



Business Traveller

AWARDS 2018



POST-EVENT REPORT

SUNDAY, APRIL 22, 2018
PALAZZO VERSACE DUBAI

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Presented by





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

Thanks again,

Motivate Events Team

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YOU ARE INVITED...

A great turnout of 300 guests attended the Business Traveller Middle East Awards. Thirty-six awards were presented to well-deserved winners.



DIGITAL INVITATIONS



THE VENUE

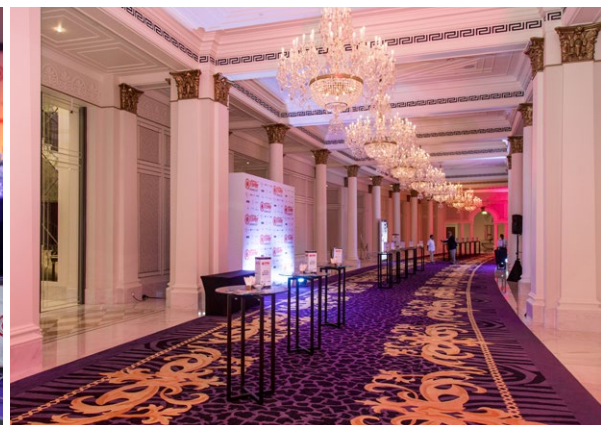


PALAZZO VERSACE

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 8 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 Versace exclusively for the Palazzo Versace Hotel in Dubai.



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GUEST OF HONOUR

FRANK GARDNER, OBE

Born in 1961, Frank Gardner is the BBC's Security Correspondent, reporting for television and radio on issues of domestic and international security, notably on Islamist extremist related terrorism. A fluent Arabist, with a degree in Arabic and Islamic Studies, he was previously the BBC's Middle East Correspondent based in Cairo, and before that in Dubai.

In June 2004, while reporting in Riyadh, Frank and his cameraman, Simon Cumbers, were ambushed by Islamist gunmen. Simon was killed outright, Frank was shot multiple times and left for dead. Against all expectations, he survived and, in 2006, published his acclaimed and bestselling memoir, *Blood and Sand*. In 2009 he published *Far Horizons*, a much praised account of his life as an inveterate traveller and explorer. His first novel, the thriller *Crisis*, was a No.1 bestseller. He has written for *GQ*, the *Economist* and the *Daily Telegraph* among other publications.

Awarded an OBE for services to journalism and a winner of the prestigious El Mundo Prize for International Journalism, Frank Gardner is married with two children and lives in London.

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THE PURPLE CARPET



Sponsors



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Vote processing partner



Flower partner

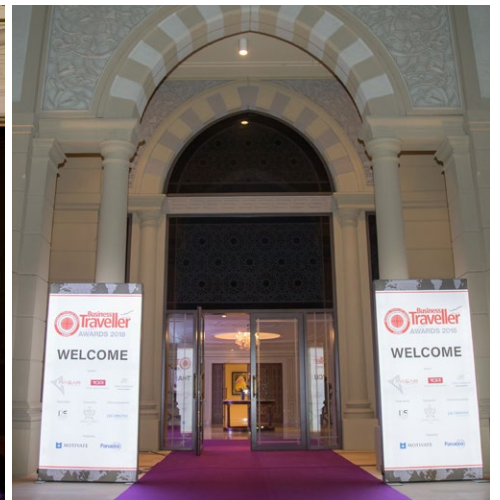


Presented by



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 & programme, welcome boards, outdoor signage, ballroom banners, etc.



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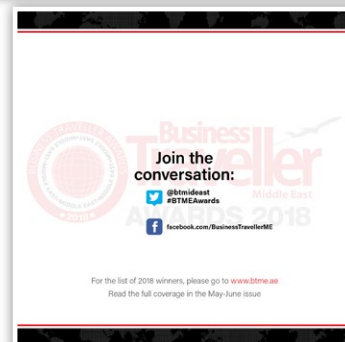
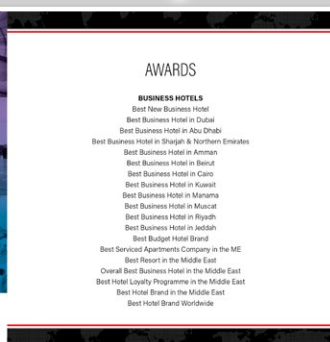
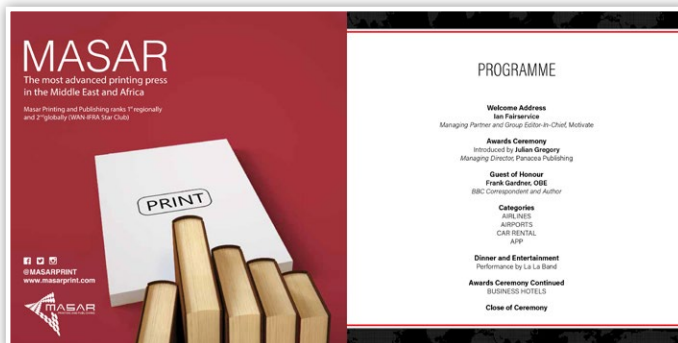


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EVENT BRANDING

MENU & PROGRAMME



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SPONSOR



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

Airline with Best Cabin Crew presented to Emirates.
Airline with Best Economy Class presented to Etihad Airways.
Airline with the Best Premium Economy Class presented to Qantas.
Airline with Best business Class presented to Emirates.



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Pearl-Continental
HOTELS & RESORTS

Haseeb Gardezi, Vice President Operations of Hashoo Group Hospitality Division presented the following awards on behalf of their flagship property, Pearl-Continental Hotels & Resorts.

Best New Business Hotel presented to Renaissance Downtown Hotel Dubai.
Best Business Hotel in Dubai presented to JW Marriott Marquis Hotel Dubai.



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SPONSOR



PERFECTING THE JOURNEY

Sonali Varma presented the following two categories on behalf of Tumi.

Airline with Best First Class presented to Etihad Airways.

Airline with Best Frequent Flyer Programme presented to Etihad Guest.



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SPONSOR

JACOBSONS
better experiences

Our vote processing partner, Jacobsons Direct, counted and verified all the physical votes 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 at Jacobsons Direct, presented two awards at the event:

Best Business Hotel in Abu Dhabi presented to Intercontinental Abu Dhabi.

Best Business Hotel in Sharjah & Northern Emirates presented to Waldorf Astoria Ras Al Khaimah.



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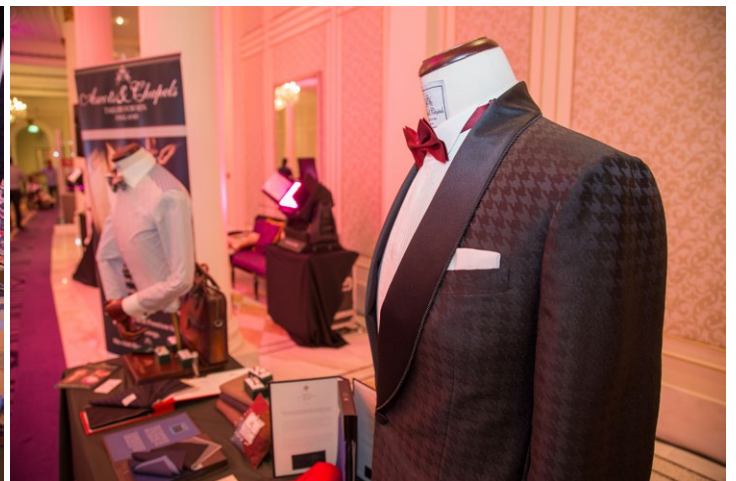


SPONSOR



Activity partners Ascotts & Chapels has a display of product in the pre-function area of the Palazzo Versace Grand ballroom.

Guests had the opportunity to interact with the brand and its line of products prior to the start of the event.



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SPONSOR



Design Studio, our flower partners for the Business Traveller Middle East Awards, displayed their fresh and aromatic flowers as beautiful centerpieces for the Awards ceremony.



Sponsors



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PRE-EVENT COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
APRIL 2018 (READERSHIP 100,000)

UPFRONT



FIRST LOOK: HOLIDAY INN DUBAI FESTIVAL CITY

THE REGION'S LARGEST Holiday Inn, towering over Dubai Festival City with 510 rooms, is due to open its doors on April 18.

To the right of the spacious lobby, topped with colourful ball chandeliers, is a small meeting area with natural light which will target training sessions and discreet events and more meeting space is upstairs on the Mezzanine level, including a boardroom beyond glass doors with pre-function space.

To the left of the lobby, Zest will serve as a 'lifestyle' café space and beyond is the large Sirocco all-day diner which is lined with comfortable seating and can hold up to 240 guests. A lounge bar will open at a later date on the 19th top floor.

One key feature is the walkway connecting the hotel to the mall (due to open after the hotel's launch), providing shoppers with a convenient passage and a

seamless link with InterContinental and Crowne Plaza hotels. Holiday Inn guests can sign their bills to their rooms when eating in the upscale and five-star hotels. An outdoor pool offers Festival City and Burj Khalifa views and inside is a decent-sized gym with treadmills and weights.

Solar power will account for around a third of energy consumption at the 'Green Engage' property.

Frank Gardner to be Guest of Honour at Awards

ACCLAIMED BBC JOURNALIST and author Frank Gardner OBE will be the Guest of Honour at this year's *Business Traveller Middle East Awards* at Palazzo Versace Dubai on April 22.

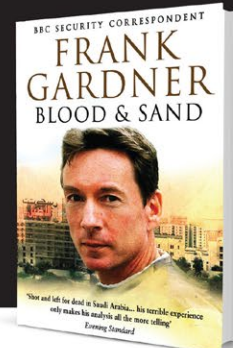
Gardner and his mother met Arabian explorer Sir Wilfred Thesiger on a bus when Gardner was 16 – which started a love affair with the region, and travel, that endures to this day. In one year alone, he travelled to 28 countries.

The BBC's Security Correspondent joined BBC World in 1995 and while filming in Saudi Arabia in 2004, was shot six times by terrorists, leaving him paralysed from the waist down. His workload continued

and in recognition for his services to journalism, he received an OBE in 2005, and has written three books, *Blood and Sand*, *Far Horizons* and *Crisis* (fiction), and *Ultimatum*, the next thriller in his Luke Carlton series, will be out on May 31.

Last month he criticised London Heathrow on Twitter for losing his wheelchair and leaving him stranded for 90 minutes on an aircraft returning from Addis Ababa. "Odd that I can travel round the Middle East and elsewhere without a hitch," he wrote.

But he described discussions with Heathrow CEO John Holland-Kaye to improve services as "constructive."



APRIL 2018

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MARKETING

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

MEDIA PLAN

PRINT	TITLE	DETAILS	MONTH					VALUE (US\$)
			JAN	FEB	MAR	APR	MAY	
Print - Voting	Business Traveller Middle East	FP	1	1				13,000
	Gulf Business	FP	1	1				13,000
	Golf Digest	FP	1	1				7,500
	Campaign Middle East	FP	2	2				20,000
	Announcement	Event	1					5,000
Print - Voting/Shortlist announcement	Business Traveller Middle East	FP			1	1		13,000
	Gulf Business	FP			1	1		13,000
	Golf Digest	FP			1	1		7,500
	Campaign Middle East	FP			2	2		20,000
Print - Event/Winners	Business Traveller Middle East	FP					1	13,000
	Gulf Business	FP					1	6,500
	Golf Digest	FP					1	3,750
	Campaign Middle East	FP					1	20,000
Newspaper	Khaleej Times	1/4 page			1	1		10,464
	Gulf News	1/4 page			1	1		10,720
TOTAL								176,434

DIGITAL	PLATFORM	DETAILS	MONTH					VALUE (US\$)
			JAN	FEB	MAR	APR	MAY	
MPU/Leaderboard/ Half-page	Gulfbusiness.com	1 insertion = 50k impressions	1	2	2	3		106,400
	Golfdigestme.ae	1 insertion = 20k impressions	1	2	1	1		26,600
	Campaignme.com	1 insertion = 10k impressions	1	2	3	3		23,940
EDM	Gulfbusiness.com	Database	1	2	2	4		1,980
	Golfdigestme.ae	Database	1	2	2	1		1,320
	Campaignme.com	Database	1	2	2	2		1,540
Radio	Dubai Eye	30 second slot	10	10	20	20		14,000
Elevision (3 minute loop)	Media City, Business Bay	30 second slot	1		1	1		16,350
TOTAL								192,130

GRAND TOTAL VALUE

368,564

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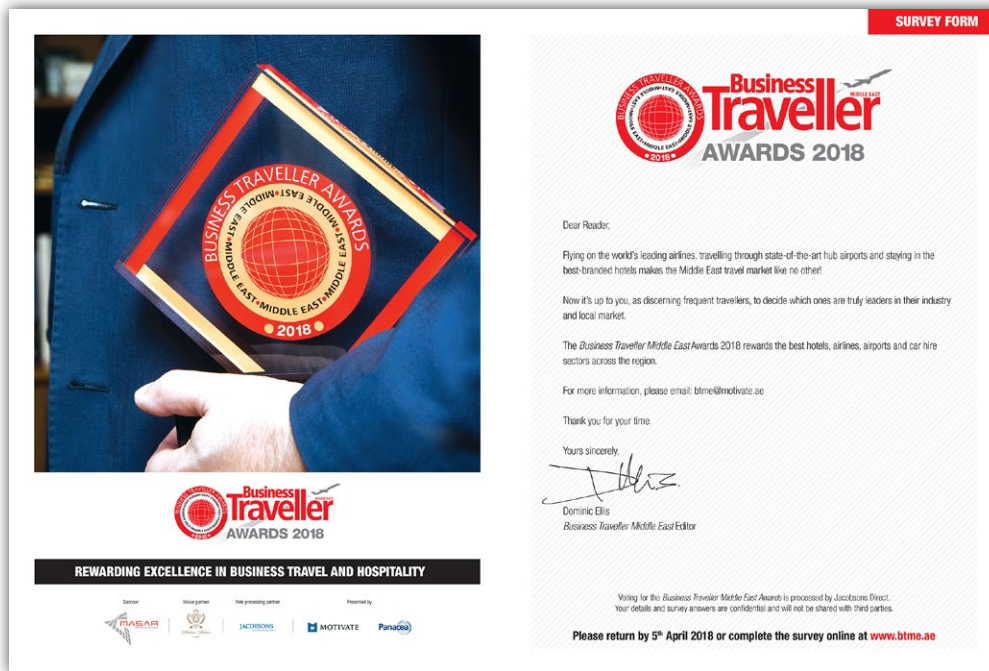


MARKETING

VOTING FORM

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

Votes were received in thousands via voting slips and online forms by the closing date of April 5, 2018.



TO VOTE: Log on to btme.ae or fill in the 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 ☐ 6-10 ☐ 11-20 ☐ 21-30 ☐ 31 or more ☐

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

A. For a SHORT Haul flight Economy ☐ Premium Economy ☐ Business Class ☐ First Class ☐

B. For a LONG Haul flight Economy ☐ Premium Economy ☐ Business Class ☐ First Class ☐

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

A. AIRLINE with BEST CABIN STAFF?

B. BEST REGIONAL AIRLINE for the Middle East?

C. BEST ASIAN AIRLINE serving the Middle East?

D. BEST EUROPEAN AIRLINE serving the Middle East?

E. BEST FIRST CLASS?

F. BEST BUSINESS CLASS?

G. BEST PREMIUM ECONOMY?

H. BEST ECONOMY CLASS?

I. BEST LOW-COST AIRLINE serving the Middle East?

J. BEST FREQUENT FLYER PROGRAMME?

K. BEST AIRLINE (overall)?

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

A. BEST AIRPORT in the Middle East?

B. BEST AIRPORT in the Middle East for duty free shopping?

C. BEST AIRPORT LOUNGE in the Middle East?

D. BEST AIRPORT Worldwide?

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

Particularity ☐ In-flight food and beverage ☐ Arrival facilities ☐

Frequent flyer programme (FFP) ☐ Price ☐

Flat beds ☐ In-flight Wi-Fi/Internet access ☐

Cabin staff ☐ Comfort ☐ Airline alliances ☐

Cabin check-in ☐ Scheduling ☐ In-flight entertainment ☐

Check-in kiosk ☐ Airline departure lounges ☐ In-flight internet access ☐

Luggage pick-up ☐ Green credentials ☐ Airport ☐

SECTION 2 HOTELS

6. 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 ☐

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

A. BEST NEW BUSINESS HOTEL in the Middle East?

B. BEST BUSINESS HOTEL in Abu Dhabi?

C. BEST BUSINESS HOTEL in Amman?

D. BEST BUSINESS HOTEL in Beirut?

E. BEST BUSINESS HOTEL in Cairo?

F. BEST BUSINESS HOTEL in Dubai?

G. BEST BUSINESS HOTEL in Jakarta?

H. BEST BUSINESS HOTEL in Kuwait?

I. BEST BUSINESS HOTEL in Marrakech?

J. BEST BUSINESS HOTEL in Moscow?

K. BEST BUSINESS HOTEL in Riyadh?

L. BEST BUSINESS HOTEL in Shanghai and the Northern Extension?

M. BEST BUDGET HOTEL BRAND in the Middle East?

N. BEST SERVICES APARTMENT COMPANY in the Middle East?

O. BEST CONVENTION HOTEL in the Middle East?

P. BEST RESORT in the Middle East?

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

A. BEST HOTEL LOYALTY PROGRAMME in the Middle East?

B. BEST HOTEL BRAND in the Middle East?

C. BEST HOTEL BRAND Worldwide?

9. 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 ☐ Quality of room ☐ Canteen/restaurant ☐

Loyalty programme ☐ Good location ☐ Atmosphere ☐

Health/fitness facilities ☐ Executive floors & Lounge ☐ Service ☐

Separate express check-in/out ☐ Airport transfers ☐ Price ☐

Wi-Fi/broadband ☐ Meetings facilities ☐ Green credentials ☐

SECTION 3 OTHER

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

1-2 times ☐ 3-5 ☐ 6-10 ☐ 10 or more ☐

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

11. What do you consider to be the BEST ONLINE TRAVEL PLATFORM?

SECTION 4 ABOUT YOU

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

12. Are you? Male ☐ Female ☐

13. Age group? Under 25 ☐ 25-34 ☐ 35-44 ☐ 45 and over ☐

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

Chairman/Managing Director ☐ Owner/Principal ☐ Director/Vice President ☐ Manager/Executive ☐

Other ☐

15. What is your main business activity?

Manufacturing/Engineering ☐ Import/Export ☐

Finance/Insurance ☐ Education ☐

Public Sector/Government ☐ Telecommunications/IT ☐

Pharmaceuticals ☐ Utilities/Communications ☐

Legal ☐ Travel/Hospitality ☐

Other ☐

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

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

Up to 10 ☐ 11-50 ☐

51-100 ☐ 101-500 ☐

501-1,000 ☐ More than 1,000 ☐

18. How often do you read Business Traveller Middle East magazine?

monthly ☐ quarterly ☐ rarely ☐

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

0 ☐ 1-2 ☐ 3-5 ☐

20. How often do you add a leisure trip onto a business trip?

0 ☐ 1-2 ☐ 3-5 ☐

21. How often do you add a business trip onto a leisure trip?

0 ☐ 1-2 ☐ 3-5 ☐

THAT CONCLUDES OUR 2018 SURVEY THANK YOU!

NAME: _____

ADDRESS: _____

EMAIL ADDRESS: _____

TELEPHONE/MOBILE: _____

BIRTH YEAR: _____

NATIONALITY: _____

CITY OF RESIDENCE: _____

☐ I AM INTERESTED IN PURCHASING TICKETS TO THE BUSINESS TRAVELLER MIDDLE EAST AWARDS 2018

Please return this form before 5pm on April 5th to:

Michelle Austin, Jacobsen Direct, Al Mankar Building Block B, Mohammed Road (Behind Emirat Petrol Station / Marlin Furniture, Al Karma, PO Box 6884, Dubai, U.A.E. Telephone: +9714 3377737

Sponsors



Vote processing partner



Flower partner



Presented by



MARKETING

PRINT AD

The 'Vote Now' advert was placed in:

Campaign

Issue #228 - January 28, 2018

Issue #229 - February 11, 2018

Issue #231 - March 11, 2018

Issue #232 - March 25, 2018

Business Traveller Middle East

March 2018

April 2018

Golf Digest

March 2018

April 2018

Gulf Business

March 2018

April 2018

The advertisement is a vertical rectangular graphic. At the top, it features the 'Business Traveller' logo with a globe icon and the text 'MIDDLE EAST', followed by 'AWARDS 2018'. Below this, it says 'VOTE TODAY FOR THE AIRLINES, HOTELS AND CAR RENTAL COMPANIES IN THE REGION THAT MAKE YOUR BUSINESS TRAVEL A PLEASURABLE EXPERIENCE'. The central image shows a person in a dark suit holding a large, transparent award trophy that says 'BUSINESS TRAVELLER AWARDS 2018' and 'BEST HOTEL BRAND WORLDWIDE'. Below the image, it says 'VOTE NOW' in large bold letters, followed by the website 'www.btme.ae' and the tagline 'REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY'. A section titled 'Guest of honour' features a photo of Frank Gardner, OBE, with the text 'Frank Gardner, OBE' and 'BBC Correspondent and Author'. At the bottom, there are logos for sponsors: MASAR, TUMI, Pearl-Continental, and others, along with venue and processing partners like JACOBSONS and MOTIVATE, and presenters Panacea.

**Business
Traveller**
MIDDLE EAST

GULF BUSINESS

campaign

Golf Digest
MIDDLE EAST

Sponsors



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Flower partner



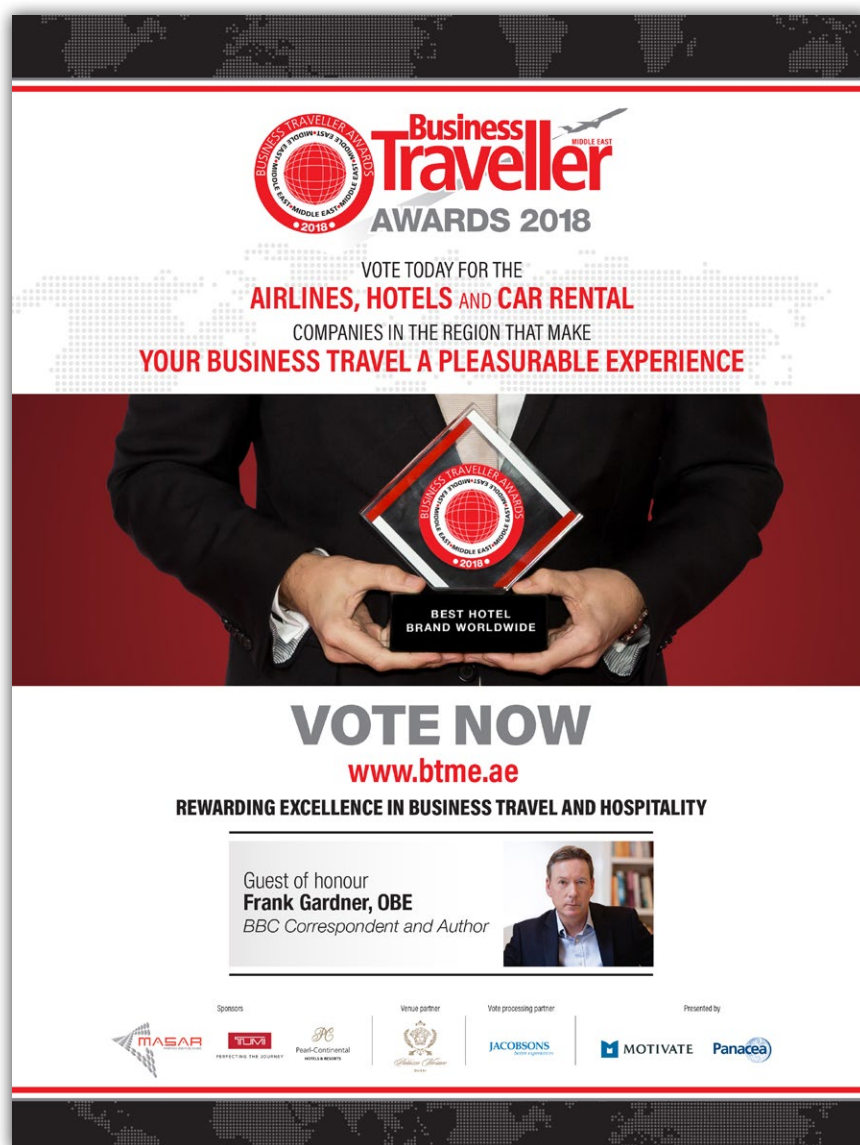
Presented by



MARKETING

EDMs were sent out to an exclusive hotel database in the months of February and March.

VOTE NOW — 38,450 IMPRESSIONS



The poster features a world map background. At the top, the 'Business Traveller AWARDS 2018' logo is displayed, with a red globe icon. Below the logo, the text reads: 'VOTE TODAY FOR THE AIRLINES, HOTELS AND CAR RENTAL COMPANIES IN THE REGION THAT MAKE YOUR BUSINESS TRAVEL A PLEASURABLE EXPERIENCE'. The central image shows a person in a suit holding a diamond-shaped award plaque that says 'BEST HOTEL BRAND WORLDWIDE'. Below this, the text 'VOTE NOW' is prominently displayed, followed by the website 'www.btme.ae' and the tagline 'REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY'. A section for the 'Guest of honour' features a photo of Frank Gardner, OBE, with the text 'BBC Correspondent and Author'. At the bottom, logos for sponsors (MASAR, TUMI, Pearl-Continental), venue partner (Palazzo Versace), vote processing partner (JACOBSONS), and presenters (MOTIVATE, Panacea) are listed.

Business Traveller
AWARDS 2018

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

Guest of honour
Frank Gardner, OBE
BBC Correspondent and Author

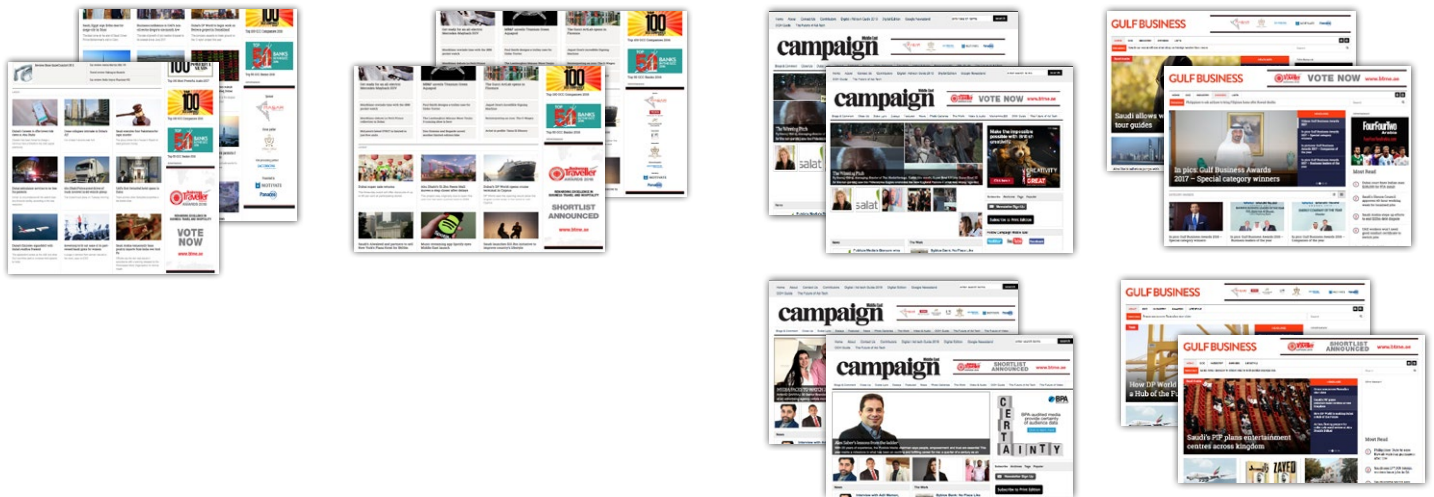
Sponsors: MASAR, TUMI, Pearl-Continental
Venue partner: Palazzo Versace
Vote processing partner: JACOBSONS
Presented by: MOTIVATE, Panacea

MARKETING

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

**WEB HALF PAGE
VOTE NOW & SHORTLIST
ANNOUNCED — 299,546
IMPRESSIONS**

**WEB LEADERBOARD
VOTE NOW & SHORTLIST
ANNOUNCED — 700,550
IMPRESSIONS**



**WEB MPU
VOTE NOW & SHORTLIST ANNOUNCED — 435,121 IMPRESSIONS**



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MARKETING

SOCIAL MEDIA



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THE WINNERS



EMIRATES

Airline with the Best Cabin Staff
Airline with the Best Business Class
Best Airline Worldwide



ETIHAD AIRWAYS

Airline with the
Best Economy Class



QANTAS

Airlines with the
Best Premium Economy Class



ETIHAD AIRWAYS

Airline with the Best First Class



ETIHAD AIRWAYS

Airline with the Best
Frequent Flyer Program



TURKISH AIRLINES

Best Regional Airline
Serving the Middle East



SINGAPORE AIRLINES

Best Asian Airlines
Serving the Middle East



LUFTHANSA

Best European Airline
Serving the Middle East



flydubai

Best Low-Cost Airline
Serving in the Middle East

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THE WINNERS



DUBAI INTERNATIONAL AIRPORT

Best Airport in the Middle East



DUBAI INTERNATIONAL AIRPORT

Best Airport for Duty Free Shopping in the Middle East



EMIRATES FIRST CLASS LOUNGE, DUBAI INTERNATIONAL AIRPORT

Best Airport Lounge In the Middle East



SINGAPORE CHANGI AIRPORT

Best Airport in the World



AVIS

Best Car Rental Company in the Middle East



BOOKING.COM

Best Online Travel Platform



RENAISSANCE DOWNTOWN HOTEL DUBAI

Best New Business Hotel



JW MARRIOTT MARQUIS HOTEL DUBAI

Best Business Hotel In Dubai



INTERCONTINENTAL ABU DHABI

Best Business Hotel in Abu Dhabi

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THE WINNERS



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



GRAND HYATT AMMAN
Best Business Hotel in Amman



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



INTERCONTINENTAL CAIRO
Semiramis
Best Business Hotel in Cairo



**FOUR SEASON HOTEL
KUWAIT
AT BURJ ALSHAYA**
Best Business Hotel in Kuwait



MOVENPICK HOTEL BAHRAIN
Best Business Hotel in Manama



**RADISSION BLU HOTEL
MUSCAT**
Best Business Hotel in Muscat



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



INTERCONTINENTAL JEDDAH
Best Business Hotel in Jeddah

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THE WINNERS



ROVE HOTELS

Best Budget Hotel brand



ASSCOTT LIMITED

Best Serviced Apartments
Company in the Middle East



SHANGRI-LA HOTEL

BARR AL JISSAH MUSCAT
Best Resort in the Middle East



JW MARRIOTT MARQUIS HOTEL DUBAI

Overall Best Business Hotel in the
Middle East



IHG REWARDS

Best Hotel Loyalty Programme in
the Middle East



ROTANA

Best Hotel Brand in the Middle East



INTERCONTINENTAL

Best Hotel Brand Worldwide

Sponsors



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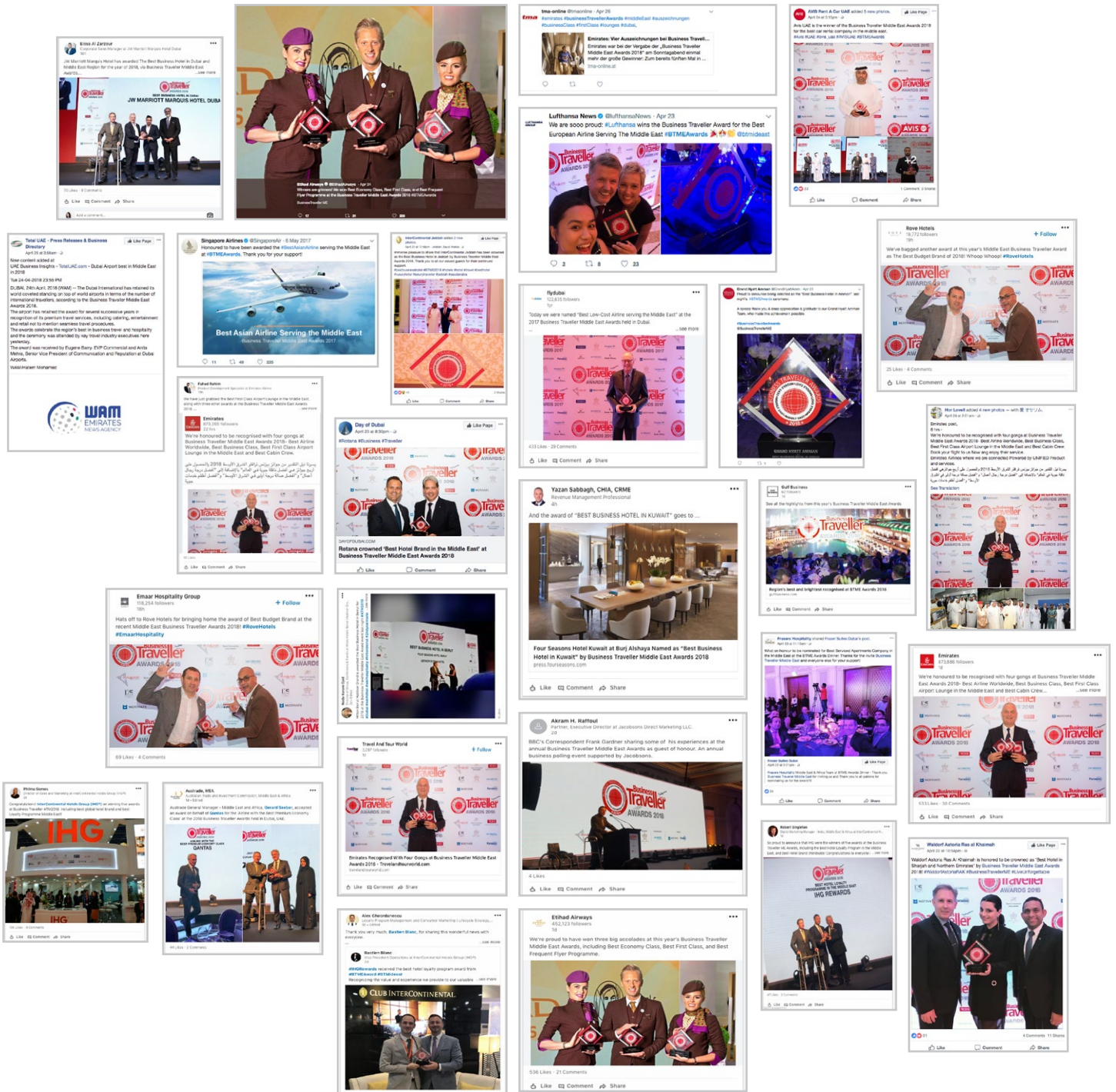


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LIVE EVENT SOCIAL MEDIA UPDATES

SOCIAL MEDIA



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POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY 2018 (READERSHIP 100,000)



Sponsors



Venue partner



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Presented by



POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY 2018 (READERSHIP 100,000)



Personal Touch

This year's awards ceremony saw Guest of Honour Frank Gardner OBE speak from the heart, winners drawn from across the travel spectrum and readers vote for their best resort for the first time

More than 400 leading travel and hospitality executives attended the Palazzo Versace Dubai ballroom for *The Business Traveller Middle East Awards 2018* ceremony. Winners were evenly drawn from across the travel industry spectrum, reflecting increased competition across product and destination categories. The awards were hosted by Motivate and Panacea Publishing, the magazine's joint venture partner.

BBC Security Correspondent and author Frank Gardner OBE was the Guest of Honour. The fluent Arab speaker and highly acclaimed journalist gave an informed and entertaining speech which also reflected on the challenges facing disabled travellers (turn to pages 18-19 to read the interview) and his time living in the UAE



MAY/JUNE 2018

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Presented by



POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE
MAY 2018 (READERSHIP 100,000)



CLOCKWISE FROM MAIN PHOTO: Frank Gardner OBE addresses guests; Emirates' Chief Commercial Officer and Executive Vice President Thierry Antinori displays three of its four awards; Palazzo Versace Dubai ballroom; Frank Gardner OBE and US Consul General Paul Malik present the Best Airport in the Middle East award to Dubai Airports' Eugene Barry and Anita Mehra Homayoun; Motivate's Ian Fairservice welcomes guests to the awards ceremony.

(1997-2000), which included a memorable meeting in Abu Dhabi with HH Sheikh Zayed bin Sultan Al Nahyan and explorer Wilfred Thesiger. Special guests included H.E. Emmanuel Kamarianakis, Consul General of Canada to Dubai and the Northern Emirates, H.E. Paul Malik, American Consul General in Dubai and H.E. Gerard Seeber, Australian Consul General. Guests watched a video highlighting major travel developments in the region produced by Motivate's own digital content division.

Emirates once again shone in the airline categories, winning Airline with the Best Cabin Crew; Airline with the Best Business Class; Best Airline Worldwide; and Best Airport Lounge in the Middle East (First Class Lounge, Dubai International Airport) while Etihad Airways was voted Airline with the Best First Class, Airline with the Best Economy Class and Airline with the Best Frequent Flyer Programme (Etihad Guest). Flydubai won the Best Low-cost Airline Serving the Middle East category and Dubai International retained its two awards – Best Airport in the Middle East and Best Airport for Duty Free Shopping in the Middle East – with

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Singapore Changi retaining Best Airport in the World. Singapore Airlines picked up Best Asian Airline. Serving the Middle East, Qantas received Airline with the Best Premium Economy Class award, Turkish Airlines collected Best Regional Airline and Lufthansa won Best European Airline Serving the Middle East. Booking.com excelled in the Best Online Travel Platform category and Avis drove off with the Best Car Rental Company in the Middle East award.

Marriott International notched up a prestigious treble, with Renaissance Downtown Hotel Dubai winning Best New Business Hotel and JW Marriott Marquis Hotel Dubai collecting the Best Business Hotel in Dubai award – and the latter also won Overall Best Business Hotel in the Middle East.

There were destination category successes for InterContinental Abu Dhabi, Waldorf Astoria Ras Al Khaimah, Grand Hyatt Amman, Hilton Beirut Habtoor Grand, InterContinental Cairo Semiramis, Four Seasons Hotel Kuwait at Burj Alshaya, Movenpick Hotel Bahrain, Radisson Blu Hotel Muscat, Al Faisaliah Hotel Riyadh and InterContinental Jeddah. Fast-growing Rove Hotels won Best Budget Hotel Brand, The Ascott Limited was voted Best Serviced Apartments Company in the Middle East and Shangri-La Hotel Barr Al Jissah Muscat won Best Resort in the Middle East – a new category reflecting the closer relationship between business and lifestyle travel.

InterContinental walked away with two major awards – Best Hotel Loyalty Programme in the Middle East (IHG Rewards) and Best Hotel Brand Worldwide for InterContinental, taking its tally to four on the night – and Rotana Hotels &

Winners were equally drawn from across the travel industry spectrum

Join the conversation @btme #BTME

CLOCKWISE FROM TOP LEFT: JW Marriott Marquis Hotel Dubai's General Manager Bill Koffer receives the Overall Best Business Hotel and Best Business Hotel in Dubai awards from editor Dominic Ellis; Jamal Al Awadhi, Head of Guest Experience, Etihad Airways, celebrates one of three awards on the night; Singapore Changi Airport receives the Best Airport in the World award; Frank Gardner OBE and Canadian Consul General Emmanuel Kamarianakis presented the Best Airport for Duty Free Shopping award to Ramesh Cidambi, Chief Operating Officer of Dubai Duty Free; and Rotana Hotels' Omer Kaddouri and Guy Hutchinson receive the Best Hotel Brand in the Middle East award from Frank Gardner OBE and Motivate's Ian Fairservice.

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Resorts collected Best Hotel Brand in the Middle East. Ian Fairservice, Motivate's Group Editor and Managing Partner, said: "We were delighted to see so many travel executives join us on the first night of the Arabian Travel Market. The breadth of winners this year is testament to the maturity of the region's travel and hospitality sectors."

Alongside headline sponsor Masar, category sponsors included Tumi, Pearl-Continental Hotels & Resorts, Palazzo Versace Dubai (venue partner), Design Studio (flower partner) and Jacobsons Direct (vote processing partner).

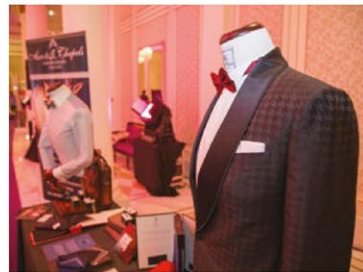


**BEST PROGRAMME
IHG**

LEFT: IHG's Bastien Blanc receives the Best Hotel Loyalty Programme award from Frank Gardner OBE and Motivate's Ian Fairservice.

BELOW RIGHT: Shangri-La Hotel Barr Al Jissah, Muscat celebrate the inaugural Best Resort in the Middle East award.

BELOW LEFT: The Lufthansa Middle East team celebrate their Best European Airline award.



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CATALYST FOR CHANGE

Guest of Honour Frank Gardner OBE explains how the treatment of disabled passengers needs to be completely overhauled

WORDS DOMINIC ELLIS

Frank Gardner OBE has barely entered the Palazzo Versace Dubai lobby when half a dozen people – who apparently met him in Amsterdam – greet him and the conversation flows. He shakes my hand with an iron grip and we retreat to the Mosaico lobby terrace where unaided, he pulls himself out of his wheelchair and quickly replies “Earl Grey” to the waitress.

HH Sheikh Mohamed bin Rashid Al Maktoum decreed that the name ‘disabled’ should be replaced by ‘people of determination’ a year ago as part of the UAE’s strategy to empower people with disabilities – and the phrase couldn’t be more apt when you look at Gardner’s life and outlook.

It’s 14 years since he was shot and left for dead by Al-Qaeda terrorists in Saudi Arabia and yet whether it’s taking a seat for an interview, boarding a plane for work or taking to a stage to present industry awards, the BBC Security Correspondent remains diligent and active.

Recently he made global headlines after being kept waiting for over an hour-and-a-half on an Ethiopian Airlines plane arriving at London Heathrow.

“My wheelchair was brought to the side of the plane and then some clever ground staff thought it would be a good idea to take it off to the terminal,” he recalls. “It baffles me that anybody should imagine that a wheelchair-dependent passenger would want to be separated from their chair by half a mile. So I tweeted about it.”

Astonishingly, he says it’s happened “at least 10 times” at British airports although, illustrating the power of Twitter, this one seemed to generate the biggest furore, and led to a meeting with Heathrow CEO John Holland-Kaye. “He was apologetic and receptive – I’m full of praise

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for his attitude and we've been promised from June, wheelchairs will be brought up to the plane on arrival by default. So that's a major plus; if I change nothing else, that's going to help countless passengers."

Gardner said where his circles touch this issue, he will be vociferous about it and will hold UK airports to account (speaking during the awards ceremony, he warned in no uncertain terms that he would "hold their feet to the fire").

Aircraft parked remotely can be another problem. "You have to wait for the high lift to turn up – crew will always order it, but it often turns up late or not at all. In one extreme case, the Captain and First Officer had to physically carry me down the steps. But I won't get off the plane without my chair – it's my legs."

When I delve deeper into the service issues, it's apparent the problems extend beyond disembarking the aircraft. Disabled passengers have been a lower – if not the lowest – priority for airlines and ground handling, he adds. The other big issue is damaged wheelchairs. "Ground staff throw these things around like they're robust items – they're not, they cost £3,000 pounds (Dhs15,000) upwards. The culture needs to change and the UK Government is bringing in a report which will force this change and restrain staff."

Before and after his trip to Dubai to present the *Business Traveller Middle East* 2018 awards, Gardner stressed that Gulf airports do not face the same issues. "I don't know why Gulf airports are so much better than British airports. Maybe it's because they are newer, or UK airports are saddled with inflexible health and safety issues which take no account of people's disability. I insist on wheeling myself to the gate – the big issue is why should disabled people be left on the plane 20 minutes (or longer) after all the passengers have disembarked. It's unacceptable in any airport, on any airline in 2018, and that's what I want to change."

He doesn't believe disabled passengers should have priority. "We should have the same rights, not better, not worse. It's not about flow – it's poor planning and incompetence."

Flying short-haul can also present challenges as many airlines don't have an onboard aisle chair. "I've managed to get two airlines to change their policy. They are foldable and stowable – you could fit them on a Cessna, so there's no excuse for it. But what it means is if I'm flying from London to Munich, I can't eat or drink anything until I get off the other end."

Ultimately, while recognizing there would be cost outlays, he believes it is in the interests of the aviation industry to serve disabled passengers better. "A huge amount of people class themselves as disabled and a large number of people are choosing not to fly because they've heard how badly they are treated. If you can make these improvements, more people will travel."

TRAVELLER, REPORTER, PHOTOGRAPHER, AUTHOR

DESTINATIONS "One of the remotest places I've been to is Socotra, which is amazing with its endemic species and wonderful plants. Qumzar is another remote place in the Musandam Peninsula – it's a tiny fishing village and close to where P&O had its wireless station, and to get to it, you had to go round the bend of the headland – and it was so hot with no air conditioning that it gave rise to the saying 'go round the bend!'"

GEO-POLITICS "We appear to be on the cusp of a new Cold War which is a great shame but the threat of terrorism has not gone away. As far as the west is concerned, they face multiple threats from organised crime, hackers, the prospect of some clash with Russia."

WILDLIFE PHOTOGRAPHY "For the last 25 years I've been taking photos with a 500mm lens I bought in Abu Dhabi Duty Free in 1993, which was good for its time. But it's not as complex as all the glass which is in all this (pulls out Canon 500mm model) – it basically means you can take sharper photos, and in low light." (see the photos of Ras Al Khaym flamingos he took on this trip on Instagram: frank.gardner).

AUTHOR "Ultimatum will be out in May, it's the second thriller in the Luke Carlton series. It's a sequel to Crisis, it features the same troubled hero, and it's set largely in the Gulf but I went to Armenia to do the research for part of it."

UAE HISTORY "I remember a memorable meeting with HH Sheikh Zayed bin Zayed Al Nahyan and Wilfried Thesiger in Abu Dhabi. It was amazing to see them reminisce about their hunting trips in the 1940s – that was a privilege, to see these two venerable men talking about a different age."

FAMILY His two daughters were born in the UAE and his family lived in Dubai's Umm Suqeim between 1997-2000. "I first landed here in 1981 so it's definitely changed."









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Pampered at Palazzo

You can't do justice to Palazzo Versace Dubai in one day but **Dominic Ellis** tries his best to sample the five-star hotel's F&B and lifestyle services

CHECK IN (1.30PM): Reception is discreetly to the left as you enter the expansive lobby, and I was offered a cold but refreshing glass of Moroccan Iced Tea as the formalities were processed. Bader Alansaari (Director of Protocol & Government Relations) provided a warm welcome and encouraged us to hold the falcon. We were taken directly to our eighth floor Grand Suite in the West Wing (#807) which overlooked the main pool and Dubai Creek.

THE ROOM: This 130sqm suite features a super king size bed with Versace linen and a uniquely designed dressing area with a walk-in wardrobe and Hollywood-style vanity table – a fashionista's dream. There are 26 Grand Suites offering Creek Views and eight with Culture Village views.

GIARDINO BRUNCH: From the solitude of the room, we made our way to the pulsating brunch, where there was barely a spare table and live music was underway. Even by Dubai standards, this spread is impressive with fresh meats (racks of veal), Asian and Indian sections as well as salads, cheeses (including Moliterno/sheep's milk from Italy) and desserts (pleasant touches like ice creams served in cones).

POOLSIDE R&R: If you're a couple then you'll look no further than the main oval Capri pool at the back of Mosaico lobby terrace, but families venture around the corner to the Ischia east pool. The pool was a lot busier on Friday than Saturday, when we had more room to spread out and unwind on the firm water loungers with dedicated headrests.

AFTERNOON TEA: Whether you just want to sit and people watch or host a meeting, Mosaico is suitable and the acoustics work well with the black piano.

SPA: I had an hour-long massage which made me forget all about the impending travel week. You can choose from Ky Nye, Thai, De-stress, Ceremonial, Hot Stone, Reflexology and there's a Pregnancy massage and back treatment as well as a selection of Arabian Rituals (traditional/signature hammam). Don't miss the themed shower next to



ABOVE: One of 26 Creek View Grand Suites at Palazzo Versace Dubai.

the jacuzzi and the Caribbean Storm is invigorating, combining birdsong, thunder and lightning, warm nozzle sprays (three each side) – and then brace yourself for the cold climax above!

ENIGMA DINNER: Taste of Persia is the most enjoyable Enigma experience I have had to date, combining visual aesthetics with gastronomic substance. The theatrical aspects see the kebabs cooked at the table (well, the last part), and dry ice trays are a guaranteed hit if you have children. I didn't visit them on this stay but Vanitas is a must if you love Italian food. La Vita is a chic, smoke-free bar near Giardino and Amalfi is an al fresco dining venue by the West Lagoon pool.

Q'S BAR AND LOUNGE: There are so many aspects to this jazz bar that I like – starting with the thoughtful design, with the sound-cushioning space between the public corridor next to Enigma and the bar's double-door entrance. Q's looks like nothing else in Palazzo, quite possibly Dubai. Inside, it's an intimate, dark venue and tonight's act from Salt Lake City performed a mix of original songs and covers, including a decent rendition of *Purple Rain*.

GIARDINO BREAKFAST: A good selection of juices, cereals, eggs to order, pastries and fruits. I've been on site for a little under 24 hours and feel fully recharged. ■

BELOW: Q's Bar and Lounge.



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CONGRATULATIONS TO THE WINNERS

Left: Frank Gardner OBE and H.E. Emmanouel Kamarianakis, Consul General for Canada, presented the Best Airport for Duty Free Shopping in the Middle East award to Ramesh Gidambi, Chief Operating Officer of Dubai Duty Free.

Middle: Frank Gardner, Thierry Antinori, Emirates' Executive Vice President and Chief Commercial Officer, receiving the Best Airline Worldwide award with American Consul General in Dubai, H.E. Paul Malik. Right: Frank Gardner, Bastien Blanc, Vice President Operations Middle East, collecting InterContinental's Best Hotel Brand Worldwide award with Motivate's Group Editor and Managing Partner, Ian Fairservice.

AIRLINES

- Airline with the Best Cabin Crew
Emirates
- Airline with the Best Economy Class
Ethiad Airways
- Airline with the Best Premium Economy
Qantas
- Airline with the Best Business Class
Emirates
- 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
- Best Asian Airline serving the Middle East
Singapore Airlines
- Best European Airline serving the Middle East
Lufthansa
- Best Low-cost Airline serving the Middle East
flydubai
- Best Airline Worldwide
Emirates

AIRPORTS

- Best Airport in the Middle East
Dubai International Airport

CAR RENTAL

- 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

ONLINE PLATFORM

- Best Car Rental Company in the Middle East
Avis
- Best Travel App
Booking.com

BUSINESS HOTELS

- Best New Business Hotel
Renaissance Downtown Hotel, Dubai
- Best Business Hotel in Dubai
JW Marriott Marquis Hotel Dubai
- Best Business Hotel in Abu Dhabi
InterContinental Abu Dhabi
- Best Hotel in Sharjah & the Northern Emirates
Waldorf Astoria Ras Al Khaimah
- Best Hotel in Amman
Grand Hyatt Amman
- Best Business Hotel in Beirut
Hilton Beirut Habtoor Grand

BEST HOTEL BRAND WORLDWIDE

- Best Business Hotel in Cairo
InterContinental Cairo Semiramis
- Best Business Hotel in Kuwait
Four Seasons Hotel Kuwait at Burj Alshaya
- Best Business Hotel in Manama
Mövenpick Hotel Bahrain
- Best Business Hotel in Muscat
Radisson Blu Hotel, Muscat
- 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
The Ascott Limited
- Overall Best Business Hotel in the Middle East
JW Marriott Marquis Hotel Dubai
- Best Resort in the Middle East
Shangri-La Hotel Barr Al Jissah Muscat
- Best Hotel Loyalty Programme in the Middle East
IHG Rewards
- Best Hotel Brand in the Middle East
Rotana
- Best Hotel Brand Worldwide
InterContinental

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Business Traveller Middle East
May 2018

Golf Digest
May 2018

Gulf Business
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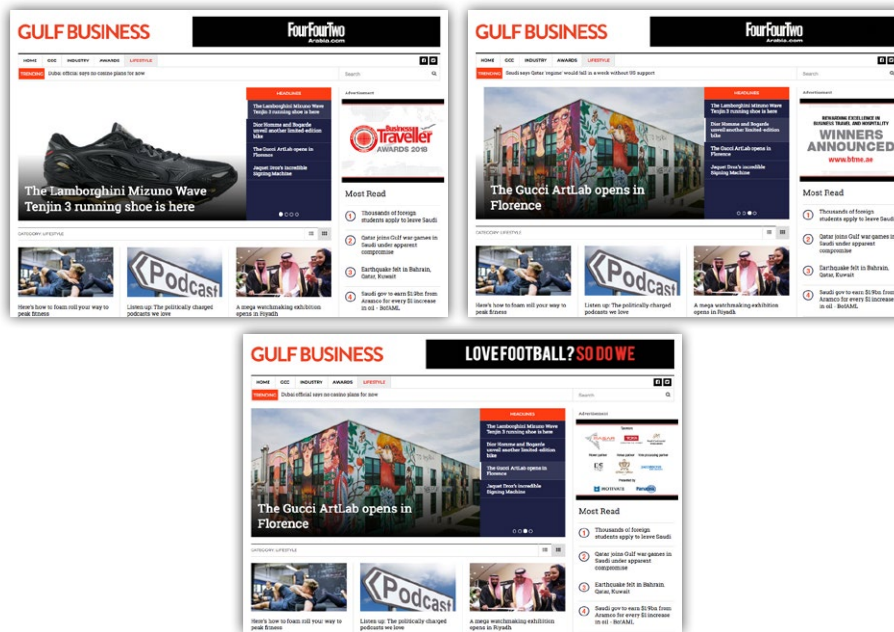
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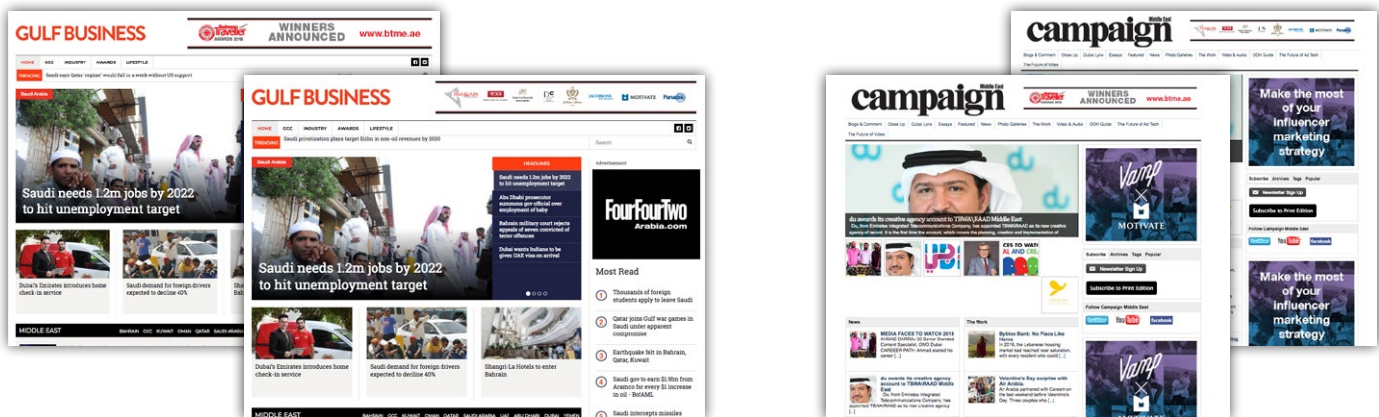
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Banners and MPUs were placed on both GulfBusiness.com and CampaignME.com to announce the winners.

WEB MPU WINNERS ANNOUNCED — 38,837 IMPRESSIONS



WEB LEADERBOARD WINNERS ANNOUNCED — 120,746 IMPRESSIONS



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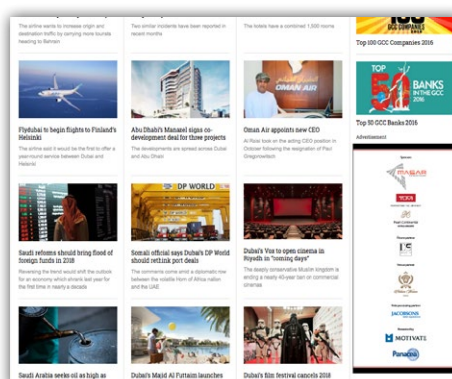
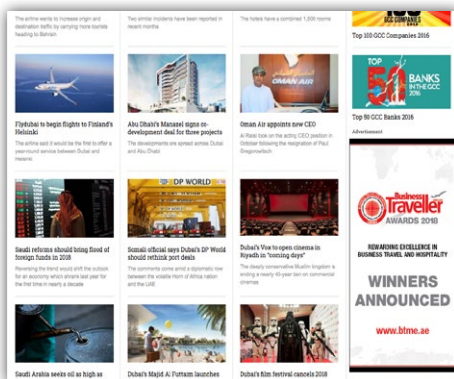


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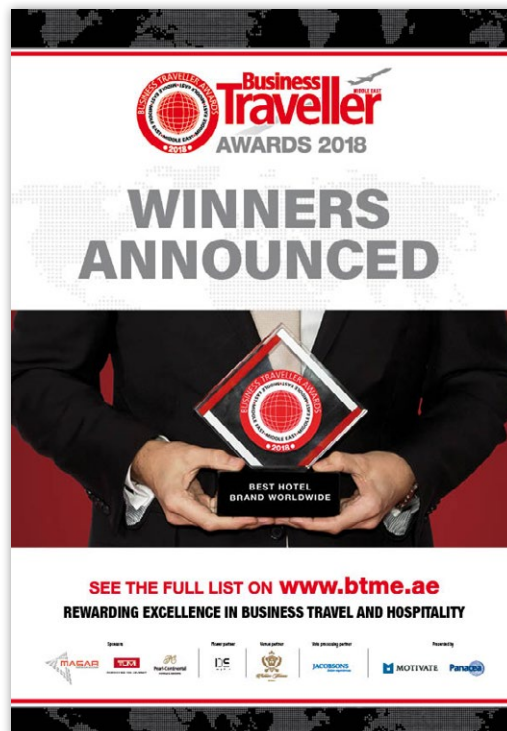


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**WEB HALF PAGE
WINNERS ANNOUNCED — 23,742 IMPRESSIONS**



**EDM
WINNERS ANNOUNCED
— 17,697 IMPRESSIONS**



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