



# POST-EVENT REPORT

SUNDAY 4TH MAY 2014,  
WALDORF ASTORIA DUBAI PALM JUMEIRAH

Presented by



Headline sponsor



Category sponsors



Jeep



UAE XCHANGE



Samsnite

Venue partner



Official vote-processing partner







# THANK YOU

Motivate and Panacea Publishing would like to extend our thanks and appreciation to our sponsors for what was a hugely successful evening celebrating the very best in the travel and tourism industry.

We hope you thoroughly enjoyed your evening, and we look forward to working with you again in the future.

Thanks again,

**The Motivate Events Team**

Presented by



Headline sponsor



Category sponsors



**Jeep**



**UAE XCHANGE**



**Sams@nite**

Venue partner



Official vote-processing partner



# YOU ARE INVITED....

Over 400 guests joined us to celebrate as 35 awards were presented on the evening.

## DIGITAL INVITATION



## PRINTED INVITATION



Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner







# THE VENUE

## WALDORF ASTORIA DUBAI PALM JUMEIRAH

Located on the world famous Palm, Waldorf Astoria Dubai Palm Jumeirah features luxury accommodations with panoramic views of the Arabian Gulf and Dubai's skyline. Special thanks to Louise Stephan, Bassem Saoudy and the team for all their support.

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner







# GUEST OF HONOUR

## HEINZ BECK

World-renowned, 3-star Michelin Chef Heinz Beck was guest of honour and presented the awards on the evening. Heinz Beck is widely known throughout Italy and Europe as a notable master of modern gastronomy. Expressing a unique interpretation of the modern kitchen, Beck's artistry exceeds his raw culinary talent with a well-guarded process, which includes mindfully curating ingredients and implementing innovative techniques to transform simple ingredients into highly evocative dishes.

The decorated Chef is heralded as a leader in the Italian and Mediterranean culinary tradition with numerous career recognitions including 'Michelin', 'Bibenda', 'Gambero Rosso' and 'L'Espresso'. Social by Heinz Beck located in the Waldorf Astoria Dubai Palm Jumeirah is set to amplify Chef Beck's reputation within Dubai and solidify his position as an international culinary talent. Guests were treated to the delicious Heinz Beck speciality dessert Raspberries 1.1.



# RED CARPET GLAMOUR



Presented by



Headline sponsor



Category sponsors



Jeep



UAE XCHANGE



Samsørite

Venue partner



DUBAI PALM JUMEIRAH  
دبي بالم جميرا

Official vote-processing partner

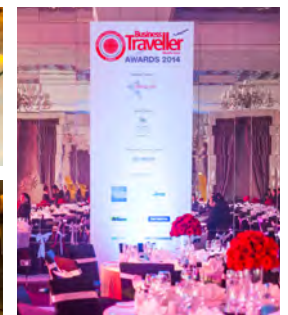
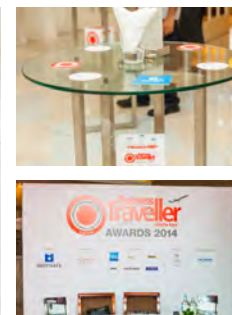
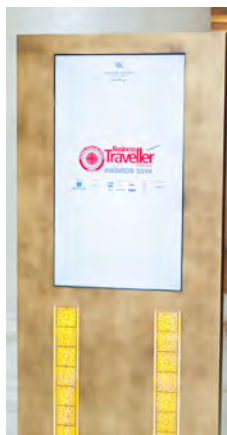
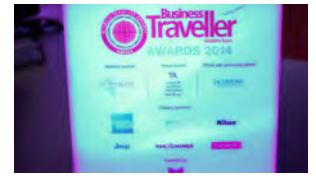
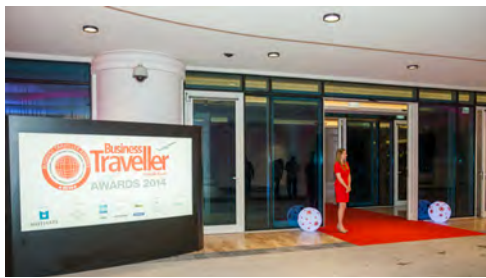


DIRECT MARKETING SERVICES L.L.C



# EVENT BRANDING

Sponsors logos were placed on all event collateral including; the invitations, photo backdrop, table top branding, drinks coasters, screens, outdoor signage, ballroom banners and the menu.



Presented by



Headline sponsor



Category sponsors



Venue partner

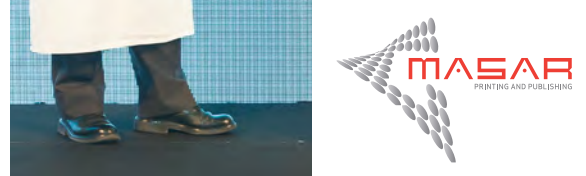


Official vote-processing partner





# SPONSORS



Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# SPONSORS



Presented by



Headline sponsor



Category sponsors



Venue partner

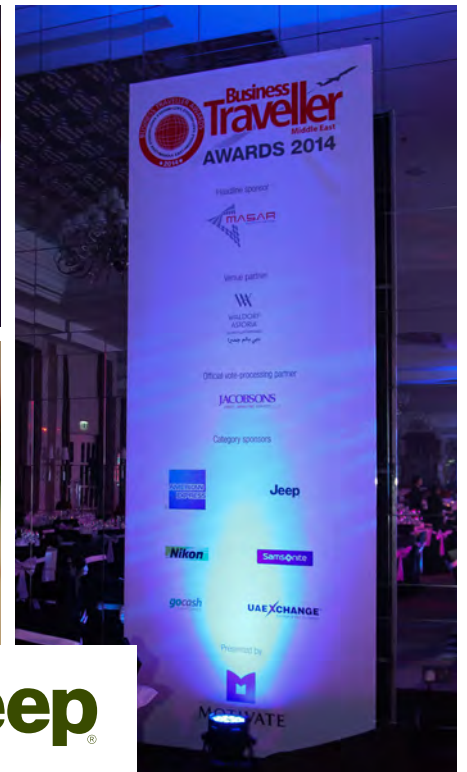


Official vote-processing partner





# SPONSORS



**Jeep**



**JACOBSONS**  
DIRECT MARKETING SERVICES L.L.C



Presented by



Headline sponsor



Category sponsors



**Jeep**



**UAE XCHANGE**



**Samsongite**

Venue partner



Official vote-processing partner





# MARKETING

## MEDIA PLAN

ADVERTISING	VEHICLE	DETAILS	MONTH																							
			FEBRUARY				MARCH				APRIL				MAY				JUNE							
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	5			
Print - Vote Now	HELLO	FP		1	1	1	1																			
	Campaign	FP		1				1			1															
	Business Traveller Middle East	FP									1															
	Gulf Business	FP									1															
	Emirates Woman	FP									1															
	identity	FP									1															
	Golf Digest	FP									1															
Print - Voting Closing	Business Traveller Middle East	FP												1												
	Gulf Business	FP												1												
	Campaign	FP											1													
	The Week	FP											1													
Print - Winners Announced	Business Traveller Middle East	FP																	1							
	Gulf Business	FP																	1							
	Emirates Man	FP																					1			
	Campaign	FP																1								
	The Week	FP																1								
Print - Event/Winners	Gulf Business	FP																					1			
	Business Traveller Middle East	FP																					1			
	Golf Digest	FP																					1			
Direct Marketing	GB,BTME and Campaign Database	e-mailer												1				1								
Online	gulfbusiness.com	MPUs												1				1								
Social Media	Twitter/FB with Shortlist/Winners														1		1									
PR																										
Press Releases	Business and Industry Specific														1		1									
Customised E-mail	Targeted at Nominees														1											
Business Traveller	Editorial Winners Coverage																						4			
HELLO!	Editorial Event Coverage																	1								

## PRINT ADS



The ads ran in *Business Traveller Middle East*, *Gulf Business*, *Campaign Middle East*, *Emirates Woman*, *identity* and *The Week* from February to June.

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner



# PRE-EVENT COVERAGE

VOTE TODAY FOR THE AIRLINES, HOTELS AND CAR RENTAL COMPANIES IN THE REGION THAT MAKE YOUR BUSINESS TRAVEL A PLEASURABLE EXPERIENCE  
[www.btme.ae](http://www.btme.ae)



**Business Traveller Middle East AWARDS 2014**

Voting closes 10<sup>th</sup> April 2014



Headline sponsor: **MOTIVATE**

Category sponsors: **MASAR**, **Nikon**, **Samsørite**

Venue partner: **WALDORF ASTORIA**

Official vote-processing partner: **JACOBSONS**

**Business Traveller Middle East AWARDS 2014**

Dear Reader,

We would like to invite you to participate in the voting for the Business Traveller Middle East Awards 2014.

Please cast your mind back over the past year and highlight who you believe are the best hotels, airlines, airports and car hire sectors for business travellers across the Middle East.

These awards are your chance to reward those companies in the region that you think excel in their industries.

Please note that tickets for tables to attend the special awards night in May are available through [whysortbookoffice.com](http://whysortbookoffice.com).

Thank you for your time and support.

Yours sincerely,  
*Dominic Ellis*  
Business Traveller Middle East Editor

Voting for the Business Traveller Middle East Awards is processed by Jacobsons Direct Marketing Services LLC. Your details and survey answers are confidential and will not be shared with third parties.

Please return by 10<sup>th</sup> April 2014 or complete the survey online

**Business Traveller Middle East AWARDS 2014**

**SURVEY FORM**

**SECTION 1: AIR TRANSPORT**

1. How many flights have you made, for either business or pleasure, during the past 12 months? (Count a return as two flights)

2-5 ☐ 6-9 ☐ 10-19 ☐ 20-29 ☐ 30-49 ☐ 50 or more ☐

2. When travelling for business, which class do you normally book?

Economy ☐ Premium Economy ☐ Business class ☐ First class ☐

3. From your experience in the past year which do you consider to be the...

a. AIRLINE with BEST CABIN STAFF?  
b. BEST REGIONAL AIRLINE for the Middle East?  
c. BEST ASIAN AIRLINE serving the Middle East?  
d. BEST EUROPEAN AIRLINE serving the Middle East?  
e. BEST NORTH AMERICAN AIRLINE serving the Middle East?  
f. BEST FIRST CLASS?  
g. BEST BUSINESS CLASS?  
h. BEST PREMIUM ECONOMY?  
i. BEST ECONOMY CLASS?  
j. BEST LOW-COST AIRLINE serving the Middle East?  
k. BEST FREQUENT FLYER PROGRAMME?  
l. BEST AIRLINE WORLDWIDE?

4. From your experience of airports in the past year which do you think is the...

a. BEST AIRPORT in the Middle East?  
b. BEST AIRPORT in the Middle East for duty free shopping?  
c. BEST AIRPORT in the World?

**SECTION 2: HOTELS**

5. How many nights during the past 12 months have you spent in a hotel?

3-7 ☐ 8-14 ☐ 15-29 ☐ 30-49 ☐ 50 or more ☐

6. From your experience which do you consider to be the...

a. BEST NEW BUSINESS HOTEL?  
b. BEST BUSINESS HOTEL in Abu Dhabi?  
c. BEST BUSINESS HOTEL in Amman?  
d. BEST BUSINESS HOTEL in Bahrain?  
e. BEST BUSINESS HOTEL in Beirut?  
f. BEST BUSINESS HOTEL in Cairo?  
g. BEST BUSINESS HOTEL in Dubai?  
h. BEST BUSINESS HOTEL in Dubai (and the Northern Emirates)?  
i. BEST BUSINESS HOTEL in Jordan?  
j. BEST BUSINESS HOTEL in Kuwait?  
k. BEST BUSINESS HOTEL in Riyadh?  
l. BEST BUSINESS HOTEL in Sharjah?  
m. BEST BUSINESS HOTEL BRAND in the Middle East?  
n. BEST SERVICE APARTMENT COMPANY in the Middle East?  
o. OVERALL BEST BUSINESS HOTEL in the Middle East?

**SECTION 3: CAR RENTAL**

7. How many times have you rented a car in the past 12 months?

1-2 times ☐ 3 to 5 ☐ 6 to 9 ☐ 10 or more ☐

8. Which CAR RENTAL COMPANY do you consider to be the best in the Middle East?

**SECTION 4: ABOUT YOU**

The following details about yourself would be extremely helpful so that we can check the characteristics of our sample.

9. Are you? Male ☐ Female ☐

10. Who books your travel schedule? You ☐ Travel Agent ☐ Another Person ☐

11. Age group? Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 and over ☐

12. Which one of the following best describes your job title/function? Chairman/Managing Director ☐ Director/Principal ☐ Owner/President ☐ Manager/Executive ☐ Other ☐

13. How many employees are there in your organisation worldwide? Up to 10 ☐ 11-50 ☐ 51-100 ☐ 101-500 ☐ 501-1,000 ☐ More than 1,000 ☐

14. How often do you read Business Traveller Middle East magazine? 1-2 a year ☐ 3-4 a year ☐ 5-6 a year ☐

NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_  
TELEPHONE/MOBILE: \_\_\_\_\_  
BIRTH YEAR: \_\_\_\_\_  
NATIONALITY: \_\_\_\_\_  
CITY OF RESIDENCE: \_\_\_\_\_  
☐ I AM INTERESTED IN PURCHASING TICKETS TO THE BUSINESS TRAVELLER MIDDLE EAST AWARDS 2014

Please return this form to:  
Business Traveller Middle East, Motivate Publishing Group, PO Box 2331, Dubai, UAE. Fax +971 4 428 2270

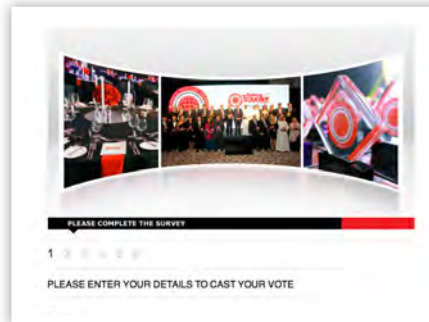
The voting form was sent out with the March 2014 edition of Business Traveller Middle East.

Votes were received in the thousands both by voting slips and online via [www.btme.ae](http://www.btme.ae)



# ONLINE PRE-EVENT COVERAGE

A microsite was created for users to vote for their preferred outlets.



**ONLINE VOTING SITE**

[www.btme.ae](http://www.btme.ae)



**www.gulfbusiness.com**

Banners were placed on both gulfbusiness.com and stuffmideast.com to promote voting.



**www.stuffmideast.com**

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# THE WINNERS



Airline with the Best Cabin Staff  
**EMIRATES**



Airline with the Best Economy Class  
**ETIHAD AIRWAYS**



Airline with the Best Premium Economy Class  
**VIRGIN ATLANTIC**



Airline with the Best Business Class  
**EMIRATES**



Airline with the Best First Class  
**EMIRATES**



Airline with the Best Frequent Flyer Programme  
**ETIHAD GUEST**



Best Regional Airline serving the Middle East  
**QATAR AIRWAYS**



Best Asian Airline serving the Middle East  
**SINGAPORE AIRLINES**



Best European Airline serving the Middle East  
**LUFTHANSA**

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# THE WINNERS



Best North American Airline  
serving the Middle East  
**UNITED AIRLINES**



Best Low-Cost Airline  
serving the Middle East  
**flydubai**



Best Airline Worldwide  
**EMIRATES**



Best Airport in the Middle East  
**DUBAI INTERNATIONAL  
AIRPORT**



Best Airport for Duty Free  
Shopping in the Middle East  
**DUBAI INTERNATIONAL  
AIRPORT**



Best Airport in the World  
**SINGAPORE CHANGI  
AIRPORT**



Best Car Rental Company  
in the Middle East  
**AVIS**



Best New Business Hotel  
**THE OBEROI, DUBAI**



Best Business Hotel in Abu Dhabi  
**THE RITZ-CARLTON ABU  
DHABI, GRAND CANAL**

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# THE WINNERS



Best Business Hotel in Dubai  
**JW MARRIOTT MARQUIS  
HOTEL DUBAI**



Best Business Hotel in Sharjah  
and the Northern Emirates  
**WALDORF ASTORIA  
RAS AL KHAIMAH**



Best Business Hotel in Amman  
**KEMPINSKI HOTEL AMMAN**



Best Business Hotel in Beirut  
**INTERCONTINENTAL  
PHOENICIA BEIRUT**



Best Business Hotel in Cairo  
**INTERCONTINENTAL  
CITYSTARS CAIRO**



Best Business Hotel in Doha  
**HILTON DOHA**



Best Business Hotel in Kuwait  
**RADISSON BLU HOTEL,  
KUWAIT**



Best Business Hotel in Manama  
**SHERATON BAHRAIN HOTEL**



Best Business Hotel in Muscat  
**AL BUSTAN PALACE,  
A RITZ-CARLTON HOTEL**

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner



# THE WINNERS



Best Business Hotel in Riyadh  
**THE RITZ-CARLTON, RIYADH**



Best Business Hotel in Jeddah  
**INTERCONTINENTAL JEDDAH**



Best Budget Hotel Brand  
**CENTRO HOTELS BY ROTANA**



Best Serviced Apartments  
Company in the Middle East  
**FRASERS HOSPITALITY**



Overall Best Business Hotel  
in the Middle East  
**JW MARRIOTT MARQUIS  
HOTEL DUBAI**



Best Hotel Loyalty Programme  
in the Middle East  
**ROTANA REWARDS**



Best Hotel Brand  
in the Middle East  
**JUMEIRAH**



Best Hotel Brand Worldwide  
**INTERCONTINENTAL  
HOTELS & RESORTS**

Presented by



Headline sponsor



Category sponsors



Jeep



Venue partner



Official vote-processing partner





# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER  
MIDDLE EAST MAY 2014**



## Palm plaudits

Readers showed their appreciation for established brands and new operators at this year's awards, writes **Dominic Ellis**

**T**he Waldorf Astoria Dubai Palm Jumeirah ballroom provided the five-star setting to this year's *Business Traveller Middle East Awards*, which were attended by more than 350 executives from across the regional and international travel industry.

Heinz Beck, the award-winning Michelin-starred chef, who recently launched Social by Heinz Beck at the resort, flew in on British Airways to present the awards, which were sponsored by Masar Printing Press, Nikon, Samsonite, American Express

Middle East, Go Cash, UAE Exchange, Jeep and Jacobsons Direct Marketing Services.

Executive chef Bertrand Valegeas and his culinary team treated guests to a three-course menu comprising beetroot carpaccio, roasted rack of lamb and one of Beck's signature desserts Raspberry 1.1.

Ian Fairservice, Motivate Managing Partner and Group Editor-in-Chief, welcomed guests and outlined the principal changes in the industry in the previous 12 months.

Dubai has once again been the "stellar hospitality performer regionally" and its reputation has been enhanced with the recent opening of a third Sofitel hotel and new contracts announced for Viceroy Hotels & Resorts and Langham Hospitality Group.

He returned to last November, when Dubai secured Expo 2020 and Gulf Carriers placed orders exceeding \$200 billion at the Dubai Airshow. "The month will surely go down as one of the most pivotal in UAE aviation history," he said.

24 MAY/JUNE 2014

Presented by



Headline sponsor



Category sponsors



**Jeep**



**UAE XCHANGE**



**Samsōnite**

Venue partner



Official vote-processing partner



# POST-EVENT EDITORIAL COVERAGE

## BUSINESS TRAVELLER MIDDLE EAST MAY 2014



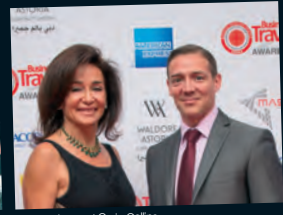
He said more than 6 million passengers passed through Dubai International in March – the third time in four months the airport has recorded monthly traffic of more than 6 million passengers.

“The big news is that Dubai handled more passengers than London Heathrow in the first quarter, meaning it is on track to be the world’s busiest airport this year,” he said.

The expansion of Gulf carriers remains “unrivalled” as they



Thierry Antinori, host Ian Fairservice and Heinz Beck



Anita Mehra and Craig Collins



Heba Ariti, Nada Sardouk and Nour Ariti



Christian Graze and Sherif Nassar



Katrin Herz, Lothar Quarz, Andrea Bruce and Hannah George



Dena Williams and Rudi Jagersbacher



Editor Dominic Ellis and Julian Gregory



continue to aggressively develop their networks, particularly in the US this year.

### SPOTLIGHT SHINES ON EMIRATES AND IHG

The magazine’s premium-travelling readers once again voted overwhelmingly for Emirates in the airline category, as the carrier won Airline with the Best Cabin Staff, Airline with the Best First Class, Airline with the Best Business Class, and the highly coveted Best Airline Worldwide.

Presented by



Headline sponsor



Category sponsors



Jeep



UAE XCHANGE



Samsøite

Venue partner



Official vote-processing partner





# POST-EVENT EDITORIAL COVERAGE

## AWARDS



## BUSINESS TRAVELLER MIDDLE EAST MAY 2014



Emirates' cabin crew celebrate the four awards at the airline's globe stand during the Arabian Travel Market.

But fellow Gulf carriers Etihad Airways and Qatar Airways received awards too in recognition of their growing networks, products and services.

Etihad Airways won Airline with the Best Economy Class and Eithad Guest picked up Airline with the Best Frequent Flyer Programme for the second successive year, while Qatar Airways won Best Regional Airline serving the Middle East.

Flydubai once again received Best Low-Cost Airline Serving the Middle East. Other airlines that collected the distinctive diamond trophies included Lufthansa (Best European Airline Serving the Middle East), Virgin Atlantic (Airline with the Best Premium Economy Class) and Singapore Airlines (Best Asian Airline Serving the Middle East).

The airport categories followed the formbook of previous years with Dubai International winning Best Airport in

the Middle East and Best Airport for Duty Free Shopping in the Middle East, while Singapore Changi collected Best Airport in the World. Avis was voted Best Car Rental Company in the Middle East.

In the hotel categories, the world's tallest hotel, The JW Marriott Marquis Hotel Dubai, stood above its competitors by winning Best Business Hotel in Dubai and Overall Best Business Hotel in the Middle East.

26 MAY/JUNE 2014

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner



# POST-EVENT EDITORIAL COVERAGE

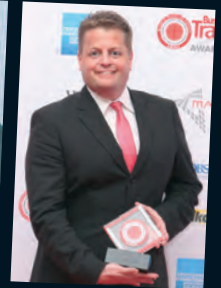
## BUSINESS TRAVELLER MIDDLE EAST MAY 2014



Pascal Gauvin collects the Best Hotel Brand Worldwide award from Heinz Beck and Ian Fairservice, one of four awards for InterContinental Hotels Group on the night



Dubai Airports' CEO Paul Griffiths collects the Best Airport in the Middle East award from go cash representative Sathyan Veetil.



Aage Duenhaupt from Lufthansa receives the Best European Airline Serving The Middle East award



Thierry Antinori is all smiles after winning the Airline With The Best Business Class category, one of a quartet of awards for Emirates



Colm McLoughlin from Dubai Duty Free collects the Best Airport for Duty Free Shopping in the Middle East from Usman Arif, American Express.



Joe Chamoun, Etihad Airways' GM Sales, Abu Dhabi, holds aloft the Best Frequent Flyer Program and Airline With The Best Economy Class awards



Gerald Lawless and Alison Broadhead display Jumeirah's Best Hotel Brand in the Middle East award



Katie Hollamby and Amila Hanunwal celebrate as Graciela Martins from American Express presents The Waldorf Astoria Ras Al Khaimah the Best Hotel in Sharjah and Northern Emirates, a new category for 2014.



Steffi Cholet and Marc Danton from JW Marriott Marquis Hotel Dubai collect the Overall Best Business Hotel award

### NEW HOTELS RECEIVE PLAUDITS

Other sparkling five-star newcomers, The Oberoi Dubai and The Ritz-Carlton Abu Dhabi Grand Canal, were also honoured in the Best New Business Hotel and Best Business Hotel in Abu Dhabi categories, respectively.

InterContinental Hotels Group continued last year's successes by picking up a quartet of awards – Best Business Hotel in Jeddah (InterContinental Jeddah), Best Business

Hotel in Beirut (Phoenixia Beirut, an InterContinental Hotel), Best Business Hotel in Cairo (InterContinental Citystars Cairo) and the prestigious Best Hotel Brand Worldwide.

Other winners included The Waldorf Astoria Ras Al Khaimah, which won Best Hotel in Sharjah and the Northern Emirates (a new category in 2014); Kempinski Amman, which won the Amman category for the first time; the recently renovated Radisson

Blu Kuwait shone in the Kuwait category; there were twin successes for Ritz-Carlton in the Muscat (Al Bustan Palace, a Ritz-Carlton hotel) and Riyadh categories; Hilton Doha collected Best Business Hotel in the Qatari capital; and the Sheraton Bahrain was voted Best Business Hotel in Manama.

Centro Hotels by Rotana won Best Budget Hotel Brand and Rotana Rewards received Best Hotel Loyalty ▶

MAY/JUNE 2014 27

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# POST-EVENT EDITORIAL COVERAGE

## AWARDS

Programme in the Middle East, while Best Serviced Apartments Company in the Middle East went to Frasers Hospitality.

Ian Fairservice, Managing partner and Group Editor-in-Chief of Motivate said this year's winners were a pleasant mix of established and new operators.

"Our readers have sided with many of the well-known operators, which once again have delivered consistently high service levels amid increasing competition, while warming to the new properties that are embracing innovative and contemporary concepts," he said.



Julian Gregory, Managing Director of Panacea Publishing, who announced the awards, pictured with Heinz Beck.

### BECK ON CALL FOR MORE GULF OPPORTUNITIES

Heinz Beck is a busy man at the best of times, so trying to catch him on a night when he's guest of honour, and overseeing one of the courses, makes him especially difficult to catch.

In the end, I interview him at the back of house, next to plate upon plate of his Raspberry 1.1 dessert, which turns out to be a superb sweet finale to the 2014 awards ceremony.

It feels strangely appropriate. Not only because he's a chef who's spent most of his life in kitchens, but because this is one of his signature dishes at Social by Heinz Beck at the Waldorf Astoria Dubai Palm Jumeirah. "My 1.1 has 11 different consistencies of raspberries," he says, which explains its underlying smooth-as-silk appeal.

Time is of the essence, so we quickly move on to Social, and I'm eager to ask him about his much-publicised quest to redefine fine dining. "It's about being less complicated and closer to the guest – it's not so stiff and more casual," he says. "There's also more opportunity to share the food, but the dishes remain top quality. The experience must always be 360 degrees. It's an industry that's always growing and looking at new concepts – I'm very curious and want to do a lot of new things."

On that subject, he plans to open Belcanto by Heinz Beck at the Muscat Opera House by the middle of this year, another casual fine dining venue, and he's working on a retail concept in Dubai too. In November, he will open two restaurants in Tokyo, one casual, another fine dining, marking his first two restaurants in Asia. To date, he has six restaurants in his portfolio – three in Italy, one apiece in London and Algarve, and Social here at the Waldorf.

When I ask about his influences, the response is certainly a surprise. "My wife cooks fantastic Sicilian food – she doesn't use too much ingredients and makes it in a light and healthy way. She's my mentor! I would recommend less is more when you cook – use less ingredients and seasonings, and shorter cooking periods." **D.E.**

## Award winners

Airline with the Best Cabin Staff: Emirates  
Airline with the Best Frequent Flyer Programme: Ethad Guest  
Airline with the Best First Class: Emirates  
Airline with the Best Business Class: Emirates  
Airline with the Best Premium Economy Class: Virgin Atlantic  
Airline with the Best Economy Class: Ethad Airways  
Best Regional Airline serving the Middle East: Qatar Airways  
Best Asian Airline Serving the Middle East: Singapore Airlines  
Best European Airline Serving the Middle East: Lufthansa  
Best Low-cost Airline Serving the Middle East: flydubai  
Best Airline Worldwide: Emirates

Best Airport in the Middle East: Dubai International Airport  
Best Airport for Duty Free Shopping in the Middle East: Dubai International Airport  
Best Airport in the World: Singapore Changi Airport

Best Car Rental Company in the Middle East: Avis

Best New Business Hotel: The Oberoi, Dubai  
Best Business Hotel in Abu Dhabi: The Ritz-Carlton Abu Dhabi, Grand Canal  
Best Business Hotel in Amman: Kempinski Hotel Amman  
Best Business Hotel in Manama: Sheraton Bahrain Hotel  
Best Business Hotel in Beirut: Phoenix Beirut, An InterContinental City Hotel  
Best Business Hotel in Cairo: InterContinental Citystars Cairo  
Best Business Hotel in Doha: Hilton Doha  
Best Business Hotel in Dubai: JW Marriott Marquis Hotel Dubai  
Best Business Hotel in Sharjah and the Northern Emirates: Waldorf Astoria Ras Al Khaimah  
Best Business Hotel in Riyadh: The Ritz-Carlton, Riyadh  
Best Business Hotel in Jeddah: InterContinental Jeddah  
Best Business Hotel in Kuwait: Radisson Blu Hotel, Kuwait  
Best Business Hotel in Muscat: Al Bustan Palace, A Ritz-Carlton Hotel  
Best Budget Hotel Brand: Centro Hotels by Rotana  
Best Serviced Apartments Company in the Middle East: Frasers Hospitality  
Overall Best Business Hotel in the Middle East: JW Marriott Marquis Hotel Dubai  
Best Hotel Loyalty Programme in the Middle East: Rotana Rewards  
Best Hotel Brand in the Middle East: Jumeirah  
Best Hotel Brand Worldwide: InterContinental



## BUSINESS TRAVELLER MIDDLE EAST MAY 2014

28 MAY/JUNE 2014

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner



# POST-EVENT EDITORIAL COVERAGE



Colm and Breeda McLoughlin



Dena Williams and Rudi Jagersbacher



Joanna and Paul Griffiths



Heinz Beck and Thierry Antinori

## SHOOT FOR THE SKY

Celebrating an evening of airline fleets, executive hotels and travellers, the Business Traveller Middle East Awards took place at the Waldorf Astoria Dubai Palm Jumeirah. Emirates were the standout winner in the airline category, receiving an overwhelming number of reader votes. In the hotel categories, the world's tallest hotel, The JW Marriott Marquis in Business Bay, stood above its competitors by winning Best Business Hotel in Dubai and Overall Best Business Hotel in the Middle East. Prior to the ceremony, guests were treated to a decadent dinner masterminded by triple Michelin-star chef Heinz Beck who also presented the prestigious awards.



Jamal Al Sharif and Ahmed Ramdan

HELLO! MAY 15, 2014  
ISSUE 466



Heba Aridi, Nada Sardiouk and Nour Aridi



Alison Broadhead, Gerald Lawless and Graziela Martins



Heinz Beck, Pascal Gauvin and Ian Fairservice



Craig Collins, Anita Mehra and Julian Gregory

HELLO! MIDDLE EAST 49

Presented by



Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner





# POST-EVENT ONLINE COVERAGE



Presented by



Headline sponsor



Category sponsors



Jeep



UAE XCHANGE



Samsønte

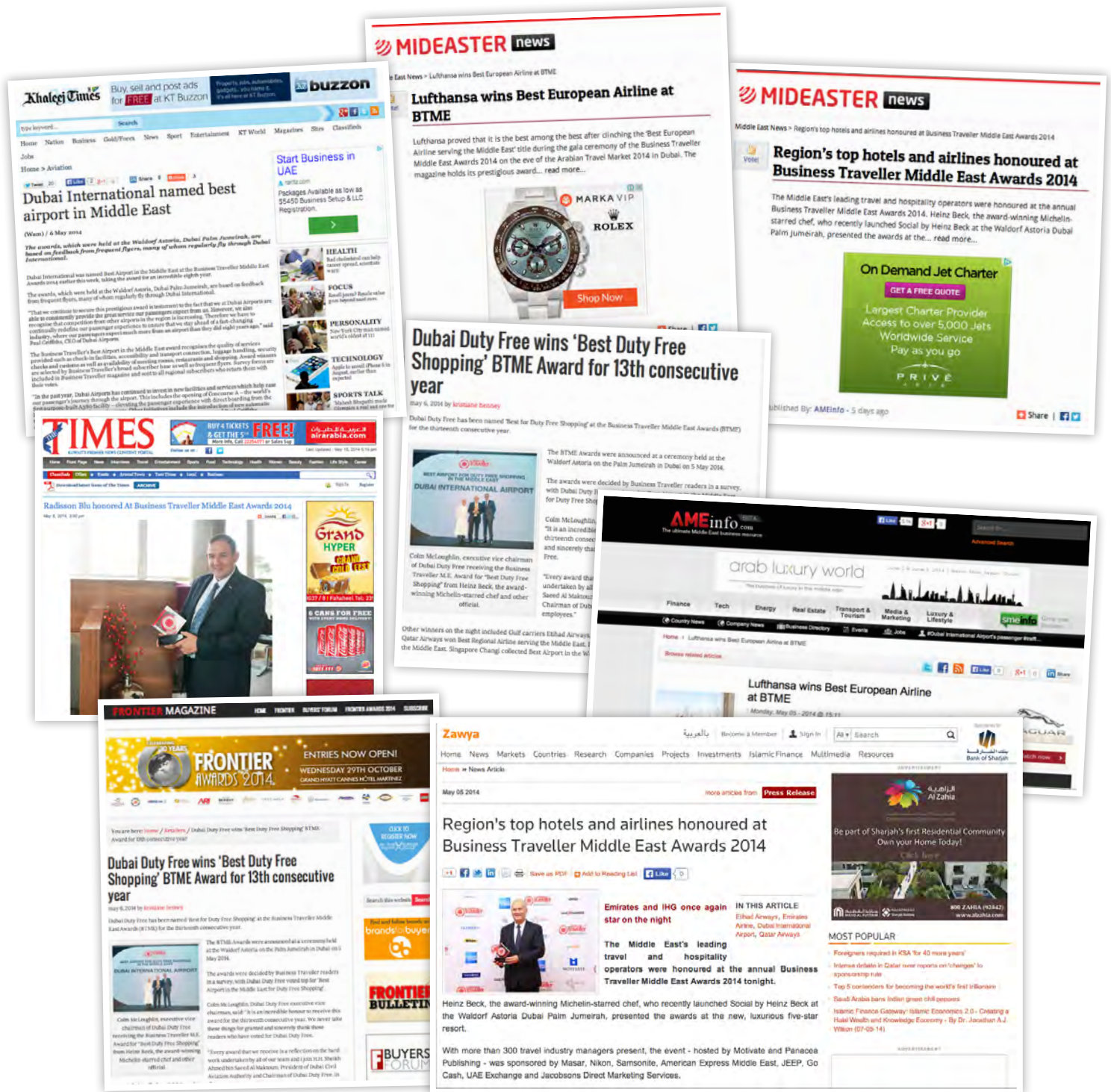
Venue partner



Official vote-processing partner



# POST-EVENT ONLINE COVERAGE



Presented by

Headline sponsor

Category sponsors

Venue partner

Official vote-processing partner



Jeep



UAE XCHANGE



Samsønte



دبي بالم جميرا



DIRECT MARKETING SERVICES L.L.C.



# SPECIAL THANKS TO OUR SPONSORS

Headline sponsor



Category sponsors



Venue partner



Official vote-processing partner



Presented by

