



POST-EVENT REPORT

SUNDAY 3RD MAY 2015
CONRAD DUBAI

Presented by



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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

MOTIVATE

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MASAR

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Jeep


AMERICAN EXPRESS


CAREEM
AND YOU'RE THERE


FRANCE 24


Nikon
At the heart of the image


Samsonite


Bliss

Venue partner

CONRAD
DUBAI

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JACOBSONS
DIRECT MARKETING SERVICES LLC

YOU ARE INVITED....

Over 300 guests joined us to celebrate as 37 awards were presented on the evening.



DIGITAL INVITATIONS



PRINTED INVITATION

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THE VENUE

CONRAD DUBAI

Located in the heart of the buzzing financial and shopping district of Dubai, Conrad Dubai offers elegantly furnished accommodation with panoramic views and the ballroom facilities are world class with the added feature of indoor car display capabilities.

Dubai World Trade Centre is a two-minute walk away and with the *Business Traveller Middle East Awards* taking place on the eve of Arabian Travel Market, the location suited many of our overseas guests.

Special thanks goes to Maria, Linda and the team at Conrad Dubai for all their support.



GUEST OF HONOUR

LAURENCE LLEWELYN-BOWEN

Our 2015 special guest was British television personality and international designer, Laurence Llewelyn-Bowen – best known for launching the BBC's *Changing Rooms* in 1995. Since then Laurence has become the 'go-to' presenter for home style TV concepts in the UK and now Asia, America and Australia. His ability to inspire and energise viewers is legendary and has helped make him not only one of TV's favourite faces but also an extremely successful businessman with a lucrative international business portfolio.

However, it is also Laurence's razor sharp wit and infectious humour that has kept him on top of the presenting game for 20 years. The high regard in which he is held has meant that he's the UK TV channels' favourite presenter for coverage of iconic national events such as Her Majesty The Queen's Jubilee, Her Majesty's birthday celebrations, The Chelsea Flower Show, Royal Ascot and the Royal Academy Summer Exhibition.

RED CARPET GLAMOUR



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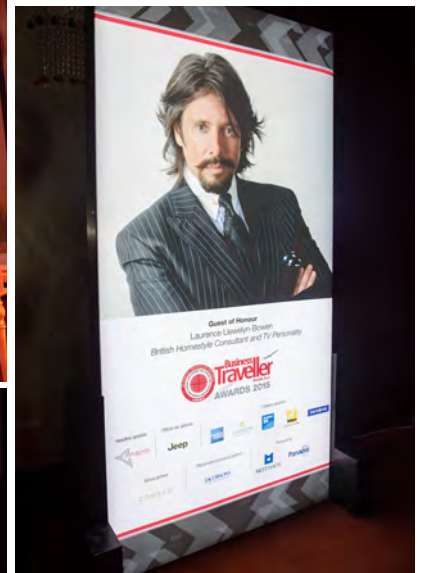
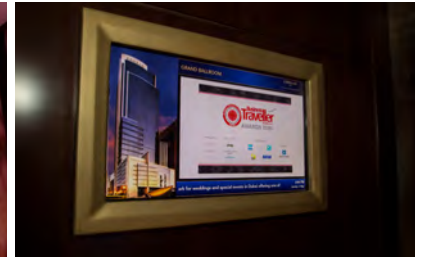
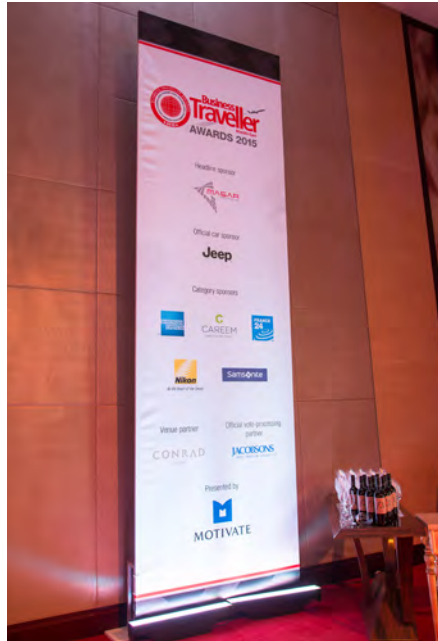


Official
vote-processing
partner



EVENT BRANDING

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



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EVENT BRANDING

MENU & PROGRAMME



Presented by



Headline sponsor



Official car sponsor



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EVENT BRANDING



A car hanger was placed inside each valet car as a reminder for guests to check online for further details about the award winners.

SPONSORS



Headline sponsor Masar Printing and Publishing presented the first five awards of the evening, represented by Faisal Salem Bin Haider, Executive Director, Printing and Distribution Sector at Dubai Media Incorporated.



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vote-processing
partner



SPONSORS

Jeep



Official car sponsor Jeep placed 2 cars in the ballroom, where guests were able to get close-up views whilst enjoying the cocktails before the awards ceremony started.

Best Airport in the World was presented to Singapore Changi Airport by Adil Tair – Director of Marketing, FCA Middle East whilst Best Car Rental Company in the Middle East was presented to Hertz by Salvatore Pisani, Sales Director at FCA Middle East.



Presented by



Headline sponsor



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SPONSORS



Mazin Khoury, CEO of American Express Middle East, presented flydubai with their inaugural win of Best Regional Airline Serving the Middle East. Usman Arif, Head of UAE, Lebanon & Jordan & Head of MENA Strategic Partnerships, congratulated Dubai International Airport for winning Best Airport for Duty Free Shopping in the Middle East and Graziela Martin, VP of Merchant Business at American Express Middle East, was welcomed to the stage to present Etihad Guest with the Best Frequent Flyer Programme and Best Hotel Brand in the Middle East to Jumeirah.



SPONSORS



France 24 placed decorative LED colour changing globes onto each table. Odile Franc, Distribution and Development Director for Europe & Hospitality presented the prestigious Best New Business Hotel Award to Sofitel Downtown Dubai as well as Best Business Hotel in Abu Dhabi to Jumeirah at Etihad Towers, Best Budget Hotel Brand to Holiday Inn and Best Serviced Apartment Company to The Ascott.



SPONSORS



At the heart of the image

Shaji Shanmughan, Category Manager for Photography at Grand Stores presented Best Business Hotels to the InterContinental Jeddah and Riyadh. Grand Stores also presented the Best Airport in the Middle East award to Dubai International Airport.



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Official car sponsor



Category sponsors



Venue partner

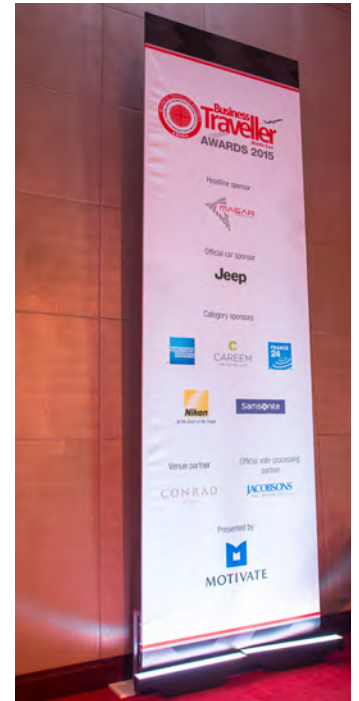


Official
vote-processing
partner



SPONSORS

Samsonite



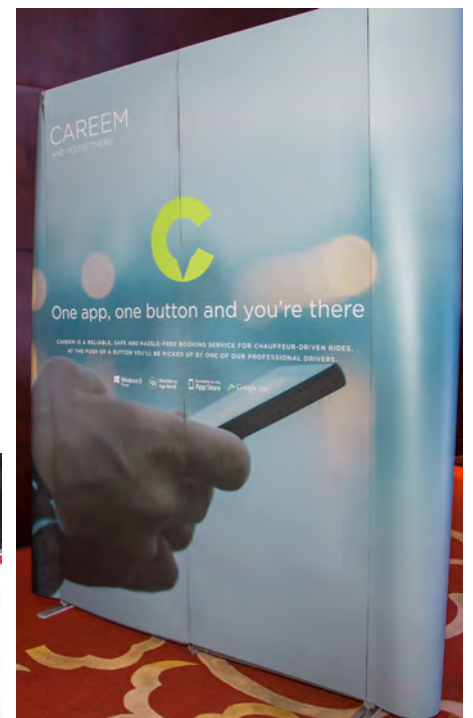
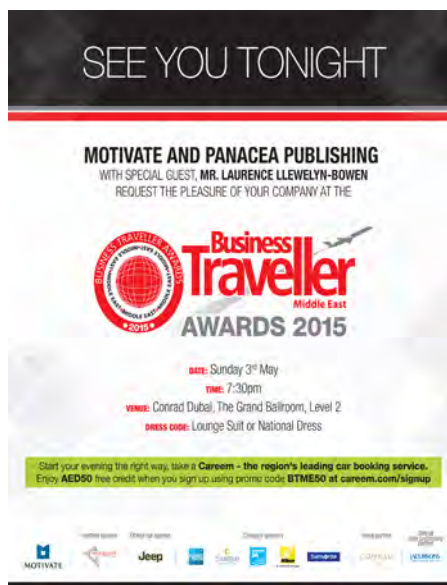
Sathyan Veetil, Department Manager for Luggage Division at Grand Stores, presented the prestigious award of Overall Best Business Hotel in the Middle East to Jumeirah at Etihad Towers, and another award was presented to Rotana Rewards for Best Hotel Loyalty Programme in the Middle East.



SPONSORS



Tariq Sanad, Head of Sales and Marketing at Careem, presented Etihad Airways with a new award this year – Best Airport Lounge in the Middle East. Al Bateen were also commended with the award for Best Private Jet Terminal in the Middle East (another new award). Careem set up an informative backdrop in the pre-function area, and a reminder note was also added to the ‘See you tonight’ emailers that were sent out the morning of the event encouraging guests to book a Careem car.



SPONSORS

JACOBSONS
DIRECT MARKETING SERVICES L.L.C



Our official vote-processing partner Jacobsons, was represented by Ashley Jacob, Director of Jacobsons Direct Marketing Services. Ashley presented two awards on the evening, Best Business Hotel in Amman to Four Seasons and Best Business Hotel in Beirut to InterContinental Hotel Phoenicia Beirut.



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vote-processing
partner



MARKETING

MEDIA PLAN

In addition to the media plan, the ad ran in F1 Racing Middle East

Advertising	Vehicle	Details	Month																				Value (US\$)					
			Feb					March					April					May						June				
			1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5						
Print - Voting	Business Traveller Middle East	FP						1															\$13,000.00					
	Gulf Business	FP						1															\$13,000.00					
	Golf Digest	FP																					\$13,000.00					
	Campaign	FP		1																			\$6,500.00					
	The Week	FP							1														\$13,000.00					
Print - Nominees Announced	Business Traveller Middle East	FP									1												\$6,500.00					
	Gulf Business	FP									1												\$6,500.00					
	Emirates Man	FP									1												\$6,500.00					
	Golf Digest	FP																					\$6,500.00					
	Campaign	FP									1												\$6,500.00					
The Week	FP										1	1											\$6,500.00					
Print - Winners Announced	Gulf Business	FP													1				1	DPS			\$13,000.00					
	Business Traveller Middle East	FP													1	DPS			1	DPS			\$13,000.00					
	Golf Digest	FP																					\$13,000.00					
	The Week	FP																		1			\$13,000.00					
	Campaign	FP																		1			\$13,000.00					
Email Marketing	GB, BTME and Campaign database	EDM	1				1				1				1								\$26,000.00					
Newspaper	The National - travel section	Strip ad		1							1												\$7,600.00					
Online	gulfbusiness.com	MPUs	1								1												\$13,000.00					
Social Media	Twitter/FB with Shortlist/Winners										1		1						1				\$18.00					
PR																												
Events Listings	Campaign, Dubai Calendar etc										1								1				\$13,000.00					
Press Releases	Business and Industry Specific												1						1				\$13,000.00					
Customised Email	Sent to nominees							1				1											\$13,000.00					
Business Traveller	Editorial Winners Coverage																		4				\$26,000.00					
TOTAL																							\$280,618.00					

A 5-month media plan valued at over \$280,000 across print, digital & social media supported the event



PRINT ADS

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

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Official vote-processing partner



MARKETING

TheNational

PRINT AD



Business Traveller Middle East AWARDS 2015

VOTE TODAY FOR THE
AIRLINES, HOTELS AND
CAR RENTAL COMPANIES
IN THE REGION THAT MAKE
YOUR BUSINESS TRAVEL
A PLEASURABLE EXPERIENCE

VOTE NOW

www.btme.ae

REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY



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reviews



Empire

Various artists
Original Soundtrack
from Season 1 of Empire
(Columbia)
★★★★

If there's one thing that could have sunk Fox's TV hit *Empire* faster than bad acting, it was bad music. But ratings for the hip-hop drama are soaring, thanks in part to its addictive storylines and impressive cast, but also its slew of catchy tunes that are collected here. Not every song is a gem, but the set is worth a listen, if only for a chance to hear more from the actor and singer Jussie Smollett, who plays Jamal Lyon, the middle son of Empire's music mogul Lucious Lyon (Terrence Howard). Smollett is the soundtrack's breakout star – for which veteran producer and *Empire* music supervisor Timbaland certainly deserves at least some of the credit. Songs such as *Good Enough* and *Keep Your Money*, crafted by Timbaland and co-producer Jim Beanz, marked pivotal moments in establishing Smollett's on-screen role as the introspective and talented Jamal. But the upbeat *I Wanna Love You* and irresistibly sunny *You're So Beautiful* – both co-written by Smollett – give a sense of the actor's off-screen musical abilities. As for the actor and rapper Bryshere Gray, who goes by Yazz the Greatest, his contributions are in line with his on-screen persona as youngest son Hakeem Lyon – mostly shallow and more rap parody than rap. Depth is provided by V Bozeman, with her emotional delivery of *What Is Love*, while the British singer Estelle makes a perfect duet partner to Smollett on the uplifting *Conqueror*. Howard is an almost-believable singer alongside Mary J Blige on the sweet *Shake Down*, produced by The-Dream and Tricky Stewart. Other season one guests, including Jennifer Hudson and Courtney Love, drop in – but even with all that star power, fans will be left thinking about the new guy, Smollett.

* AP



True Romance

Estelle
True Romance
(Established 1980 Records)
★★★

Other than for the good payday, it seemed weird that Estelle returned to UAE last year to perform at the fancy Formula One shindig *Amber Lounge* rather than her usual club set. In retrospect, it was wise choice for previewing her fourth album, *True Romance*. The hard-edged urban beats of previous releases have been smoothed out by a warm sound that owes more to house music and adult contemporary pop than grit R&B. That said, Estelle's spiky character remains intact. *True Romance* is partly conceptual in that it traces the bliss and travails of being in love. It's not roses and holidays, Estelle seems to say: relationships are hard work. *Tim After Time* has an adventurous production, with hypnotic staccato beats that eventually fall into a radio-friendly chorus. *Timeshare*, another standout, has Estelle's smoky vocals swirl and prodense production of whirling beats. The 11 tracks do a solid job in conjuring an introspective mood – however, you sometimes pine for the immediacy of Estelle's earlier works. In *Fight For It*, Estelle and producers seemed to be in love with its own sour Sure, it all comes across as pretty, particularly on headphones, with supple Middle Eastern percussion, warm keyboards at the cooling vocals – but halfway through you are wondering whether it is actually going anywhere. At least *Gotcha Love* manages to pique some interest – the down-tempo beats and Estelle's soulful performance are vigorous enough to not render the track to a coffee-shop soundtrack. If it wasn't for this continuous desire to hold back, *The Same an the reggae-tinged Silly Girls* could have been hit and the album as a whole could have been that little bit more accessible. Instead, *True Romance* ultimately sounds too weighed down to warrant repeated listens.

* Saeed Saeed

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AMERICAN EXPRESS

CAREEM
AND YOUR TRIP

FRANCE 24

Nikon
At the heart of the image

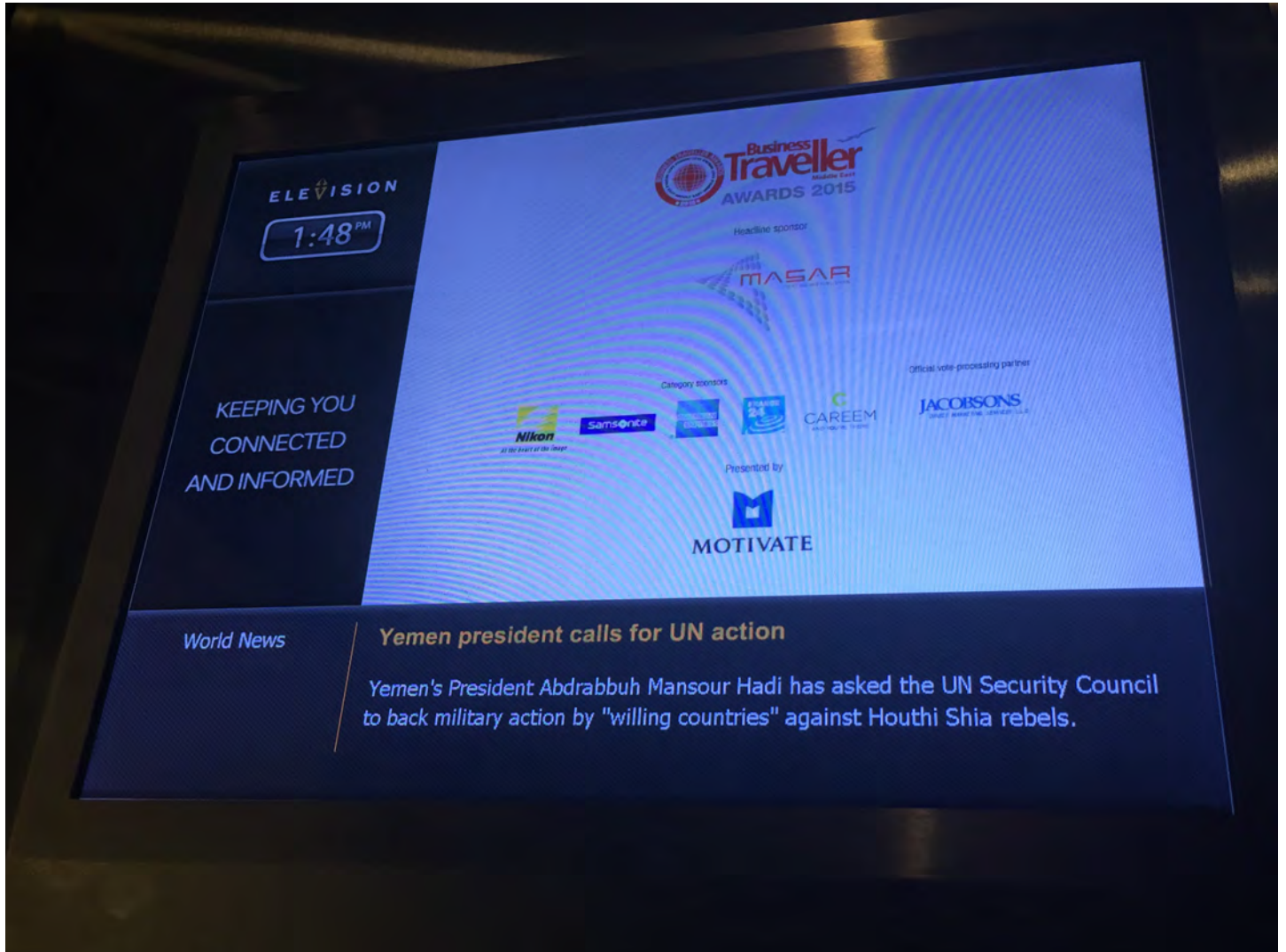
SAMSUNG

Bliss

Venue partner
CONRAD DUBAI

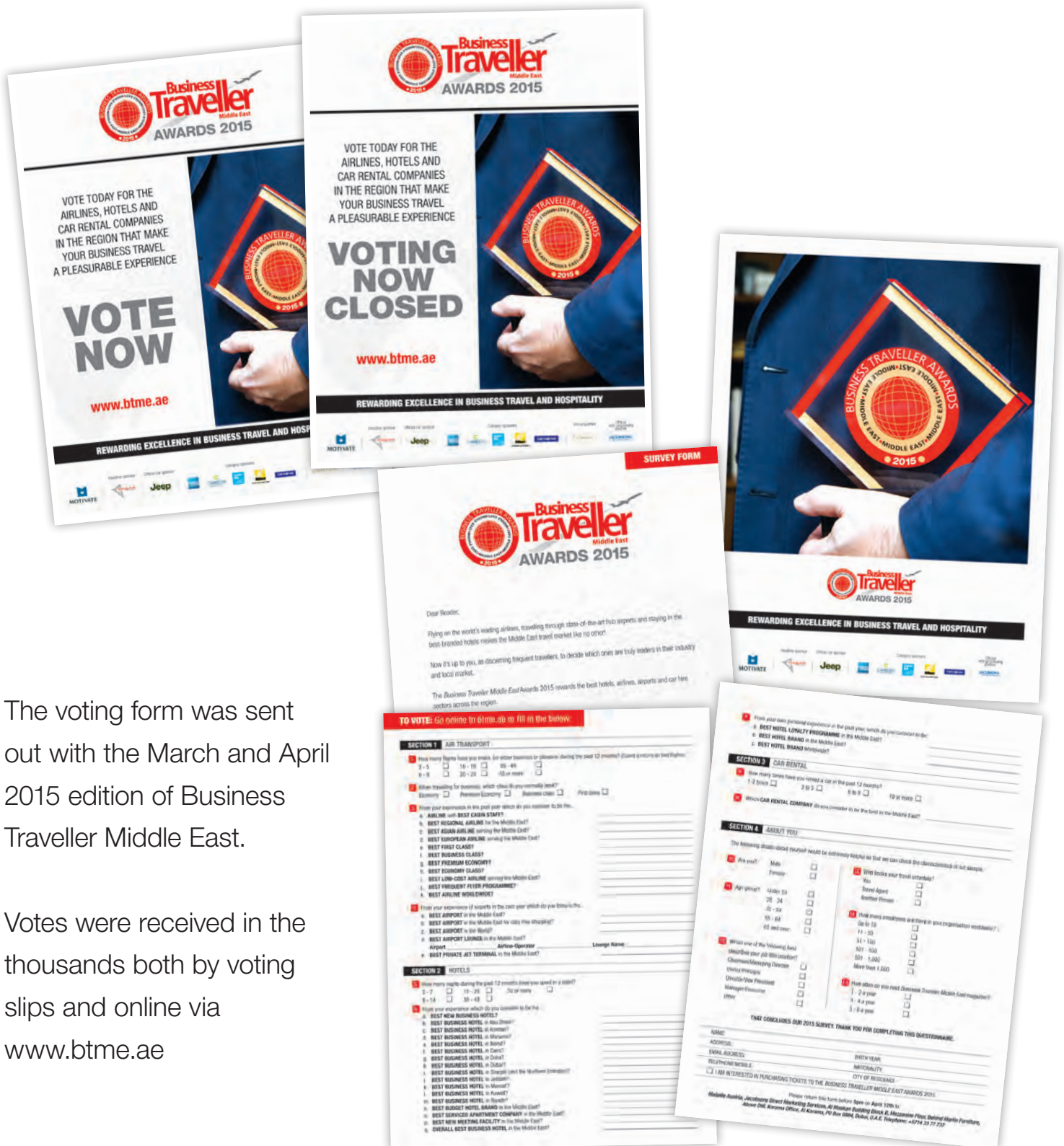
Official vote-processing partner
JACOBSONS
DIRECT MARKETING SERVICES LLC

MARKETING



Elevision lift advertisement ran across Dubai Media City and Dubai Financial districts.

PRE-EVENT COVERAGE



The voting form was sent out with the March and April 2015 edition of Business Traveller Middle East.

Votes were received in the thousands both by voting slips and online via www.btme.ae

PRE-EVENT EDITORIAL COVERAGE

UPFRONT



SECURITY WATCH: NAIROBI

As the largest economy in East Africa and with good commercial and charter connections across Africa, Kenya is a long-established hub for business. However, there are a number of challenges associated with travel to its capital, Nairobi.

The Jomo Kenyatta International Airport is located east of the city and, depending on the traffic, the journey into the centre can take anything from 30 to 90 minutes. A pre-arranged pick-up is recommended although it is possible to arrange a taxi from a stand inside the airport.

Crime, both petty and violent, is a pervasive issue and criminals are often armed. Perception of wealth is the primary factor in most incidents, so maintaining a low profile, minimising ostentatious displays of valuables, selecting secure accommodation and local knowledge of proposed areas of visitation are essential assets for travellers.

The threat posed by terrorism is an enduring concern with the Somalia-based Salafi-jihadist group, Al-Shabaab, the primary threat source. Whilst most incidents are lower level and usually confined to low-income districts not regularly visited by business travellers, the threat of a larger scale attack remains credible. These risks are manageable with pre-travel assessment of your itinerary, appropriate choice of accommodation and a trusted and trained local driver.

Travel around the city is possible in Kenatco taxis, a state-owned company. These can be organised through hotels but avoid hailing them down on the street. At night it is advisable to travel by vehicle for even the shortest of journeys, ensuring the doors are locked (and again, no valuables on display). Fares for taxis should be agreed in advance. They may seem pricey relative to the quality of the vehicles, but it is much preferred to the alternative.

Accommodation options abound in Nairobi, with the most suitable dependent on the location in which you will conduct business. The more appropriately resourced of these will have a 24/7 security presence conducting vehicle, person and luggage screening in addition to possessing adequate stand-off distance from main roads.



Julian Moro, Regional Security Director, International SOS and Control Risks, provides business travellers with security advice



Business Traveller
Middle East
AWARDS 2015

Conrad Dubai to host Awards

THE COUNTDOWN is on for the Business Traveller Middle East Awards 2015, which will be held at Conrad Dubai on May 3. Vote for your favourite airlines, hotels and car hire operators online at btme.ae



Operators set alarms for Apple Watch

AIRLINES AND HOTELS across the travel spectrum are preparing for the launch of the much-heralded Apple Watch on April 24.

IHG's translator app will provide travellers with on-the-go translations. The app will cover the watch's nine initial launch countries and can translate from English into 12 languages. Formal, casual and slang settings are available. The app can be downloaded free from the App Store and Google Play.

Emirates claims it will be the first MENA airline to offer an Apple Watch app, which is designed to complement its iPhone app. Available in English, German and French initially, passengers will be able to review upcoming trips, access flight and airport information and sync with Apple Passbook.

Fellow partner **Qantas** will also have its app ready, providing similar information as well as lounge access details and FFP account summaries.



APRIL 2015 13

**BUSINESS TRAVELLER
MIDDLE EAST APRIL 2015**

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ONLINE PRE-EVENT COVERAGE

A microsite was created for users to vote for their preferred hotels, airports, airlines and car rental companies.



ONLINE VOTING SITE

www.btme.ae



www.gulfbusiness.com

Banners were placed on both GulfBusiness.com and CampaignME.com to promote voting.



www.CampaignME.com

THE WINNERS



Airline with the Best Cabin Staff
EMIRATES



Airline with the Best Economy Class
EMIRATES



Airline with the Best Premium Economy Class
QANTAS



Airline with the Best Business Class
QATAR AIRWAYS



Airline with the Best First Class
EMIRATES



Airline with the Best Frequent Flyer Programme
ETIHAD GUEST



Best Regional Airline serving the Middle East
flydubai



Best Asian Airline serving the Middle East
SINGAPORE AIRLINES



Best European Airline serving the Middle East
BRITISH AIRWAYS

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THE WINNERS



Best Low-cost Airline
serving the Middle East
AIR ARABIA



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 Lounge
in the Middle East
**ETIHAD DIAMOND
FIRST CLASS, ABU DHABI
INTERNATIONAL AIRPORT**



Best Private Jet Terminal
in the Middle East
**AL BATEEN
EXECUTIVE AIRPORT**



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



Best Car Rental Company
in the Middle East
HERTZ



Best New Business Hotel
SOFITEL DUBAI DOWNTOWN

THE WINNERS



Best Business Hotel
in Abu Dhabi
**JUMEIRAH
AT ETIHAD TOWERS**



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



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



Best Business Hotel in Amman
FOUR SEASONS AMMAN



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



Best Business Hotel in Cairo
CAIRO MARRIOTT



Best Business Hotel in Doha
ORYX ROTANA



Best Business Hotel in Kuwait
HILTON KUWAIT



Best Business Hotel
in Manama
**INTERCONTINENTAL
REGENCY BAHRAIN**

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partner



THE WINNERS



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



Best Business Hotel
in Riyadh
INTERCONTINENTAL RIYADH



Best Business Hotel
in Jeddah
INTERCONTINENTAL JEDDAH



Best Budget Hotel Brand
HOLIDAY INN



Best Serviced Apartments
Company in the Middle East
THE ASCOTT



Best Hotel Loyalty Programme
in the Middle East
ROTANA REWARDS



Overall Best Business Hotel
in the Middle East
**JUMEIRAH
AT ETIHAD TOWERS**



Best Hotel Brand
in the Middle East
JUMEIRAH



Best Hotel Brand Worldwide
**INTERCONTINENTAL HOTELS
GROUP**

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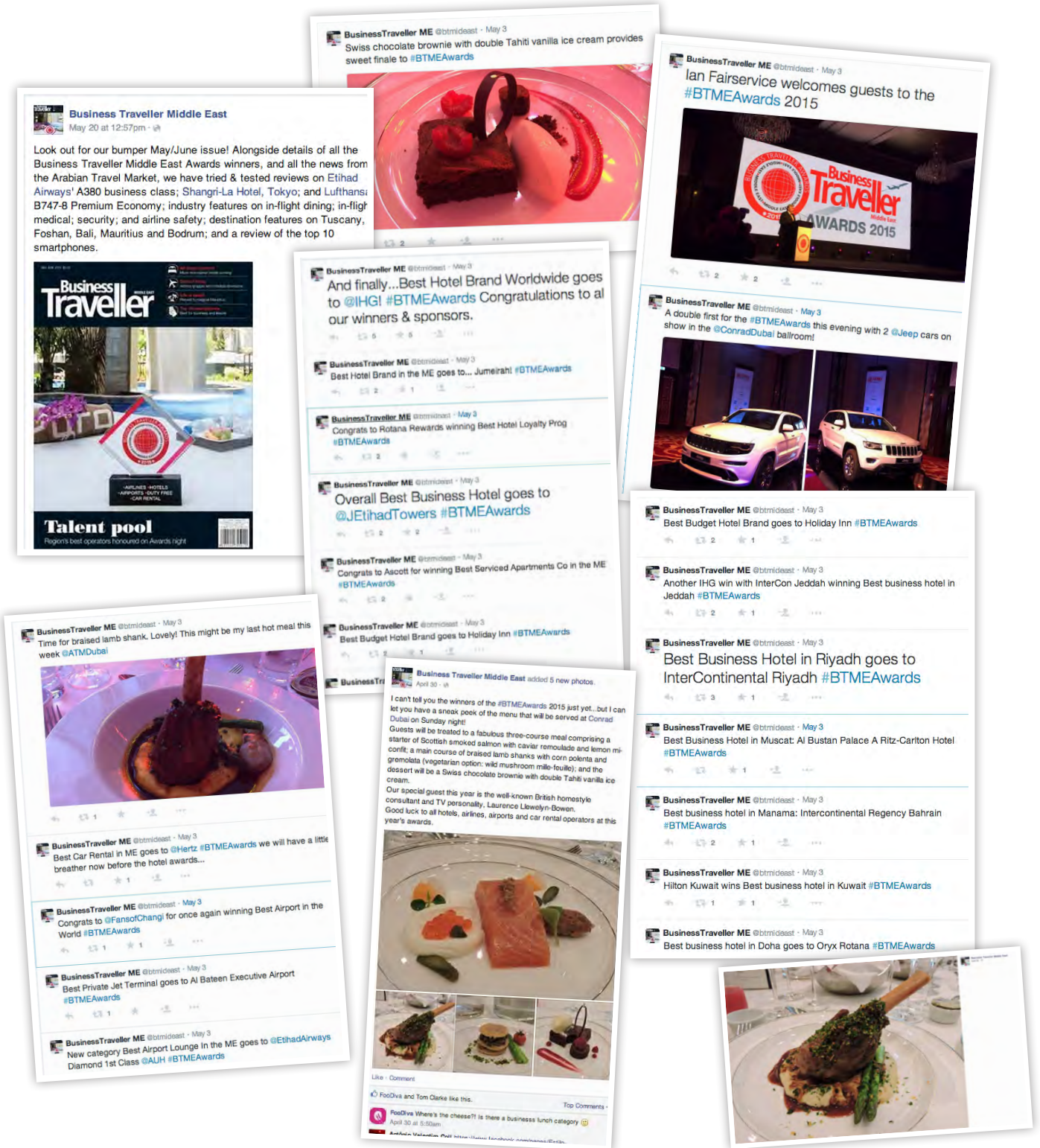
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LIVE EVENT SOCIAL MEDIA UPDATES



JACOBSONS
DIRECT MARKETING SERVICES LLC

POST-EVENT COVERAGE

POST-EVENT WINNERS AD

CONGRATULATIONS TO THE WINNERS OF THE

Business Traveller Middle East AWARDS 2015

AIRLINES

Airline with the Best Cabin Staff
EMIRATES

Airline with the Best Economy Class
EMIRATES

Airline with the Best Premium Economy Class
QANTAS

Airline with the Best Business Class
QATAR AIRWAYS

Airline with the Best First Class
EMIRATES

Airline with the Best Frequent Flyer Programme
ETIHAD GUEST

Best Regional Airline serving the Middle East
flydubai

Best Asian Airline serving the Middle East
SINGAPORE AIRLINES

Best European Airline serving the Middle East
BRITISH AIRWAYS

Best Low-cost Airline serving the Middle East
AIR ARABIA

Best Airline Worldwide
EMIRATES

AIRPORTS

Best Airport in the Middle East
DUBAI INTERNATIONAL AIRPORT

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

Best Airport Lounge in the Middle East
ETIHAD DIAMOND FIRST CLASS, ABU DHABI INTERNATIONAL AIRPORT

Best Private Jet Terminal in the Middle East
AL BATEEN EXECUTIVE AIRPORT

Best Airport in the World
SINGAPORE CHANGI AIRPORT

CAR RENTAL

Best Car Rental Company in the Middle East
HERTZ

BUSINESS HOTELS

Best New Business Hotel
SOFITEL DUBAI DOWNTOWN

Best Business Hotel in Abu Dhabi
JUMEIRAH AT ETIHAD TOWERS

Best Business Hotel in Dubai
JW MARRIOTT MARQUIS HOTEL DUBAI

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

Best Business Hotel in Amman
FOUR SEASONS AMMAN

Best Business Hotel in Beirut
INTERCONTINENTAL HOTEL PHOENICIA BEIRUT

Best Business Hotel in Cairo
CAIRO MARRIOTT

Best Business Hotel in Doha
ORYX ROTANA

Best Business Hotel in Kuwait
HILTON KUWAIT

Best Business Hotel in Manama
INTERCONTINENTAL REGENCY BAHRAIN

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

Best Business Hotel in Riyadh
INTERCONTINENTAL RIYADH

Best Business Hotel in Jeddah
INTERCONTINENTAL JEDDAH

Best Budget Hotel Brand
HOLIDAY INN

Best Serviced Apartments Company in the Middle East
THE ASCOTT

Best Hotel Loyalty Programme in the Middle East
ROTANA REWARDS

Overall Best Business Hotel in the Middle East
JUMEIRAH AT ETIHAD TOWERS

Best Hotel Brand in the Middle East
JUMEIRAH

Best Hotel Brand Worldwide
INTERCONTINENTAL HOTELS GROUP

Presented by **MOTIVATE**

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Official car sponsor **Jeep**

Category sponsors **AMERICAN EXPRESS** **CAREEM** **FRANCE 24** **Nikon** **Samsone**

Venue partner **CONRAD**

Official vote-processing partner **JACOBSONS**

The double page spread advert ran in *Business Traveller Middle East*, *Gulf Business*, *The Week* and *Campaign*.

POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER
MIDDLE EAST MAY/JUNE 2015**



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POST-EVENT EDITORIAL COVERAGE

Business Traveller
Awards 2015



Finance Publishing Managing Director Julian Gregory



After registration guests enjoyed networking in the pre-function area before the awards ceremony



Laurence Llewelyn-Bowen, the well-known British design consultant, radio and TV personality, was the special guest, and was joined by British FHM Council General in Dubai H.E. Edward Hubert and other VIP attendees. The evening was once again hosted by Motivate together with *Business Traveller Middle East*'s joint venture partner, UK-based Panacea Publishing.

Ian Fairservice, Motivate's Managing Partner and Group Editor in Chief, welcomed guests and thanked sponsors.

26 MAY 2015



H.E. Edward Hubert presents British Airways' Best European Airline award



Rana Acharya presents the Best Loyalty Programme in the Middle East award to Rana's President and CEO Omar Kaddoul



UAE Airline's UAE Country Manager, Rana Seneviratne, displays the Airline with the Best Business Class award accompanied by Editor Dominic Ellis, Motivate's Group Managing Director and co-host member.

Masdar was the headline sponsor and alongside Jeep, other sponsors included American Express, Careem, France 24, Nikon, Samsonite, Conrad Dubai and Jacobsons, which was the official vote-processing partner.

Outlining aviation and hotel developments in the previous year, he

said while the region faced challenges on an "unprecedented scale", Gulf airports, airlines and hotels have continued to show strong growth.

Dubai International handling 70.4 million passengers last year, overtaking London Heathrow to become premier the world's international airport, was "an



Hydrex CEO Ghazi Al Ghazal receives the Best Regional Airline Serving the Middle East award



Flydubai CEO Ghazi Al Ghazal displays the Best Regional Airline Serving the Middle East award



Adam Khalifa, Hotel Manager for Sofitel Dubai Downtown, collects the Best New Business Hotel award



Overall Best Business Hotel in the Middle East Jumeirah At Etihad Towers



Best Hotel Brand in the Middle East Jumeirah



Best Airport in the World Singapore Changi Airport

extraordinary feat, especially when you consider runway upgrades limited for 80 days".

UAE AIRLINES AND IHG EXCEL
The "Gulf three" airlines once again grabbed the limelight in the airline awards with Emirates winning four categories (Airline with the Best Cabin Staff; Airline with the Best Economy Class; Airline with the Best First Class and Best Airline Worldwide).

Alongside the inaugural Best Airport Lounge, Etihad also won Airline with Best Frequent Flyer Programme, while Qatar Airways won the prestigious Airline with the Best Business Class in recognition of the premium seats and

service on board its growing fleet. In another welcome first, Low-cost-come-premium airline Flydubai won Best Regional Airline Serving the Middle East, after it launched 23 new routes in 2014, while Air Arabia excelled in the dedicated low-cost category.

Other airline winners included Qantas, a first time winner at this year's awards, (Airline with the Best Premium Economy Class); Singapore Airlines (Best Asian Airline Serving the Middle East); and British Airways (Best European Airline Serving the Middle East).

Dubai International Airport, now the world's leading airport for international passengers, won Best Airport in the Middle East and Dubai Duty Free once



Intercontinental Hotels Group

27 MAY 2015

**BUSINESS TRAVELLER
MIDDLE EAST MAY 2015**

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POST-EVENT EDITORIAL COVERAGE

**Business
Traveller**
AWARDS 2015

again received the Best Airport for Duty Free Shopping In The Middle East award.

It was 'business as usual' with Best Airport in the World as Singapore Changi Airport retained its premier position while Hertz won Best Car Rental Company in the Middle East.

In the hotel categories, InterContinental Hotels Group repeated its success of last year, walking away with six accolades. Property wins comprised InterContinental Hotel Phoenixia Beirut, InterContinental Regency Bahrain, InterContinental Riyadh and InterContinental Jeddah, while Holiday Inn won Best Budget Hotel Brand and IHG picked up Best Hotel Brand Worldwide.

Jumeirah Etihad Towers collected two prestigious awards, Best Business Hotel in the Middle East and Best Business Hotel in Abu Dhabi, and the luxury operator also collected Best Hotel Brand in the Middle East.

Sofitel Dubai Downtown won Best New Business Hotel and both Marriott and Hilton had two successes each – with JW Marriott Marquis Dubai winning Best Business Hotel in Dubai and Cairo Marriott winning the Cairo category, and The Waldorf Astoria Ras Al Khaimah and Hilton Kuwait winning the Sharjah/Northern Emirates and Kuwait categories respectively.

Four Seasons Amman won the Amman category and Rotana Rewards was voted Best Loyalty Programme in the Middle East.

Ian Fairservice, Motivate's Managing Partner and Group Editor-in-Chief, said: "Middle East airlines and hotels continue to set the service standards and this year's winners reflect the extraordinary dynamism of both industries regionally."

28 MAY-JUNE 2015



SPECIAL GUEST WARMS TO "WORLD'S BEST DESIGNED CITY"

Laurence Llewelyn-Bowen shared his thoughts on Dubai, design and travel shortly before the awards began

"I'm quite old school, I like to break journeys. With all the work I'm doing in Asia with the launch of the House of Laurence in Singapore and China, I like to come to Dubai for a couple of days and go on again.

Travel has become such a casual thing, but it's such a phenomenal privilege – it's not a right – and trying to get it over and done with, as if it's a bitter pill, really misses the point. We are so ridiculously lucky.

I'm a businessman and I know you can move things around and give yourself more space which is very important – it makes you a lot happier and more fulfilled. I find 15 or 16 hours in a plane extremely uncomfortable even though they're so much more comfortable than they used to be.

We're looking at bringing the House of Laurence to Dubai and hope to bring The Apartment home show too – it's X-factor meets Changing Rooms. The Apartments has created a global niche (the winner wins \$500,000). I'm now making several series with the BBC, one I think will be lovely – it's like a 'who do you think you are?' for your house.

I am enormously proud and fond of this region. I found out a few months ago, on my mother's side, we were in the merchant navy and used to come to Dubai 100 years ago. One of the reasons I love it today is it is the world's best designed city. Most cities – London, Paris, Rome, cities in the US – they are made, they're built. In Dubai, there's so much change, and an enormous amount of commitment to the way things look and as a designer, I find that incredibly exciting.

The Gulf hit a bit of a slump six or seven years ago when there was this sudden insecure espousal of international Asian beige which is a disaster in this context. When you're in a hotel room looking out over desert you don't want to be surrounded by desert colours. I like the Jumeirah Zabeel Saray, it's taken the opulence and given it a historical basis. The secret to creating an experience that's rich and dense is to understand the legacy and this hotel has done it well.

The industry now understands there's a tremendous chic to the understated – but not in that sort of crazy dated late 90s minimalist way but in a more bo-ho way. Dubai is now a designed city which fulfils as many colours of design as there are on the palette.

Another reason I love Dubai is you can check into a hotel, look out the window and see a couple of plots that are just sand, and know the next time I come back, they will be something. It's like a crucible, and watching a civilisation happen.

What's really coming through now is choice. It's the centre of the world and if it's going to service such a cross-section of population, it has to give people different experiences.

I fly Emirates because they give me that ability to leap-frog more or less anywhere. They have it right – there's a sophisticated, 'grown-upness' to the offering – and logistically, as I live in the Cotswolds, I can use London Heathrow or Birmingham.

It's amazing how in one generation the boundaries have been blown to pieces, but let's not lose sight travel is a privilege.

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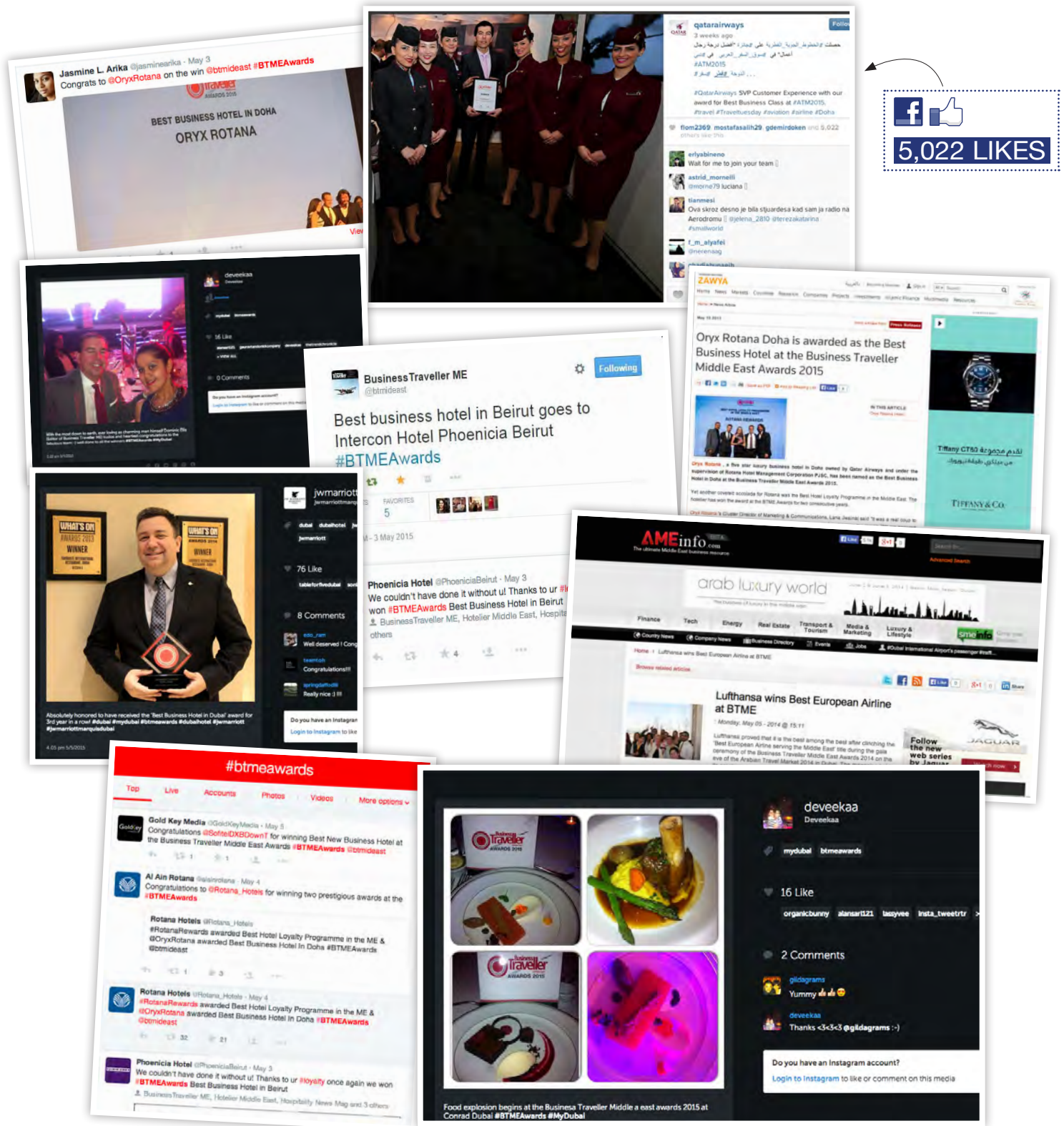
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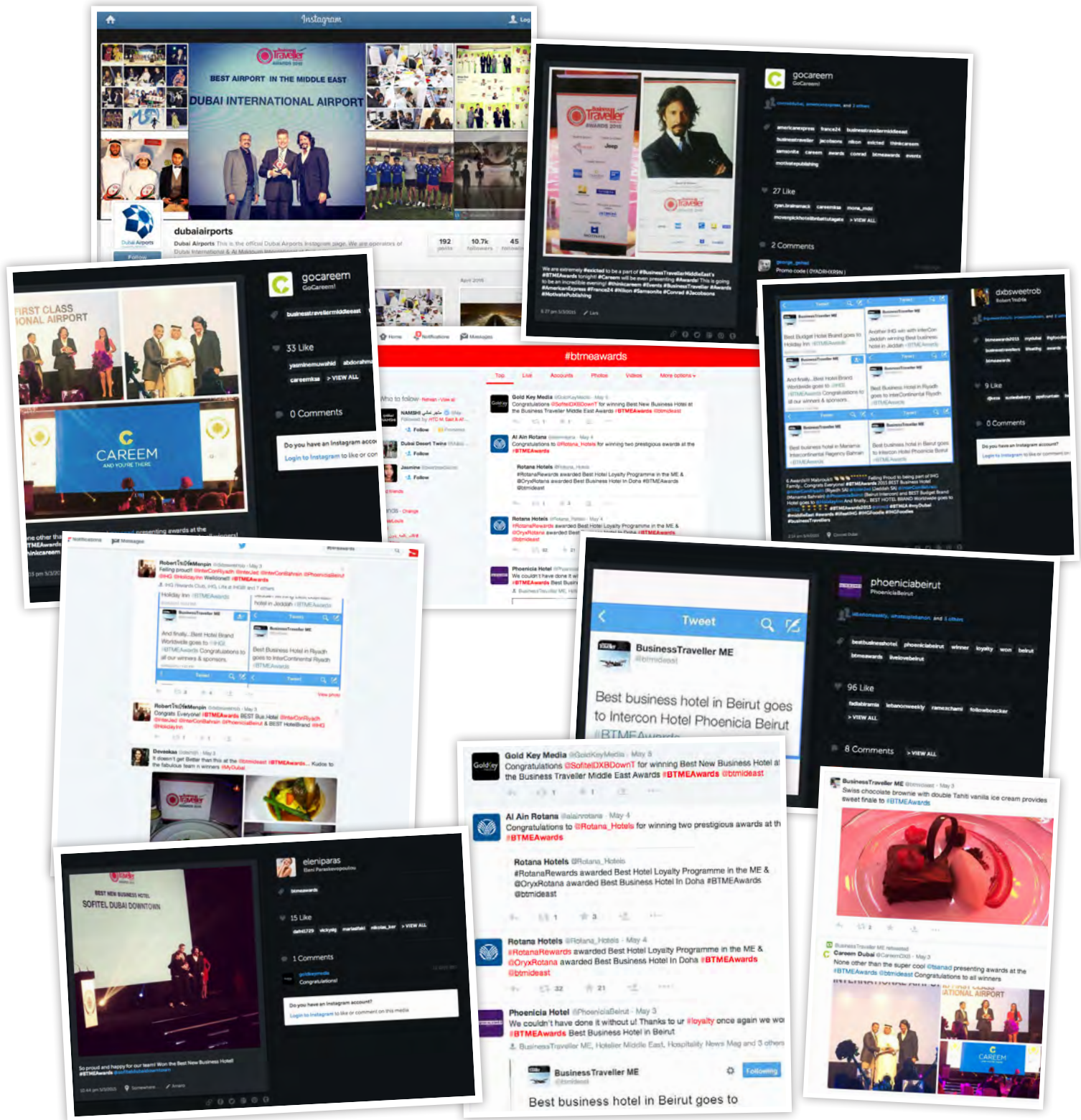
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