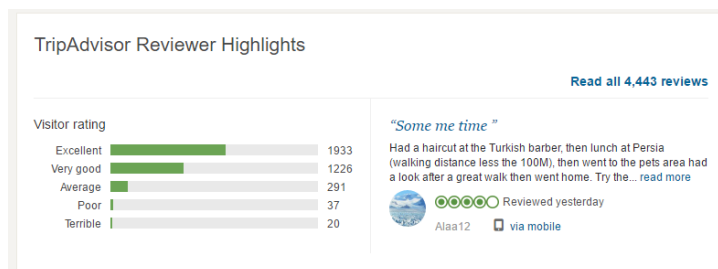


Figure 3 trip advisor reviews rate

In figure 4 you can see that Souq Waqif is sorted as #2 thing to do in Qatar which is very good, How about investing in marketing? Can you imagine the traffic & ROI?

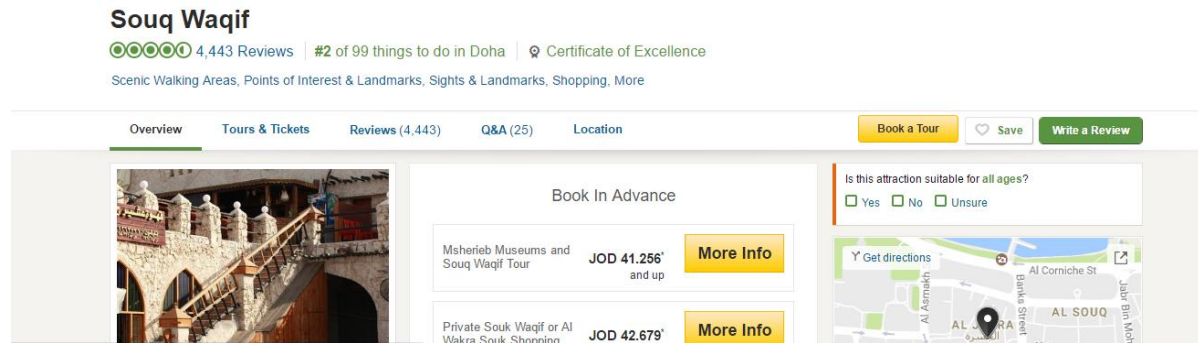


Figure 4 Souq Waqif Rate is 2

Using the SERP analysis about Souq Waqif this is what we found:

*(This tool allows you to analyze the Search Engine Results of a specific keyword and gives you useful recommendations and the action plan in order to achieve high rankings).

