



Business Traveller

Middle East

AWARDS 2017



POST-EVENT REPORT

SUNDAY, APRIL 23, 2017
PALAZZO VERSACE DUBAI

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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 afternoon celebrating the very best in the travel and hospitality industry.

We hope you enjoyed the event and we look forward to working with you in the near future.

Thanks again,

The Motivate Events Team

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YOU ARE INVITED...

A great turnout of 300 guests attended the Business Traveller Middle East Awards, held as an afternoon ceremony due to the day being a public holiday. Thirty-six awards were presented to well-deserved winners.

DIGITAL INVITATIONS



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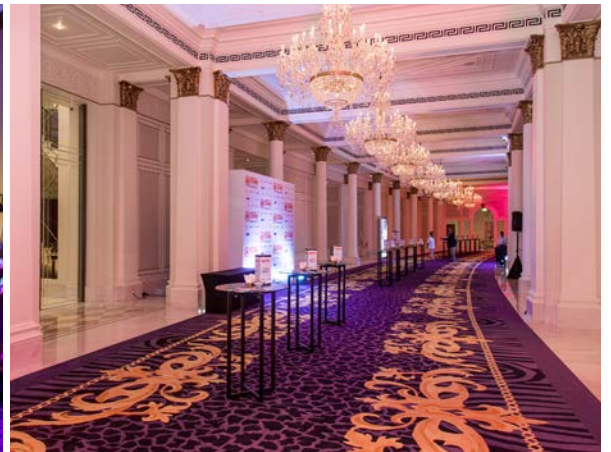


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THE VENUE

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 adorning 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.

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GUEST OF HONOUR

VINEET BHATIA

The Guest of Honour at 2017's Business Traveller Middle East Awards was Chef Vineet Bhatia, widely regarded as the "face" of modern progressive Indian cuisine.

He created history in 2001 by being the first Indian chef-patron to get the coveted Michelin star for his restaurant and yet again in 2009, as the only Indian chef to have the coveted star for each of his restaurants in London and Geneva.

In a consultative capacity Vineet oversees the in-flight food and restaurants in the hotels around the world, most notably in Mauritius, Doha, Saudi Arabia, Bahrain and back home in his native Mumbai.



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THE PURPLE CARPET



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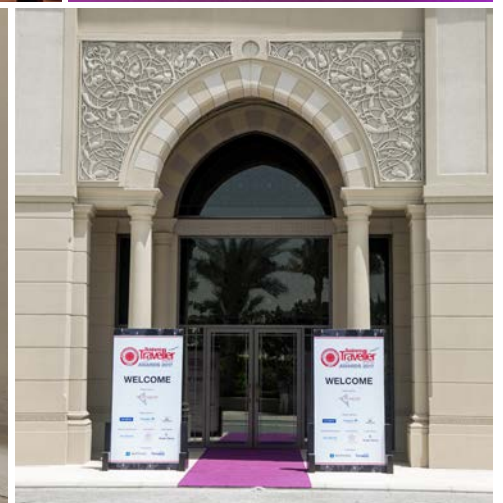
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EVENT BRANDING

Sponsors' logos were placed on all event collateral, including but not limited to: invites, photo wall, winner's wall, table top branding, menu and programme, welcome boards, outdoor signage, ballroom banners, etc.



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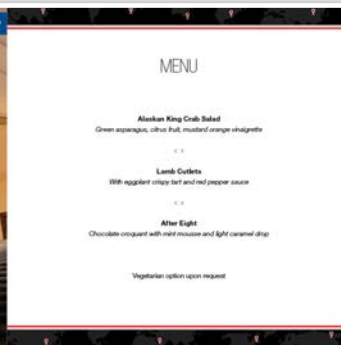


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EVENT BRANDING

MENU & PROGRAMME



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SPONSORS



Headline sponsor Masar Printing and Publishing presented the first four awards. They were represented by CEO Amina Al Suwaidi.

Airline with Best Cabin Crew was presented to Qatar Airways.
 Airline with Best Economy Class presented to Etihad Airways.
 Airline with the Best Premium Economy Class presented to Qantas.
 Airline with the Best Business Class presented to Qatar Airways.



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Sams^{on}ite

Reynaldo Samson, Assistant Marketing Manager at Grand Stores, presented four awards.

Best New Business Hotel presented to The Westin Dubai, Al Habtoor City.

Best Business Hotel in Dubai presented to Jumeirah at Etihad Towers.

Overall Best Business Hotel in the Middle East presented to JW Marriott Marquis.

Best Hotel Loyalty Programme in the Middle East presented to Marriott Rewards.



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Richard Cooke, Commercial Director, Air Commerce, GCC, represented Travelport by presenting three awards.

Airline with the Best First Class presented to Emirates.
Airline with Best Frequent Flyer Programme Emirates Skywards.
Best Regional Airline Serving the Middle East Turkish Airlines.



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Anil Chandirani, Chairman of Satguru Group, presented three awards.

Best Asian Airline Serving the Middle East presented to Singapore Airlines.
 Best European Airline Serving the Middle East presented to British Airways.
 Best Low-cost Airline Serving the Middle East presented to flydubai.



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JACOBSONS
accelerate business

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

Akram Raffoul, Partner and Executive Director of Jacobsons Direct, presented five awards at the event.

Best Business Hotel in Amman presented to Amman Rotana Hotel.

Best Business Hotel in Beirut presented to Hilton Beirut Habtoor Grand.

Best Business Hotel in Cairo presented to Four Seasons Hotel Cairo at Nile Plaza.

Best Business Hotel in Doha presented to InterContinental Doha The City.

Best Business Hotel in Kuwait presented to Jumeirah Messilah Beach Hotel & Spa.



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PRE-EVENT COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
APRIL 2017 (READERSHIP 100,000)



APRIL 2017

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PRE-EVENT COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
APRIL 2017 (READERSHIP 100,000)

Business Traveller | 21
AWARDS 2017

CONSISTENT FLAVOURS

Vineet Bhatia's life has been dominated by cooking and travel – which makes him the ideal Guest of Honour at this month's Business Traveller Middle East Awards

They say our formative years leave an indelible mark on our characters – and that's certainly the case with Vineet Bhatia, who will be Guest of Honour at the Business Traveller Middle East Awards 2017 in Palazzo Versace Dubai's ballroom on April 23. His early passions in life were aeroplanes and his mother's cooking.

"When I was a young child, I didn't have an alarm clock. I didn't need one. I was awakened at 6.30 each morning by the roaring engines of the DC-10 that took off from the airport near our house in Bombay," said the world-renowned chef, who recently met HM Queen Elizabeth II in a reception at Buckingham Palace to celebrate the start of the UK-India Year of Culture. "I'd pass by a small flying club and stare endlessly at the Cessnas taking off and landing, marvelling at their speed and their aura of luxury."

At 17, he took the national defence exam in hopes of joining the Air Force, but failed the physical part of the test. No matter, the travel seed was firmly planted – although the path to culinary stardom wasn't smooth at first. "I never felt that I had a knack for it. My first few attempts at cooking on my own were downright failures," he recalls.

But he persevered and the Oberoi group spotted his talent for his culinary passion, recruiting him as a trainee in 1988, and he remained there for three years learning all aspects of Indian cuisine.

"As a rule the cream of the class were absorbed in the French kitchens but I stuck to Indian, much to the dismay of my seniors who almost threatened me to go French." After Delhi, it was Mumbai calling as Vineet was appointed as Chef De Cuisine at Oberoi (Mewar and Kandahar Restaurant). These traditionally rigid kitchens gave him no space to

experiment with his creations. While on the other hand his French counterparts were being applauded for their daredevilry in cuisine.

Frustrated, Vineet decided to move to London, unaware that curious Anglo-Indian spicy stews over large drinks were being gulped down by Britons.

When he arrived in London in 1993, he was disappointed by Indian food's representation. He started work at the Star of India (Old Brompton Road, South Kensington) by immediately creating a professional environment in the kitchen and then slowly moved his attention to the food and the menu.

In April 1999, Vineet partnered and opened Zaika, first in Chelsea, then in a new home in Kensington High Street. Restaurant critics began to take notice and Fay Maschler anticipated he would climb great culinary heights – prophetically as it turned out. In 2001, Zaika was awarded a Michelin star, making Vineet the first Indian chef-restaurateur to receive this honour.

Today Vineet Bhatia London, housed inside a Georgian townhouse off the Kings Road, serves modern takes on well-known dishes such as chaat, duck korma and chilli cod. When he's not travelling, he lives in London with his wife Rashima and their two sons, Varaul and Ronit.

Among most hoteliers, he needs no introduction. Maharaja by Vineet at Movenpick Al Khobar has been going for eight years and it's as beautiful as ever" he wrote on Twitter recently (another restaurant is in Riyadh); Indego by Vineet at Grosvenor House Dubai is similarly a 12-year institution which has "set the benchmark"; Doha's Saffron Lounge, in Katara, provides diners with the opportunity to explore India's different flavours. ►

Opposite:
Vineet Bhatia

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PRE-EVENT COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE APRIL 2017 (READERSHIP 100,000)

22 |  AWARDS 2017



"I have two new exciting projects coming up in the region," he said, adding that one in Dubai will be announced in June. "There's a move towards lighter, grazing menus and less formal fine dining, and venues are looking more at the flow of people – that's a global trend. Of course, the quality of the food remains paramount and consistency is key to everything."

His strong Qatar links also extend to working as a consultative chef with Qatar Airways, devising first and business class menus; he also worked for a decade with British Airways. "I used to live under the flight path of Concorde, and every evening I would watch the Concorde fly pass – on its last flight, they served my chocolate dessert."

Rasoi by Vineet is familiar to Arab palates at home and abroad, with one restaurant at The Gulf Hotel in Bahrain, and others at The Mandarin Oriental Geneva, sister to Rasoi by Vineet in London, which opened in 2004. Those kicking back in Mauritius can sample Amari by Vineet in Lux Belle Mare hotel.

With Ziya in Mumbai, his career has come full circle, returning to the Oberoi 25 years after training at the Oberoi Centre for Learning and Development.

He says restaurateurs have to be realistic with prices in the current market. "People are sensitive following the oil price drop and if you're charging Dhs600 a head for a meal, that's not going to happen. Everyone's looking for value for money."

TOP DISHES

Here is a selection of Vineet classics that everyone should try at least once.

Chocomosa He's been making this popular sweet-and-savoury mix for 23 years and they're still a big seller.

Clockwise: Vineet meets HM Queen Elizabeth II at the UK-India Year of Culture reception; Goan fish curry; Chocomosa; Tandoori Salmon



Tandoori salmon Scottish Salmon is coated in a honey, dill and grainy mustard marinade. This was one of his iconic dishes created very early on and served in British Airways' first and business class. **Goan fish curry** Indego's menu features a "tangy addictive preparation of sea bass cooked with tamarind and Goan spice paste". His interpretation is different as he likes to cook both the fish and sauce separately (so fish remains intact and not overcooked).

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PRE-EVENT COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE
APRIL 2017 (READERSHIP 100,000)

Business Traveller 23
AWARDS 2017

PALAZZO LAUNCHES BUSINESS TRAVEL PACKAGE

Executives checking in to Palazzo Versace Dubai can benefit from the hotel's new business travel package.

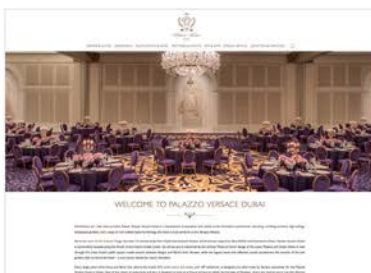
Alongside 10 per cent off the lowest best available rate for a room or suite, guests can check in any time of the day or night, and stay for 24-hour intervals with no extra charge. Those staying a minimum three nights can book a one-way transfer from Dubai International and drop-off to meetings located within a 10km radius as well as free shuttles to Dubai Mall and Dubai Festival City mall. Other benefits include access to the Executive Lounge, free high-speed wifi, suit and shirt pressing (two pieces per stay), 20 per cent off F&B at all outlets (except Q's Bar and Lounge) and spa treatments. Preferred members receive double iPrefer points.

Q'S BAR STRIKES RIGHT CHORD WITH JAZZ LOVERS



Q's Bar and Lounge, the first bar from music legend Quincy Jones, continues to build a strong reputation as Dubai's premier jazz venue with live performances complemented by a wide selection of rare beverages and finest cigars. Watch Shela – vocalist, pianist, songwriter, arranger and producer – perform until April 8 and thereafter, an as yet unnamed artist will perform until the beginning of Ramadan.

CASE STUDY: WEBSITE AWARD



Palazzo Versace Dubai's website (palazzoversace.ae) recently received an award by the Web Marketing Association in its annual WebAward Competition. So what made Palazzo stand out from the online crowd?

- In order to acquire the right target audience, it focused on the **visual appeal**, principally the font, colour and images, which created the 'desire for travel' among potential travellers.
- But to motivate customers required more than attractive images, so the hotel focused on **functionality** – how easy it was for visitors

to navigate the site, view offers and make a reservation. The result is the neat, clear bar at the top of the site, above the rotating main photos.

- To attract a larger international audience, the hotel ensured it not only had English as a **language** but also served key source markets with Arabic, Chinese and Russian.
- Keeping **mobile** as a primary focus also made a big difference, as it accounted for 85 per cent of the hotel's website traffic. Integration of social media widgets on the website have also increased the average time spent by visitors on the website. A social aggregator widget on the homepage pulls up pictures posted by our guests on Instagram and all images can also be pinned on individuals' Pinterest boards.
- In order to influence **conversions**, the hotel carried out an effective SEO strategy that shows content to people actually looking for it. Widgets are placed at crucial stages of the 'website journey' like an exit tool that pops up when the visitor is considering leaving the website.
- The tool **shows benefits** such as the best rate guarantee, incentives on dining and spa treatments. Placement of phone and email icons at strategic points on the mobile version are also effective. ■

APRIL 2017

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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								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 - Emailers Vote Now	GB,BTME and Campaign Database	EDM	1				1	1				1	1						28,600.00		
Emailers - Shortlist Announced	GB,BTME and Campaign Database	EDM													1	1				11,440.00	
Emailers - Winners Announced	GB,BTME and Campaign Database	EDM															1	1			11,440.00
Newspaper	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		
Television Lift Advertisement	Media City & Business Bay networks	15 sec ad				1	1				1								17,148.00		
Total																			349,042.00		

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MARKETING

The voting forms were sent out with January, February and March editions of *Business Traveller Middle East*.

Votes were received in the thousands via voting slips and online forms by the closing date of April 6, 2017.

SURVEY FORM





**Business
Traveller**
Middle East
AWARDS 2017

Dear Reader,

Flying on the world's leading airlines, travelling through state-of-the-art hub airports and staying in the best-branded hotels makes the Middle East travel market like no other!

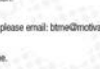
Now it's up to you, as discerning frequent travellers, to decide which ones are truly leaders in their industry and local market.

The Business Traveller Middle East Awards 2017 rewards the best hotels, airlines, airports and car hire sectors across the region.

For more information, please email: btme@motivate.ae

Thank you for your time.


Yours sincerely,


 Dominic Ellis
 Business Traveller Middle East Editor




REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY

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Presentation



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

Please return by 6th April 2017 or complete the survey online at www.btme.ae

TO NOTE: Online at bmte.ae or fill in the form below:

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

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

For a **SHORT HALL** flight Economy ☐ Premium Economy ☐ Business Class ☐ First Class ☐
For a **LONG HALL** flight Economy ☐ Premium Economy ☐ Business Class ☐ First Class ☐

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

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

2. 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 LUNGE in the Middle East?
d. BEST AIRPORT Worldwide?

3. When choosing between airlines for a business trip, which of the following are the most important considerations for you? Select all that apply

Route network <input type="checkbox"/>	In-flight food and beverage <input type="checkbox"/>	Arrival facilities <input type="checkbox"/>
Frequent flyer programme (FFP) <input type="checkbox"/>	Price <input type="checkbox"/>	Price <input type="checkbox"/>
Fast lanes <input type="checkbox"/>	Airline alliances <input type="checkbox"/>	Airline alliances <input type="checkbox"/>
Cabin staff <input type="checkbox"/>	Comfort <input type="checkbox"/>	Safety <input type="checkbox"/>
Check-in kiosk <input type="checkbox"/>	Scheduling <input type="checkbox"/>	In-flight entertainment <input type="checkbox"/>
Check-in kiosk <input type="checkbox"/>	Airline departure lounges <input type="checkbox"/>	In-flight internet access <input type="checkbox"/>
Unassisted pick-up <input type="checkbox"/>	Green credentials <input type="checkbox"/>	Airport <input type="checkbox"/>

SECTION 2 HOTELS

4. 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 ☐

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

BEST NEW BUSINESS HOTEL?
a. BEST BUSINESS HOTEL in Abu Dhabi?
b. BEST BUSINESS HOTEL in Amman?
c. BEST BUSINESS HOTEL in Beirut?
d. BEST BUSINESS HOTEL in Cairo?
e. BEST BUSINESS HOTEL in Dubai?
f. BEST BUSINESS HOTEL in Doha?
g. BEST BUSINESS HOTEL in Jeddah?
h. BEST BUSINESS HOTEL in Kuwait?
i. BEST BUSINESS HOTEL in Muscat?
j. BEST BUSINESS HOTEL in Mumbai?
k. BEST BUSINESS HOTEL in Riyadh?
l. BEST BUSINESS HOTEL in Sharjah and the Northern Emirates?
m. BEST BOUTIQUE BUSINESS HOTEL in Dubai?
n. BEST BUDGET HOTEL BRAND in the Middle East?
o. BEST SERVICED APARTMENT COMPANY in the Middle East?
p. OVERALL BEST BUSINESS HOTEL in the Middle East?

6. From your own personal experience in the past year, which do you consider to be:

a. Your **HOTEL LOYALTY PROGRAMME** in the Middle East?
b. BEST HOTEL BRAND in the Middle East?
c. BEST HOTEL BRAND Worldwide?

7. When choosing between hotels for a business trip, which of the following are the most important considerations for you? Select all that apply

Business centre <input type="checkbox"/>	Quality of rooms <input type="checkbox"/>	Custians/attendants <input type="checkbox"/>
Loyalty programme <input type="checkbox"/>	Good location <input type="checkbox"/>	Atmosphere <input type="checkbox"/>
Health/beauty facilities <input type="checkbox"/>	Executive Rooms & Lounge <input type="checkbox"/>	Service <input type="checkbox"/>
Separate express check-in/out <input type="checkbox"/>	Airport transfers <input type="checkbox"/>	Price <input type="checkbox"/>
Wi-Fi throughout <input type="checkbox"/>	Meeting facilities <input type="checkbox"/>	Green credentials <input type="checkbox"/>

SECTION 3 OTHER

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

1-2 times ☐ 3-5 ☐ 6-9 ☐ 10 or more ☐

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

9. What do you consider to be the **BEST TRAVEL APP**?

SECTION 4 ABOUT YOU

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

Are you?

Male ☐

Female ☐

Age group?

Up to 25 ☐ 25-34 ☐ 35-54 ☐
55-64 ☐ 65 and over ☐

10. Which one of the following best describes your job title/position?

Chairman/Managing Director ☐ Owner/Principal ☐
Senior Executive ☐ Manager/Executive ☐
Other ☐

11. What is your main business activity?

Manufacturing/Engineering ☐ Import/Export ☐
Finance/Insurance ☐ Education ☐
Public Sector/Government ☐ Telecommunications / IT ☐
Professional ☐ Utilities/Commodities ☐
Legal ☐ Travel/Hospitality ☐
Other ☐

12. Who books your travel schedule?

Yes you ☐ Travel Agent ☐ Another Person ☐

13. How many employees are there in your organisation worldwide?

Up to 10 ☐ 11-50 ☐
51-100 ☐ 101-500 ☐
501+ ☐ More than 1,000 ☐

14. How often do you travel Business/Traveler/Middle East/Executive?

monthly ☐ quarterly ☐ rarely ☐

15. How many leisure trips do you take per year?

0 ☐ 1-2 ☐ 3-5 ☐
6-10 ☐ 10+ ☐

16. How often do you add a leisure trip into a business trip?

0 ☐ 1-2 ☐ 3-5 ☐
6-10 ☐ 10+ ☐

THAT CONCLUDES OUR 2017 SURVEY. THANK YOU!

NAME:

ADDRESS:

BANK ADDRESS:

TELEPHONE/MOBILE:

MARKETING

PRINT AD

The 'Vote Now' advert was placed in:

Business Traveller Middle East

February 2017

March 2017

Campaign

Issue #205 – February 5, 2017

Issue # 206 – February 19, 2017

Issue #207 – March 5, 2017

Issue #208 – March 19, 2017

Issue #209 – April 2, 2017

Cyclist

March 2017

Emirates Man

March 2017

Golf Digest

March 2017

Gulf Business

February 2017

March 2017

The Week

Issue #144 – February 4, 2017

Issue #145 – February 11, 2017

Issue #146 – February 18, 2017

Issue #147 – February 25, 2017

Issue #148 – March 4, 2017

Issue #149 – March 11, 2017

Issue #150 – March 18, 2017

Issue #151 – March 25, 2017

Issue #152 – April 1, 2017

Business Traveller
Middle East
AWARDS 2017

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

**BEST HOTEL
BRAND WORLDWIDE**

VOTE NOW
www.btme.ae

REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY

Guest of honour, Michelin-star chef **Vineet Bhatia**

Headline sponsor: MASAR
Category sponsors: Samsonite, Travelport, GLOBAL TMC, soburu
Official vote processing partner: JACOBSONS
Venue partner: Palace Hotel
Presented by: MOTIVATE, Panacea

Business Traveller
MIDDLE EAST

campaign

Cyclist
Middle East

Emirates MAN

GULF BUSINESS
— GULFBUSINESS.COM —

Golf Digest
Middle East

THE WEEK

Headline sponsor



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MARKETING

NEWSPAPER PRINT ADS

A24 INDIA

Shiv Sena activists disrupt meat business in Gurugram
PARTY SUPPORTERS FORCIBLY CLOSE 500 SHOPS CITING HINDU FESTIVAL OF NAVRATRI

Grounded MP vents anger at Air India

On the road

Invitation to Tender

Business Traveller Awards 2017

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GULF NEWS

30 March 2017
Quarter Page Strip

SPONSORS' LOGOS

Khaleej Times

30 March 2017
Quarter Page

30 INDIA

BATTERY OPERATED VINTAGE CAR

Paid maternity leave hiked from 12 weeks to 26 weeks

Crackdown on abattoirs goes beyond UP

Temple attacked near Myanmar border

Lights out for iconic Regal theatre

Business Traveller Awards 2017

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Category sponsors

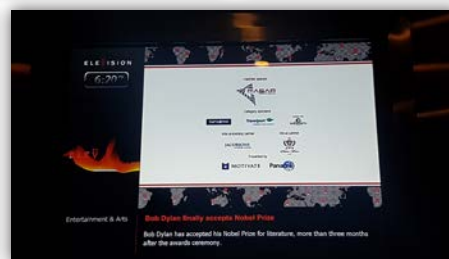
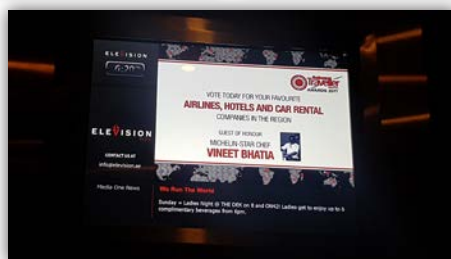
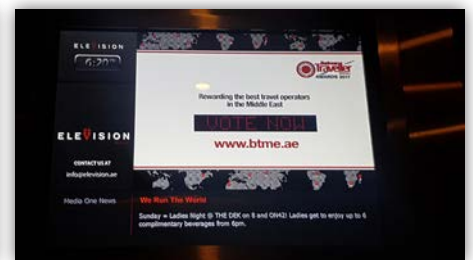
Vote processing partner

Venue partner

Presented by



MARKETING



Elevision lift advertisements ran across Dubai Media City and Dubai Financial District.

Headline sponsor

Category sponsors

Vote processing partner

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MARKETING

EDMs

Vote now:

E-mailers were sent out to an exclusive hotel database.



The graphic is a vertical banner for the Business Traveller Awards 2017 Middle East. At the top, a circular logo features a globe and the text 'BUSINESS TRAVELLER AWARDS', 'MIDDLE EAST', and '2017'. To the right, the text 'Business Traveller' is in a large, bold, red font, with 'Middle East' in a smaller red font below it, and 'AWARDS 2017' in a bold black font. Below this, the text 'VOTE TODAY FOR THE' is in a small black font, followed by 'AIRLINES, HOTELS AND CAR RENTAL' in a bold red font, and 'COMPANIES IN THE REGION THAT MAKE YOUR BUSINESS TRAVEL A PLEASURABLE EXPERIENCE' in a bold red font. In the center, a person in a dark suit is holding a diamond-shaped trophy. The trophy has the same circular logo as the top and a black base with the text 'BEST HOTEL BRAND WORLDWIDE' in white. Below the trophy, the text 'VOTE NOW' is in a large, bold, black font, followed by 'www.btme.ae' in a bold red font. At the bottom, the text 'REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY' is in a bold black font. Below this, there are five categories of sponsors: 'Headline sponsor' (MASAR), 'Category sponsors' (Samsonite, Travelport, GLOBAL TRAC, sobosuru), 'Official vote processing partner' (JACOBSONS), 'Venue partner' (Dubai Palace), and 'Presented by' (MOTIVATE, Panacea). The background of the banner features a world map with location pins.

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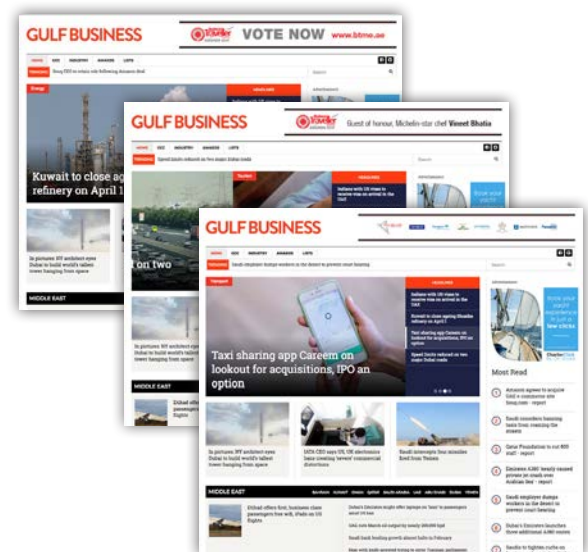
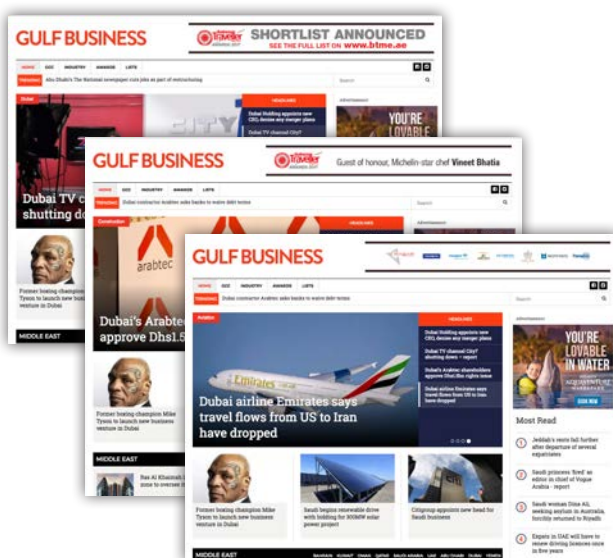
MARKETING

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

**WEB MPU
VOTE NOW — 391,717 IMPRESSIONS**



**WEB LEADERBOARD
VOTE NOW — 127,162 IMPRESSIONS**



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Category sponsors

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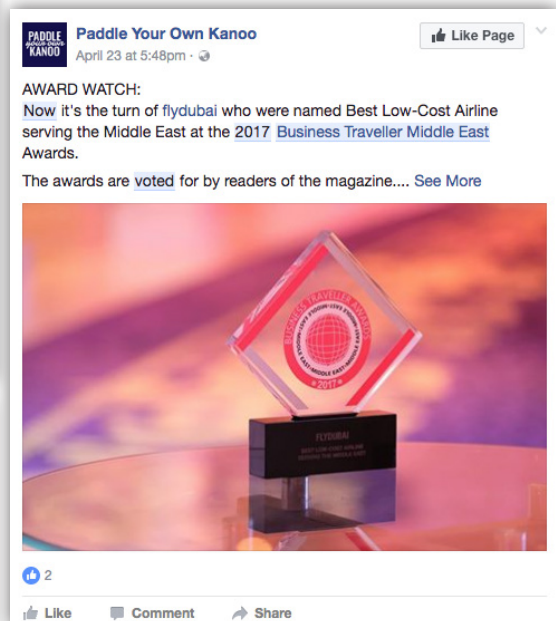
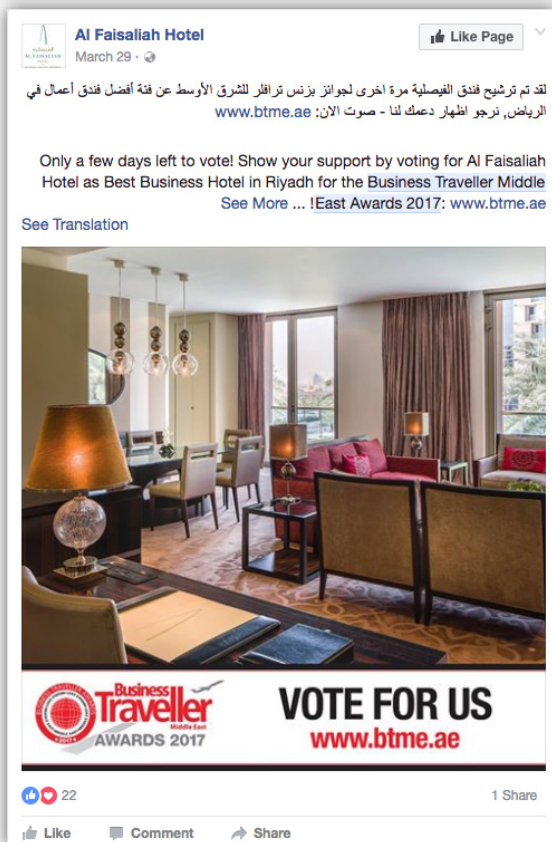
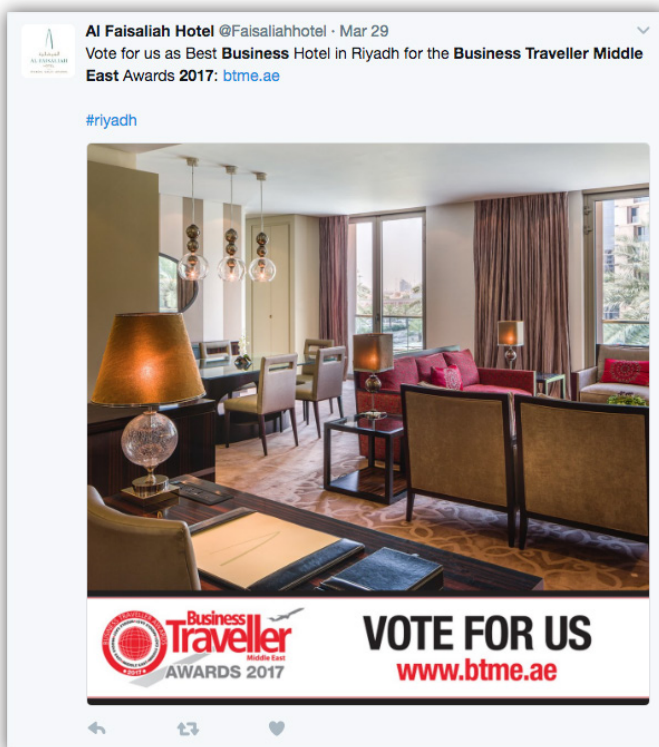
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MARKETING

SOCIAL MEDIA



Headline sponsor



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Venue partner



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THE WINNERS



Airline with the Best Cabin Crew
QATAR AIRWAYS



Airline with the Best Economy Class
ETIHAD AIRWAYS



Airline with the Best Premium Economy
QANTAS



Airline with the Best Business Class
QATAR AIRWAYS



Airline with the Best First Class
EMIRATES



Airline with the Best Frequent Flyer Programme
EMIRATES SKYWARDS



Best Regional Airline Serving the Middle East
TURKISH AIRLINES



Best Asian Airline Serving the Middle East
SINGAPORE AIRLINES



Best European Airline Serving the Middle East
BRITISH AIRWAYS

Headline sponsor



Category sponsors



Vote processing partner



Venue partner



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THE WINNERS



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 Lounge
in the Middle East
**EMIRATES FIRST CLASS
LOUNGE, DUBAI
INTERNATIONAL AIRPORT**



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



Best Car Rental Company
in the Middle East
HERTZ



Best Travel App
BOOKING.COM



Best New Business Hotel
**THE WESTIN DUBAI,
AL HABTOOR CITY**

Headline sponsor



Category sponsors



Vote processing partner



Venue partner



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THE WINNERS



Best Business Hotel in Dubai
**JW MARRIOTT MARQUIS
HOTEL 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
AMMAN ROTANA HOTEL



Best Business Hotel in Beirut
**HILTON BEIRUT
HABTOOR GRAND**



Best Business Hotel in Cairo
**FOUR SEASONS HOTEL
CAIRO AT NILE PLAZA**



Best Business Hotel in Doha
**INTERCONTINENTAL DOHA
THE CITY**



Best Business Hotel in Kuwait
**JUMEIRAH MESSILAH
BEACH HOTEL & SPA**



Best Business Hotel in Manama
**FOUR SEASONS HOTEL
BAHRAIN BAY**

Headline sponsor



Category sponsors



Vote processing partner



Venue partner



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THE WINNERS



Best Business Hotel in Muscat
**SHERATON OMAN
HOTEL**



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



Best Business Hotel in Jeddah
**INTERCONTINENTAL
JEDDAH**



Best Budget Hotel Brand
ROVE HOTELS



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
MARRIOTT REWARDS



Best Hotel Brand
in the Middle East
ROTANA HOTELS & RESORTS



Best Hotel Brand Worldwide
HILTON

Headline sponsor



Category sponsors



Vote processing partner



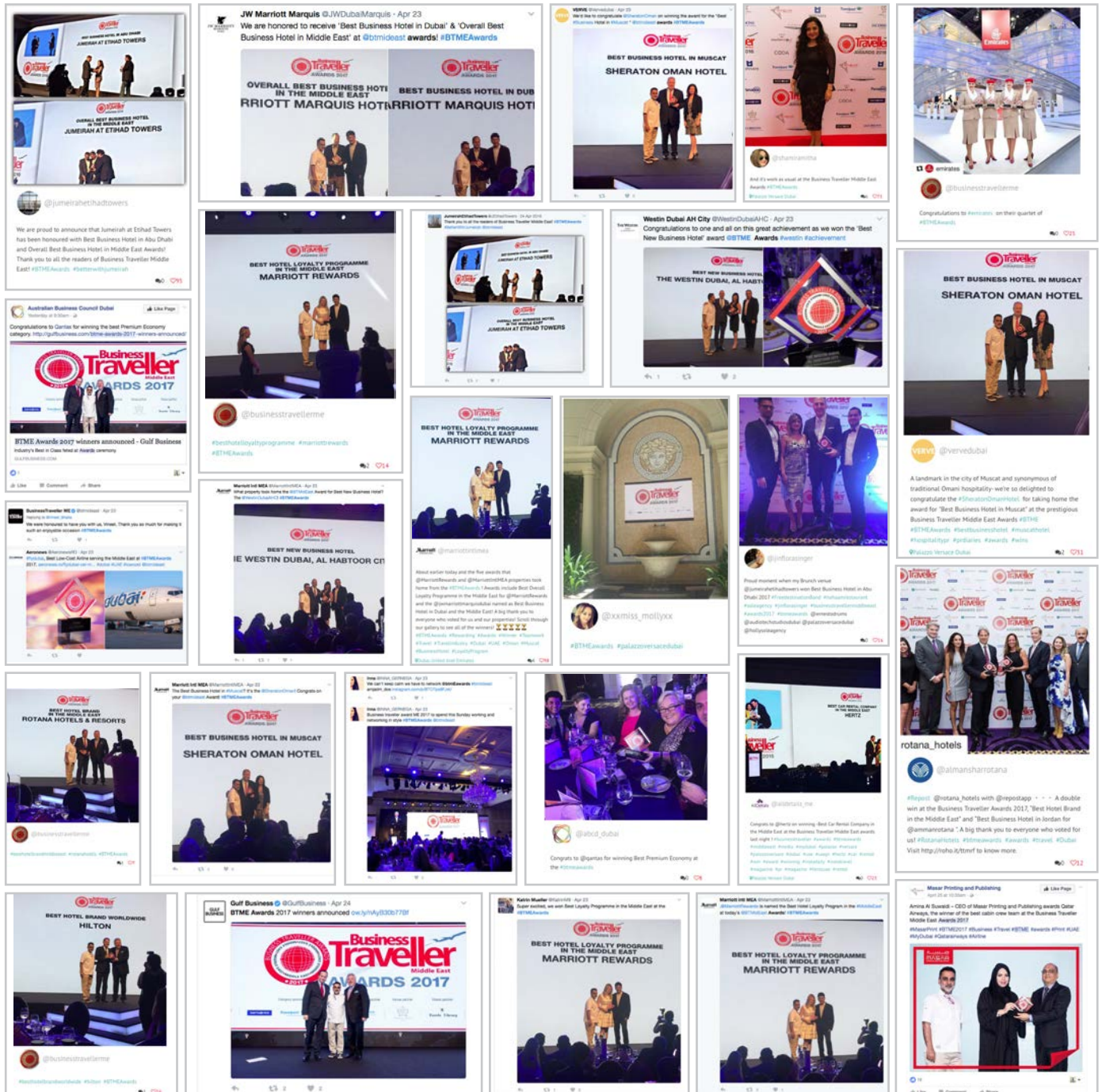
Venue partner



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LIVE EVENT SOCIAL MEDIA UPDATES



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POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY/JUNE 2017 (READERSHIP 100,000)

20  AWARDS 2017

SWEET

The Business Traveller Middle East Awards 2017 featured new categories, repeat winners



The Middle East's leading operators were recognised for their outstanding service, product offerings and digital expertise in the Business Traveller Middle East Awards 2017 during a lunchtime ceremony at Palazzo Versace Dubai which was attended by 300 travel executives.

Vineet Bhatia – the first Indian chef to be awarded a Michelin star – was the Guest of Honour, a popular choice given his broad experience with hotels and airlines. The awards ceremony was hosted by Motivate and Panacea Publishing, the magazine's joint venture partner, and this year's sponsors included Masar Printing and Publishing, Samsonite, Travelport, Satguru and Jacobsons.

Ian Fairservice, Motivate Managing Partner and Group Editor, welcomed guests and a five-minute video was shown on the large screen outlining major airline and hotel developments in the previous year.

Addressing guests, Bhatia reflected on the twin loves of his life – cooking and travel – when as

a child he watched the Cessnas fly overhead in Mumbai. During our interview (see later), when I ask if he has any unfulfilled ambitions, he says he would still love to get a flying licence.

In a light-hearted moment, he recounted to guests travelling from balmy Mauritius one Christmas, where he managed to get sunburn the day before, and arrived in icy New York. "When you fly often you have to keep your sense of humour." He advised business travellers to pick the mind of concierges, walk around the vicinity on arrival and talk to people – as well as try out the local food. "That will help you with your business," he said.

ME3 EXCEL IN AIRLINE CATEGORIES

Gulf carriers once again shone in the airline categories with Emirates winning four trophies – Airline with the Best First Class, Airline with the Best Frequent Flyer Programme (Skywards), Best Airport Lounge in the Middle East (First Class lounge, Dubai International Airport) and Best Airline Worldwide.

Above: Motivate's Ian Fairservice opens the awards ceremony.

MAY-JUNE 2017

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POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY/JUNE 2017 (READERSHIP 100,000)



SUCCESS

and saw 'chef traveller' Vineet Bhatia taking centre stage

Qatar Airways won the highly competitive Airline with the Best Business Class and Airline with the Best Cabin Crew, and Etihad Airways triumphed in the Airline with the Best Economy Class category, in the readers' poll. In the low-cost airlines category, last year's placings were reversed with flydubai pipping Air Arabia to the top ranking.

There were also successes for Qantas (Airline with the Best Premium Economy Class), Turkish Airlines (Best Regional Airline serving the Middle East), British Airways (Best European Airline serving the Middle East) and Singapore Airlines (Best Asian Airline serving the Middle East).

Despite fierce competition from Dubai International – voted Best Airport in the Middle East – Singapore Changi once again held onto its title as Best Airport in the World and Dubai International also won Best Airport for Duty Free Shopping in the Middle East.

Hertz was voted Best Car Rental Company in the Middle East and Booking.com won Best Travel App, a new category this year.




Clockwise from above: Vineet Bhatia addresses guests; Adel Al Redha, Executive Vice President and Chief Operations Officer for Emirates, collects the Best Airline worldwide award from Ian Fairservice, Motivate Managing Partner and Group Editor; networking before the awards presentation; industry video shown on the large screen.

EVEN SPREAD OF HOTEL WINNERS
The hotel winners were spread across leading operators, reflecting the fine margins separating the premium brands.





Marriott International took the plaudits in five categories. The JW Marriott Marquis Hotel Dubai was voted Best Business Hotel in Dubai and won the Overall Best Business Hotel in the Middle East; Best New Business Hotel went to The Westin Dubai, Al Habtoor City; Marriott Rewards collected the Best Hotel Loyalty Programme in the Middle East award; and Sheraton Oman was voted Best Business Hotel in Muscat.

Hilton picked up a trio of awards (Hilton Beirut Habtoor Grand, Waldorf Astoria Ras Al Khaimah and Best Hotel Brand Worldwide), while Jumeirah walked away with a brace of trophies (Best Business Hotel in Kuwait, Best Business Hotel in Abu Dhabi) – as did Rotana Hotels & Resorts (Amman Rotana, Best Hotel Brand in the Middle East), InterContinental Hotels Group (InterContinental Doha The City, InterContinental Jeddah).

Four Seasons Hotel Bahrain Bay took the honours in the Manama category, Al Faisaliah Hotel Riyadh was voted Best Business Hotel in Riyadh and Frasers Hospitality won Best Serviced Apartments company in the Middle East.

Fast-growing Rove Hotels won Best Budget Hotel Brand for the first time.

"Gulf airlines set the global standards with their superior offerings in the air and on the ground," said Fairservice. "And the message from the hotel sector is consolidation continues to spur competition – which is good news for business travellers."

For the full list of winners, click on btme.ae. ■

MAY-JUNE 2017

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BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY/JUNE 2017 (READERSHIP 100,000)



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BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY/JUNE 2017 (READERSHIP 100,000)











CHEF TRAVELLER AT EASE WITH BACKPACKERS



I have half an hour with Vineet Bhatia at Indego by Vineet in Grosvenor House Dubai, before his new book, *My Sweet Kitchen*, is launched. He has the purple glasses in his apron – much like the picture in the April magazine – and we sit for tea; I opt for a Masala Chai, he orders coffee.

He starts by telling me about his latest GCC project whose announcement is imminent. An intimate venue, it will occupy the top three floors of an office tower. "It will have individual pods and every table will have a full view." Other projects are on the anvil regionally.

The book, self-published and first out in October, has beautiful photography and already picked up an award from UK chefs. Dubai is the third city internationally launch, after Bahrain and Paris. "We've made combinations to make it look nice – so you can do the dish entirely or take one element," he says. "I'm not a pastry chef – I used to hate desserts – but I realised there's been no updates. I don't want to do mainstream. We're working on another book for next year, which will be vegetarian and vegan based." We skip through a few other key subjects.

Airline food: "In premium cabins, the food has improved but there's still a long way to go in economy. I think it's always going to be an issue due to the cost factor."

Airline lounges: "A lot of families fly on private jets in this region and I travel to Mauritius regularly as I have a restaurant there. I was dining in the airport once and was asked to take a look – I was amazed. It's very private and exclusive, from beginning to end."

On Board: "I usually like to sleep – most of the time I'll catch a night flight. I mostly fly Emirates."

Holidays: "We always try and do one break with the family which is totally new – in the past, we went to Venezuela, Japan, and last year, Jordan. I don't know this year. It doesn't have to be five-star – in Japan we had one four-star hotel stay and backpacked the rest. We loved it. I turn 50 in December so we'll have to do something special."

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POST-EVENT COVERAGE

POST-EVENT WINNERS AD

Business Traveller Middle East AWARDS 2017

CONGRATULATIONS TO THE WINNERS

AIRLINES

- Airline with the Best Cabin Crew
Qatar Airways
- Airline with the Best Economy Class
Etihad Airways
- Airline with the Best Premium Economy
Qantas
- Airline with the Best Business Class
Qatar Airways
- Airline with the Best First Class
Emirates
- Airline with the Best Frequent Flyer Programme
Emirates Skywards
- Best Regional Airline serving the Middle East
Turkish Airlines
- 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
Flydubai
- 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
Emirates First Class Lounge, Dubai International Airport
- Best Airport in the World
Singapore Changi Airport

CAR RENTAL

- Best Car Rental Company in the Middle East
Hertz

TRAVEL APP

- Best Travel App
Booking.com

BUSINESS HOTELS

- Best New Business Hotel
The Westin Dubai, Al Habtoor City
- Best Business Hotel in Dubai
JW Marriott Marquis Hotel 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
Amman Rotana Hotel
- Best Business Hotel in Beirut
Hilton Beirut Habtoor Grand
- Best Business Hotel in Cairo
Four Seasons Hotel Cairo at Nile Plaza
- Best Business Hotel in Doha
InterContinental Doha The City
- Best Business Hotel in Kuwait
Jumeirah Messilah Beach Hotel & Spa
- Best Business Hotel in Manama
Four Seasons Hotel Bahrain Bay
- Best Business Hotel in Muscat
Sheraton Oman Hotel
- Best Business Hotel in Riyadh
Al Faisaliah Hotel Riyadh
- Best Business Hotel in Jeddah
InterContinental Jeddah
- Best Budget Hotel Brand
Rove Hotels
- 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
Marriott Rewards
- Best Hotel Brand in the Middle East
Rotana Hotels & Resorts
- Best Hotel Brand Worldwide
Hilton

Headline sponsor: MASAR
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Vote processing partner: Global Time, soburu
Venue partner: Hilton
Presented by: MOTIVATE, Panacea

The 'Winners Announced' advert was placed in:

Business Traveller Middle East
May 2017

Campaign
Issue #173 – April 30, 2017

Golf Digest
May 2017

Gulf Business
May 2017

The Week
Issue #173 – April 30, 2017

Business Traveller MIDDLE EAST

campaign

Golf Digest MIDDLE EAST

GULF BUSINESS
— GULFBUSINESS.COM —

THE WEEK

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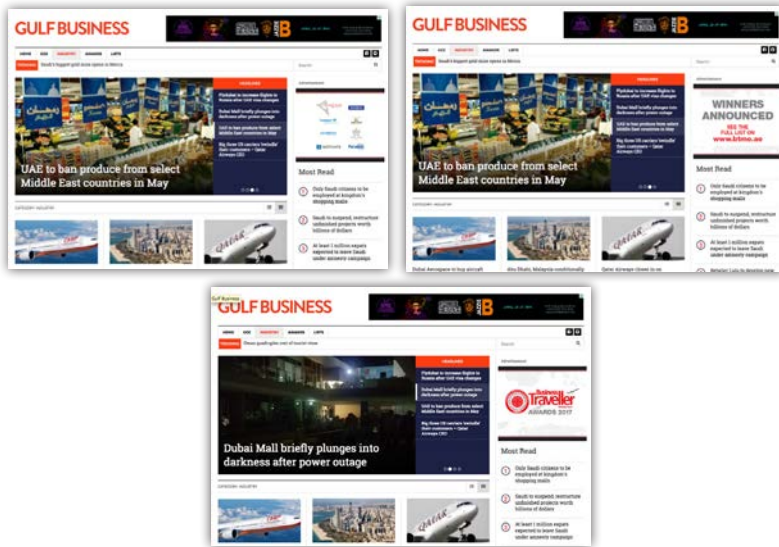


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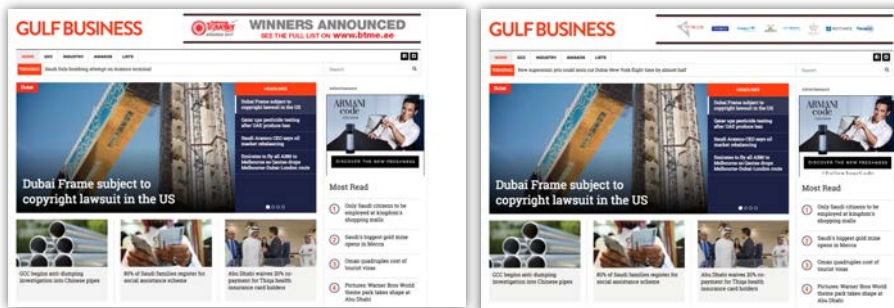


POST-EVENT ONLINE COVERAGE

**WEB MPU
WINNERS ANNOUNCED — 31,401 IMPRESSIONS**



**WEB LEADERBOARD
WINNERS ANNOUNCED — 40,977 IMPRESSIONS**



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Venue partner

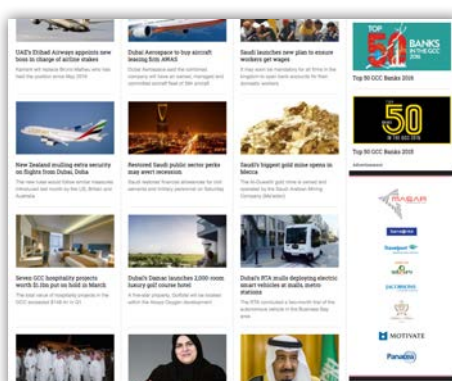
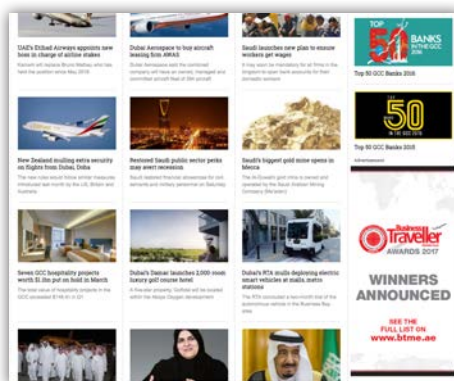


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POST-EVENT ONLINE COVERAGE

**WEB HALF PAGE
WINNERS ANNOUNCED — 17,080 IMPRESSIONS**



**EDM
WINNERS ANNOUNCED**



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