



# POST-EVENT REPORT

SUNDAY 24<sup>TH</sup> APRIL 2016  
PALAZZO VERSACE DUBAI

Headline sponsor



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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 hospitality industry.

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

Thanks again,

**The Motivate Events Team**



# YOU ARE INVITED...

More than 350 guests joined us to celebrate as 36 awards were presented on the evening.



## PRINTED INVITATION



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# THE VENUE

## PALAZZO VERSACE

Reminiscent of a 16th century Italian palace, Palazzo Versace Dubai is a neoclassical masterpiece with subtle traces of Arabian architecture. Featuring a striking entrance, high ceilings, landscaped gardens, and a range of well-crafted Italian furnishings, the hotel is truly symbolic of the Versace lifestyle.

Set in the heart of the Culture Village, less than 15 minutes away from Dubai International Airport and eight minutes away from Burj Khalifa and Downtown Dubai, Palazzo Versace Dubai is conveniently located along the shores of the historic Dubai Creek. On arrival one is welcomed by the striking 'Pietra di Fiume' design of the iconic Medusa and Greek décor. Every single piece of furniture and fabric that adorns the hotel's 215 hotel rooms and suites, and 169 residences, is designed and tailor-made by the House of Versace exclusively for the Palazzo Versace Dubai. The beautifully landscaped gardens and unobstructed views of the Dubai Creek and skyline make this luxury hotel an ideal venue for weddings and social events in Dubai.

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# GUEST OF HONOUR

## MARCO PIERRE WHITE

British chef, celebrity, restaurateur and television personality Marco Pierre White was the 2016 guest of honour. His visit to Dubai coincided with the launch of his new book, *Essentially Marco*, published by Motivate.

Marco Pierre White is noted for his contributions to contemporary British cuisine. He has been dubbed the first celebrity chef, and the *enfant terrible* of the UK restaurant scene. He was called 'the godfather of modern cooking' by *Australian MasterChef* (Season 4, Episode 53). White was, at the time, the youngest chef ever to have been awarded three Michelin stars. He has trained chefs including Gordon Ramsay, Curtis Stone and Shannon Bennett.

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# RED CARPET GLAMOUR



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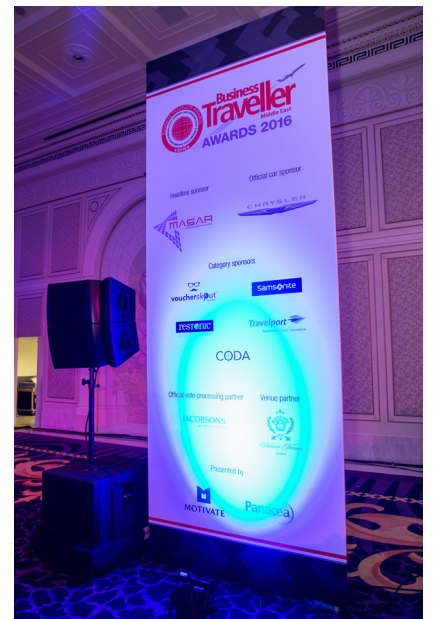
Presented by





# EVENT BRANDING

Sponsor's logos were placed on all event collateral including: the invitations, photo backdrop, table top branding, welcome boards, presentation screen, valet car hangers, ballroom banners and the menu.



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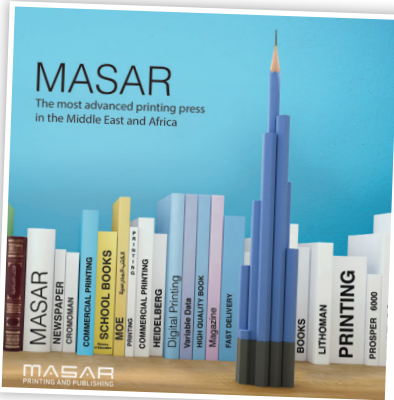
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# EVENT BRANDING

## MENU & PROGRAMME



**Welcome Address**  
Ian Fairservice  
Managing Partner and Group Editor-in-Chief, Motivate

**Awards Ceremony**  
Introduced by Julian Gregory  
Managing Director, Panacea Publishing

**Guest of Honour**  
Marco Pierre White  
Celebrity Chef

**Categories**  
AIRLINES  
AIRPORTS

### PROGRAMME

### WELCOME



**Welcome to the Business Traveller Middle East Awards 2016**

With its airlines launching new routes globally, airports expanding to handle ever larger numbers and new hotels opening to meet rising demand, the Middle East's travel industry continues to go from strength to strength.

Tonight we acknowledge the best operators as increased competition drives higher standards – included is a new category, Best Travel App, to reflect the industry's breadth and dynamism.

I welcome our guest of honour this evening, Michelin-star chef Marco Pierre White, and extend our thanks to all the team at Palazzo Versace Dubai for producing tonight's delicious menu.

Lastly, thanks to all of you for attending this evening. We hope you make new contacts, renew old ones, and most of all have fun!

*Jan*  
Ian Fairservice  
Managing Partner and Group Editor-in-Chief,  
Motivate

### MARCO PIERRE WHITE SHARES HIS FAVOURITE RECIPES

**IN THIS ESSENTIAL COOKBOOK,**  
Marco Pierre White  
removes all the  
complications of  
cooking to deliver  
fast-free recipes  
for comfort food  
favourites and  
restaurant classics.



AVAILABLE NOW IN ALL MAJOR BOOKSTORES AND AT [KODAKSARAJA.COM](http://KODAKSARAJA.COM)

**MOTIVATE** **QANTAS**

### AWARDS

- BUSINESS HOTELS**
- Best New Business Hotel
  - Best Business Hotel in Dubai
  - Best Business Hotel in Abu Dhabi
  - Best Hotel in Sharjah And The Northern Emirates
  - Best Business Hotel in Amman
  - Best Business Hotel in Beirut
  - Best Business Hotel in Cairo
  - Best Business Hotel in Doha
  - Best Business Hotel in Kuwait
  - Best Business Hotel in Manama
  - Best Business Hotel in Muscat
  - Best Business Hotel in Riyadh
  - Best Business Hotel in Jeddah
  - Best Budget Hotel Brand
  - Best Serviced Apartments Company in The Middle East
  - Overall Best Business Hotel in The Middle East
  - Best Hotel Loyalty Programme in The Middle East
  - Best Hotel Brand in The Middle East
  - Best Hotel Brand Worldwide

### AIRLINES

- Airline With The Best Cabin Crew
- Airline With The Best Economy Class
- Airline With The Best Premium Economy
- Airline With The Best Business Class
- Airline With The Best First Class
- Airline With The Best Frequent Flyer Programme
- Best Regional Airline Serving The Middle East
- Best Asian Airline Serving The Middle East
- Best European Airline Serving The Middle East
- Best Low-Cost Airline Serving The Middle East
- Best Airline Worldwide

### AIRPORTS

- Best Airport in The Middle East
- Best Airport For Duty Free Shopping in The Middle East
- Best Airport Lounge in The Middle East
- Best Airport in The World

### CAR RENTAL CATEGORY

- Best Car Rental Company in The Middle East

### ONLINE CATEGORY

- Best Travel App



...to business travellers.  
they fly away...

VoucherScout.  
...giving mobile app giving users 50% off at  
...Merchant Network for FREE and get your  
...of withdrawal on smart phone users  
region.



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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.

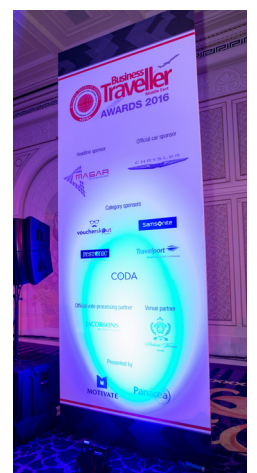


# SPONSORS



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

The Airline with the Best Cabin Crew was presented to Emirates, along with Airline with the Best Economy Class. The Airline with the Best Premium Economy was awarded to Qantas, while Best Business Class went to Qatar Airways. The Airline with the Best First Class was presented to Etihad Airways.



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# SPONSORS



Chrysler, the official car sponsor, displayed two impressive Chrysler cars at the event, one at the event entrance and the other in the centre of the pre-function area. As guests left, a car hanger was placed in each car by the valet team. This included the Chrysler advertisement.

Zack Mathew, Head of Marketing Communications & PR at FCA Middle East, presented the award for Best Car Rental Company in the Middle East to Hertz, and Best Airport in the World to Singapore Changi Airport.



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# SPONSORS



The VoucherSkout stand enabled guests at the event to be educated by the team about the app and the company. David Tobias, CEO of VoucherSkout presented the Best New Business Hotel award to the Four Seasons Hotel Bahrain Bay. The prestigious accolade of Best Business Hotel in Dubai was awarded to The Oberoi.



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Category sponsors



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# SPONSORS

Sams<sup>o</sup>nite



Sathyan Veetil, Department Manager for the Luggage Division at Grand Stores, presented three awards on the night. Best Serviced Apartments Company in the Middle East to The Ascott Limited, Best Hotel Loyalty Programme in the Middle East to Rotana Rewards, and the prestigious Overall Best Business Hotel in the Middle East to Jumeirah at Etihad Towers.



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Category sponsors



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Venue partner



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# SPONSORS

**JACOBSONS**  
accelerate business



Our vote-processing partner, Jacobsons Direct, counted and verified all the physical voting forms and online votes from btme.ae. They ensured that the voting was carried out in a clear and professional manner.

Akram Raffoul, Partner and Executive Director of Jacobsons Direct, presented three awards on the night. Best Business Hotel in Amman to the Sheraton Amman Al Nabil Hotel; the Best Business Hotel in Beirut to the InterContinental Phoenicia Beirut; and the Best Business Hotel in Cairo to InterContinental Cairo Citystars.



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# SPONSORS



Will Owen Hughes, Senior Director of Air Commerce at Travelport, presented the Airline with the Best Frequent Flyer Programme award to Etihad Guest and Best Regional Airline Serving the Middle East to Turkish Airlines.

During the dinner, the Travelport TVC was played on a loop, educating guests about the brand in English and Arabic.



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Category sponsors



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Venue partner



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# SPONSORS



Restonic, the leading supplier of mattress and bed sets in the UAE, displayed an impressive bed in the pre-function area.

Sameer Ahmed, Sales Director of Middle East & Africa at Restonic, presented the Best Business Hotel in Doha award to Hilton Doha, and the Best Business Hotel in Kuwait to the Radisson Blu Hotel, Kuwait.



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Category sponsors



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# PRE-EVENT COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
**APRIL 2016 (READERSHIP 100,000)**

8 | Upfront

## Final call for Awards votes

**ONLINE VOTING FOR THE BUSINESS TRAVELLER MIDDLE EAST AWARDS 2016** closes on April 7 (log on to [btme.ae](http://btme.ae)), ahead of the awards ceremony in the Palazzo Versace Dubai ballroom on April 24.

This year sees new categories such as Best Airport Lounge and Best Travel App and sponsors include Masar (headline) and Chrysler (car sponsor), while Samsonite and Voucherskout are category sponsors and Jacobsons is the official vote-processing partner.

Guest of honour Marco Pierre White will address guests and his new cookbook, *Essentially Marco* (published by Motivate), will be officially launched on the night.

F&B and leisure prizes at the luxury hotel are being given away each week in the run-up to the awards night. Log on to [facebook.com/BusinessTravellerME](http://facebook.com/BusinessTravellerME) to enter. Turn to pages 22-25 to read more on Marco Pierre White



**BUSINESS TRAVELLER  
ME AWARDS 2016**



## Boutique style at Four Seasons DIFC

**THE RECENTLY OPENED** Four Seasons Hotel Dubai International Financial Centre, whose 106 rooms includes 28 suites, serves as the first truly boutique branded offering in the city. The cosy urban property couldn't be more different to Four Season's Jumeirah Beach resort with its broad passages and large outdoor areas.

New York-based Tihany Design keeps you visually entertained throughout and the more you look, the more you see. The stand-out feature is the seventh floor 'fish-tank' pool, itself accompanied by loungers on different tiers and Jacuzzi and juice bar, although other contenders include the

Burj Khalifa-facing terrace of the falcon-themed Luna Sky Bar on the eighth floor (pictured left, a staircase leads to the Churchill's Cigar Club with a smaller terrace), leather-seated Firebird Diner By Michael Mina complete with jukebox and spacious, ornament-enhanced suites.

The diner serves 'power salads' alongside delicious burgers and a three-course business lunch is AED130 (24-hour room service is also available) while the Penrose Lounge (podium) serves continental breakfast, light fare and afternoon teas.

Rates range from AED1,550 per night with suites starting from AED2,900

## First look: Wyndham Dubai Marina

**THE 486-ROOM WYNDHAM DUBAI MARINA** has opened its doors, marking the first branded Wyndham in the UAE. The four-star hotel is on the tip of the Marina, not far from the upcoming Bluewaters Island.

The coral-themed Azure coffee lounge leads off from reception, which has four stand-alone desks (one for Wyndham Rewards) along with four clocks and select artworks.

Beyond a small courtyard is the Essence all-day-dining venue, which features sofa-style seating but looks small for the size of the hotel, although guests can order 24-hour room service. A grill is among the upcoming venues.

A four-storey annex houses leisure facilities (pool, Chillz poolside bar, gym and small spa with three treatment rooms).

The first 15 floors contain Superior rooms, Premium rooms run from floors 16-28 (I saw one Junior Suite, 2811, with lounge and bedroom) and Club Floors (floors 29-32) have darker marble



finishings. The top-end Grand rooms have a lattice centrepiece, where the TV can rotate to the lounge or bedroom, and walk-in showers. A cosy Club Lounge (pictured), offering Marina and Gulf views (Hawthorne Suites by Wyndham opposite), is on the 31st floor and wifi is free.

Online rates for stays mid-April start from AED580 a night

Headline sponsor



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Category sponsors



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# MARKETING

An extensive media plan was executed, which included a mix of print and digital.

## MEDIA PLAN

Advertising	Vehicle	Details	Month																Value (\$US)						
			Feb				March				April				May										
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4							
Print - Voting	Business Traveller Middle East	FP	1				1												\$13,000.00						
	Gulf Business	FP	1				1												\$11,000.00						
	Golf Digest	FP					1												\$3,750.00						
	Campaign	FP	1				1				1								\$15,000.00						
	The Week	FP	1		1		1		1									\$24,000.00							
Print - Voting/Shortlist Announced	Business Traveller Middle East	FP									1								\$6,500.00						
	Gulf Business	FP									1								\$5,500.00						
	Emirates Man	FP									1								\$6,000.00						
	Golf Digest	FP									1								\$3,750.00						
	Campaign	FP									1									\$5,000.00					
	The Week	FP									1									\$6,000.00					
Print - Event/Winners	Gulf Business	FP													1				\$5,500.00						
	Business Traveller Middle East	FP													1				\$6,500.00						
	Golf Digest	FP													1				\$3,750.00						
	The Week	FP													1				\$6,000.00						
	Campaign	FP													1				\$5,000.00						
Online E-mailers Vote Now	GB,BTME and Campaign Database	EDM	1			1	1			1	1									\$28,600.00					
E-mailers Shortlist Announced	GB,BTME and Campaign Database	EDM													1	1					\$11,440.00				
E-mailers Winners Announced	GB,BTME and Campaign Database	EDM																	1	1					\$11,440.00
Newspaper	7 Days	Strip advert in travel section									1												\$2,010.00		
	Khaleej Times	Quarter page advert									1												\$4,802.00		
	Gulf News	Horizontal Strip Ad in the Business Section									1												\$6,962.00		
Online MPU - Vote Now	gulfbusiness.com, campaign.me	MPU	1				1			1										\$53,400.00					
Online Leaderboard - Vote Now	gulfbusiness.com, campaign.me	Leaderboard	1				1															\$35,600.00			
Online Leaderboard - Shortlist Announced	gulfbusiness.com, campaign.me	Leaderboard													1								\$17,800.00		
Online MPU - Shortlist Announced	gulfbusiness.com, campaign.me	MPU													1								\$17,800.00		
Online MPU - Winners	gulfbusiness.com, campaign.me	MPU																	1				\$17,800.00		
Elevision Lift Advertisement	Media City & Business Bay networks	15 sec ad	1				1				1												\$17,148.00		
Total																			\$351,052.00						

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# MARKETING

The voting form was sent out with the February, March and April editions of *Business Traveller Middle East*. Votes were received in the thousands via the voting slips and online at [btme.ae](http://btme.ae).





# MARKETING

## PRINT AD

**Business Traveller**  
Middle East  
**AWARDS 2016**

VOTE TODAY FOR YOUR FAVOURITE  
**AIRLINES, HOTELS**  
AND **CAR RENTAL**  
COMPANIES IN THE REGION

**VOTE and WIN\***  
tickets to the  
Gala Awards Ceremony  
with guest of honour  
celebrity chef  
**Marco Pierre White**

\*Ten pairs of VIP invitations to be won

Celebrating the best travel operators  
in the Middle East and worldwide.

**VOTE NOW**  
[www.btme.ae](http://www.btme.ae)

Headline sponsor: **MASAR**  
Official car sponsor: **CHRYSLER**  
Category sponsors: **Samsone**, **voucherskout**, **JACOBSONS**  
Official vote-processing partner: **MOTIVATE**  
Presented by: **Panacea**

**REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY**

The 'Vote Now' advert was placed in:

### **The Week**

Issue# 92 — January 31, 2016  
Issue# 93 — February 7, 2016  
Issue# 94 — February 14, 2016  
Issue# 95 — February 21, 2016  
Issue# 96 — February 28, 2016  
Issue# 97 — March 6, 2016  
Issue# 98 — March 13, 2016  
Issue# 99 — March 20, 2016  
Issue# 100 — March 27, 2016

### **What's On Dubai**

March 2016

### **Business Traveller Middle East**

February 2016

March 2016

### **Golf Digest**

March 2016

### **Gulf Business**

February 2016

March 2016

**Business Traveller**

**THE WEEK**

**GULF BUSINESS**

— G U L F B U S I N E S S . C O M —

**Golf Digest**

**WHAT'S ON**



# MARKETING

## PRINT AD



The 'Shortlist Announced' advert was placed in:

### **The Week**

Issue# 101 — April 03, 2016

Issue# 102 — April 10, 2016

Issue# 103 — April 17, 2016

**Business Traveller Middle East**  
April 2016

**Campaign Middle East**  
Issue# 184 — March 20, 2016  
Issue# 185 — April 03, 2016

**Golf Digest**  
April 2016

**Gulf Business**  
April 2016

**Identity**  
April 2016

**Business Traveller**

**THE WEEK**

**GULF BUSINESS**  
— GULFBUSINESS.COM —

**Golf Digest**

**campaign**

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# MARKETING

# 7DAYS UAE

## NEWSPAPER PRINT ADS

UNDAY MARCH 20, 2016

F1

7DAYS 23

## 'It was pretty rubbish'

Hamilton takes pole but Mercedes chief slams new qualifying format

Mercedes Chief's new qualifying system faces an uphill battle after a world debut at the Australian Grand Prix that failed to deliver the promised shake-up of the only formula one race that is not decided by drivers and discredited by fans who scoffed at the anti-climactic event.

Which decided the top end of the grid for today's race, most drivers elected not to go out on the track and instead saved their tyres for the race.

With three minutes remaining on the clock, the leading driver was out of their cars and the race was over.

Mercedes principal Toto Wolff, a key player in the launch of the new qualifying system, said it was a "pretty rubbish" day for the sport.

Immediately, what was not a good day for Formula One's most successful team was also a bad day for its most successful driver.



STILL THE MAN TO CATCH World champion Lewis Hamilton leads the first grand prix of the season in pole position

Mercedes chief slams new qualifying format

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### ALL ABOUT THE NEW QUALIFYING

F1's new qualifying format has not gone down very well - we take a look at why...

So, qualifying yesterday was a disaster... what happened?

The new attrition-style format, whereby a driver is knocked out after only one lap, made its debut in Australia, but fans and pundits were quick to dismiss it as a gimmick.

With four minutes to run in Q3 - the so-called big shootout - the grid had already been set, and the race was over.

Mercedes chief slams new qualifying format

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Business Traveller AWARDS 2016

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SPONSOR'S LOGOS



## LALU'S DATE WITH POONAM DHILLON

Bollywood actress Poonam Dhillon takes a selfie with BJP chief Lalu Prasad during the release of actor-turned-politician Shatrughan Sinha's book Anything But Ramesh at a function in Patna - P77

Mosquito menace at Mumbai airport blamed on filthy river

Mumbai - The Bombay Municipal Corporation's inability to clean up the Mithi river, which flows next to the airport complex, has resulted in swarms of mosquitoes attacking passengers inside terminals and aircraft.

The BMC and many government agencies have spent millions of rupees on cleaning up the river, since the devastating floods of 2005, when the entire metropolis was crippled for days after the river broke its banks and inundated the city.

The BMC had been parked overnight quite close to the Mithi and swarms of mosquitoes had entered them.

The mosquito menace has not lessened in a blame game here. Passengers blame the BMC for not keeping the aircraft clean prior to flights, while the BMC blames the airport operator for not curbing the mosquito menace; and the airport blames the BMC for not cleaning up the river.

In the process, passengers - especially those catching early morning flights and boarding aircraft parked close to the Mithi the previous night - have to be prepared for mosquito bites.

The BMC finally appears to have woken up to the problem and has appointed a couple of contractors to clear the water body of hyacinths and rubbish that has accumulated in recent months.

Civic officials note that the mosquitoes that breed in the Mithi - and which enter the aircraft - are relatively harmless.

They do not spread diseases, they merely bite. So air travellers better grin and bear the bites for a few more weeks till the Mithi is cleaned up.

After all, passengers on long-distance trains have got used to bugs, rodents and other creepy creatures for years.

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

Anything But Ramesh

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Anything But Ramesh



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\*Ten pairs of VIP invitations to be won

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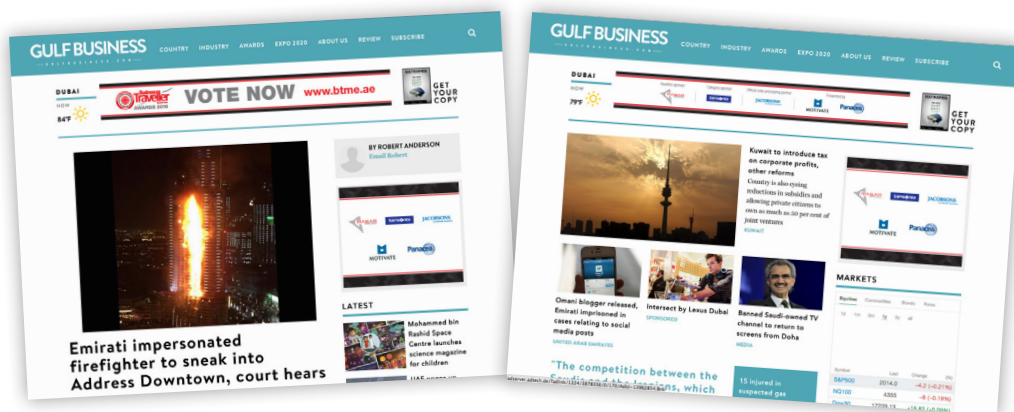
# MARKETING

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

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# MARKETING



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The Out center is seeking 17th freedom traffic rights on the route  
BUSINESSTRAVELLER.COM | BY BUSINESS TRAVELLER

Business Traveller Middle East added 6 new photos.  
February 22 at 5:44am ·  
Thanks to the Palazzo Versace Dubai F&B team for presenting a range of delicious menu options today for our Awards on April 24! I'll share the dishes we've gone for nearer the time... meanwhile, here are a few photos to get us in the mood. Just over two months to go now to what is shaping up to be our most stylish awards event! Remember to cast your votes on [www.btme.ae](http://www.btme.ae)



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# THE WINNERS



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**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  
**ETIHAD AIRWAYS**



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



Best Regional Airline serving the Middle East  
**TURKISH AIRLINES**



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



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**LUFTHANSA**

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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  
**AL MOURJAN BUSINESS  
LOUNGE HAMAD  
INTERNATIONAL AIRPORT**



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



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



Best Travel App  
**UBER**



Best New Business Hotel  
**FOUR SEASONS HOTEL  
BAHRAIN BAY**

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# THE WINNERS



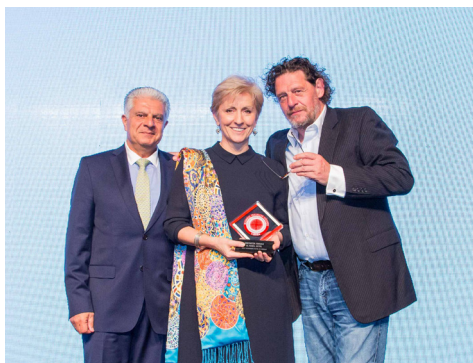
Best Business Hotel in Dubai  
**THE OBEROI, DUBAI**



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



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# THE WINNERS



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



Best Business Hotel  
in Riyadh  
**AL FAISALIAH HOTEL, RIYADH**



Best Business Hotel  
in Jeddah  
**INTERCONTINENTAL JEDDAH**



Best Budget Hotel Brand  
**HOLIDAY INN**



Best Serviced Apartments  
Company in the Middle East  
**THE ASCOTT LIMITED**



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



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



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**JUMEIRAH**



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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY/JUNE 2016 (READERSHIP 100,000)



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# POST-EVENT EDITORIAL COVERAGE

## BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE MAY/JUNE 2016 (READERSHIP 100,000)

**T**he *Business Traveller* Middle East Awards 2016 saw a range of new winners honoured during a gala awards ceremony attended by more than 350 leading travel industry executives in the sumptuous Palazzo Versace Dubai ballroom.

New category Best Travel App was won by Uber and Turkish Airlines won Best Regional Airline serving the Middle East for the first time.

Guest of Honour Marco Pierre White, the three-times Michelin-star chef, presented the awards and a video was shown illustrating the major changes in the airline and hotel sectors over the last year.

In the airline categories, Emirates won the coveted Best Airline Worldwide along with Airline with the Best Cabin Crew and Airline with the Best Economy Class.

Qatar Airways collected Airline with the Best Business Class while Etihad Airways walked away with Airline with the Best First Class and Airline with the Best Frequent Flyer Programme.

There were other wins for Singapore Airlines (Best Asian Airline serving the Middle East), Qantas (Airline with the Best Premium Economy Class), Lufthansa (Best European Airline serving the Middle East) and Air Arabia (Best Low-Cost Airline serving the Middle East).

There were no surprises in the airport categories as Singapore Changi, Dubai International and Dubai Duty

Free once again won Best Airport in the World, Best Airport in the Middle East and Best Airport for Duty Free Shopping in the Middle East respectively. Hertz picked up Best Car Rental Company in the Middle East for the second successive year.

The fiercely contested hotel awards saw InterContinental Hotels Group win Beirut, Cairo and Jeddah categories and Marriott International collect the prestigious Best Hotel Brand Worldwide award.

There was a one-two-three for Jumeirah, with Jumeirah at Etihad Towers winning Overall Best Business Hotel in the Middle East and Best Business Hotel in Abu Dhabi and the operator was voted Best Hotel Brand in the Middle East.

The striking Four Seasons Hotel Bahrain Bay was awarded Best New Business Hotel and The Oberoi, Dubai voted Best Business Hotel in Dubai. There were other wins for Al Faisaliah Hotel, Riyadh; Hilton Doha; Waldorf Astoria Ras Al Khaimah; Radisson Blu Kuwait; Sheraton Amman Al Nabil Hotel; Sofitel Bahrain Zallaq Thalassa Sea & Spa; Al Bustan Palace, A Ritz-Carlton Hotel; Holiday Inn; Rotana Rewards and The Ascott Limited.

The record number of sponsors this year included Masar Printing and Publishing (headline), Chrysler (official car), and category sponsors VoucherSkout, Samsonite, Travelport, Restonic, Coda and Bliss. Jacobsons was the official vote-processing partner. ►

### Awards 23



**Top to bottom:** HM Consul General to Dubai Paul Fox with Motivate's Ian Fairservice and Guest of Honour Marco Pierre White; guests arrive at the Palazzo Versace Dubai ballroom; The Oberoi team celebrate the Best Business Hotel in Dubai award; Emirates President Tim Clark was among the special guests attending a book launch function on board Bateaux Dubai.

**Opposite:** Marco Pierre White talks to Motivate's Group Editor Dean Carroll on the awards night about his rise to Michelin-star fame.

MAY/JUNE 2016

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY/JUNE 2016 (READERSHIP 100,000)

## New book and film cooking for Marco

From the Motivate offices, where Marco Pierre White spoke after signing copies of his new cookbook *Essentially Marco*, to taking centre stage in the *Business Traveller* Middle East awards in the evening, the three-times Michelin star chef may have hung up his knife but patently lost none of his charisma.

Two locations, two Marcos. The compliant book-signing one, in the mould of the corporate restaurateur overseeing popular brands such as his MPW Steakhouse, Bar & Grills, New York Italian, Wheeler's and Chophouse concepts which abound in England and Ireland.

But tonight it's old Marco, the coveted chef who during an intense 22-year career working at many of London's leading restaurants, at ease as raconteur addressing hotel and airline industry executives.

Such are the colourful accounts of that period that we may soon see a third trait as a biopic is cooking with acclaimed director Ridley Scott, who has bought the rights to his other autobiography, *The Devil in the Kitchen*.

"Nicholas Drake is completing the script now and Michael Fassbender has first option to play me," he says. "It's weird having a movie being made of your life, and quite flattering at the same time. They've only chosen three kitchens – you can't do more than that. At this moment in time, it ends in Italy with my mother. I did question myself whether I've done the right thing. If it inspires one or two people to enter our industry, then it's worth making."

If ever a chef's life was made for film, it's his. He started in Box Tree at Ikley in the



Cookbook fans flock to the book signing event at Kinokuniya store in Dubai Mall

1970s, one of only four restaurants in the UK who had two Michelin stars. "The Head Chef took me under my wing and trained in the same kitchens as my father – and that's where my passion for cooking really started." While at Hotel St George, he came across *The Egon Ronay Guide to Hotels and Restaurants in Great Britain* – and the rest is history.

After working at Le Gavroche, Le Manoir and Harvey's, his reputation ascended in line with his Michelin stars and he's still the youngest chef to have won three. But then he famously gave them back.

"Three stars is a very exciting journey, you become very creative. But it wasn't me that won it, it was the chefs around me – they just followed my vision. It became this well-oiled machine. You're justifying your prices and protecting your reputation. So I wasn't enjoying what I was doing. But the good thing now is if I want to go to Dubai for five days, or film *MasterChef* in Australia for three months, I can do it."

Awards 25

### MPW on... Dubai

"HH Sheikh Mohammed must be a genius to have had this vision – when you see the maps everything goes through here. I've never walked into a modern hotel like the Palazzo Versace Dubai – it's extraordinary, it's like a modern-day Versailles. I've never seen anything like it. Look at the Burj Al Arab (turns around), with the tennis and golf on the helipad. If you had to pay for all the publicity, it would cost more than the hotel."

### MPW on... restaurants

"Cooking is a philosophy not a recipe. What's the most important aspect of a restaurant? Food is way down, the most important aspect is the environment, number two is friendly service with a smile, third is price – when people look outside, they're looking at prices not the dishes – and then food. There's only one thing in our industry that never dates... romance. People are more casual now. They're less fussy than they used to be, we go out more often and lead busier lives."

### MPW on... airline food

"I flew into Dubai on Qantas and when I got to the hotel, I said to my girlfriend that Qantas has the finest airline food in the world. I think Neil Perry from the Rockpool is the cleverest chef at 38,000 feet – and I don't know him. It's simple, and they take into consideration what's possible."

### MPW on... cookbooks

"People buy cookbooks to ignite their imagination – all of them have a recipe for a hollandaise or whatever; if I ask friends why they buy a cookbook, what they want is to create something that has that sense of occasion without the technical ability required."



MAY-JUNE 2016

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# POST-EVENT COVERAGE

## POST-EVENT WINNERS AD

The 'Winners Announced' advert was placed in:

**The Week Magazine**

Issue# 105, May 1 2016

**Business Traveller Middle East**

May 2016

**Golf Digest**

May 2016



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# POST-EVENT COVERAGE

## POST-EVENT WINNERS AD

The 'Winners Announced' DPS advert was placed in:

**Gulf Business**  
May 2016

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**AWARDS 2016**

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**Emirates**
- Airline with the Best Economy Class  
**Emirates**
- Airline with the Best Premium Economy  
**Qantas**
- Airline with the Best Business Class  
**Qatar Airways**
- Airline with the Best First Class  
**Ethiad Airways**
- Airline with the Best Frequent Flyer Programme  
**Ethiad Guest**
- Best Regional Airline serving the Middle East  
**Turkish Airlines**

**AIRPORTS**

- 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  
**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**

**CAR RENTAL**

- Best Car Rental Company in the Middle East  
**Hertz**

**TRAVEL APP**

- Best Travel App  
**Uber**

**BUSINESS HOTELS**

- Best New Business Hotel  
**Four Seasons Hotel Bahrain Bay**
- Best Business Hotel in Dubai  
**The Oberoi, Dubai**
- Best Business Hotel in Abu Dhabi  
**Jumeirah at Etihad Towers**
- Best Hotel in Sharjah & the Northern Emirates  
**Waldorf Astoria Ras Al Khaimah**
- Best Business Hotel in Amman  
**Sheraton Amman Al Nabil Hotel**
- Best Business Hotel in Beirut  
**InterContinental Phoenicia Beirut**

**Best Business Hotel in Cairo**  
**InterContinental Cairo Citystars**

**Best Business Hotel in Doha**  
**Hilton Doha**

**Best Business Hotel in Kuwait**  
**Radisson Blu Hotel, Kuwait**

**Best Business Hotel in Manama**  
**Sofitel Bahrain Zallaq Thalassa Sea & Spa**

**Best Business Hotel in Muscat**  
**Al Bustan Palace, A Ritz-Carlton Hotel**

**Best Business Hotel in Riyadh**  
**Al Faisaliah Hotel, Riyadh**

**Best Business Hotel in Jeddah**  
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**Best Budget Hotel Brand**  
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**Overall Best Business Hotel in the Middle East**  
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An MPU was placed on CampaignME.com to promote the winners.

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WINNERS ANNOUNCED — 41,799**



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