



# Business Traveller

MIDDLE EAST

## AWARDS 2019



## POST-EVENT REPORT

SUNDAY, APRIL 28, 2019  
GRAND PLAZA MÖVENPICK MEDIA CITY

Sponsors



Venue partner



Audio visual  
partner



Photography  
partner



Flower  
partner



Vote processing  
partner



Presented by



# THANK YOU



Motivate Media Group and Panacea Publishing would like to extend our thanks and appreciation to our sponsors for what was a hugely successful evening celebrating the best in business travel across the Middle East and worldwide.

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

Thanks again,

**Motivate Media Group Events Team**

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# YOU ARE INVITED...

A great turn out of 250 guests attended the *Business Traveller Middle East Awards*.

Thirty-eight awards were presented to well-deserved winners.

## SAVE THE DATE

**MOTIVATE AND PANACEA PUBLISHING**  
REQUEST THE PLEASURE OF YOUR COMPANY AT THE



**DATE:**  
Sunday 28<sup>th</sup> April 2019  
**TIME:**  
7:30pm



## DIGITAL INVITATIONS

## INVITATION

**MOTIVATE MEDIA GROUP AND PANACEA PUBLISHING**  
REQUEST THE PLEASURE OF YOUR COMPANY AT THE



**DATE:**  
Sunday 28<sup>th</sup> April 2019  
**TIME:**  
7:30pm  
**VENUE:**  
Grand Plaza Mövenpick Media City  
**DRESS CODE:**  
Lounge Suit or National Dress  
**RSVP:**  
Before April 15<sup>th</sup> to [btmeawards@motivate.ae](mailto:btmeawards@motivate.ae)

*This invitation is non-transferable*



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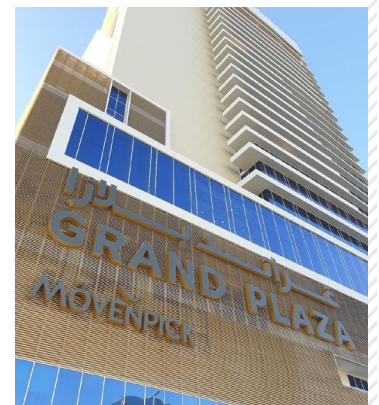
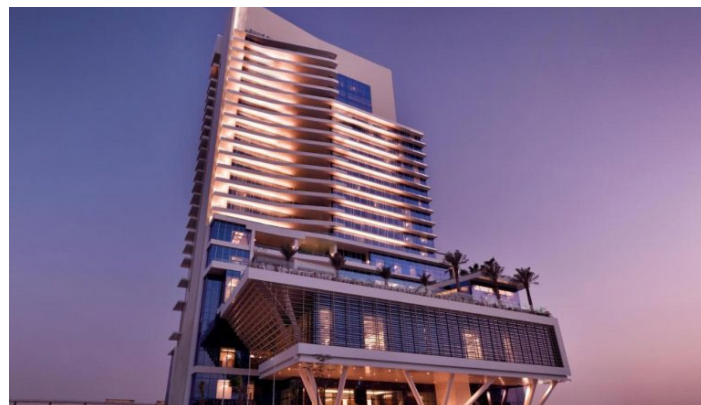
# THE VENUE



## GRAND PLAZA MÖVENPICK MEDIA CITY

Located in the heart of Dubai Media & Internet City - a vibrant business district - and close to the emblematic Palm Jumeirah and Dubai Marina district, the 5-star hotel is perfect for business or leisure travellers. Inspired by the Middle-Eastern culture, the 235 sophisticated and spacious rooms and suites, offer breath-taking views of the Palm Jumeirah and Emirates Golf Club.

The state-of-the-art Convention Centre features a sophisticated ballroom with natural daylight - ideal for conventions, meetings, weddings and celebrations.



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# GUEST OF HONOUR

## MICHAEL ELLIS

**Chief Culinary Officer At Jumeirah Group**  
**Former Michelin Guides International Director**

Having been International Director for the prestigious Michelin Guides for 11 years, our guest of honour Michael Ellis has brought his wealth of experience to Jumeirah and its growing number of restaurants as Chief Culinary Officer. He has spent his lifetime championing amazing food with absolute dedication, his knowledge is unparalleled and he is a true gastronomic encyclopedia.

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# THE RED CARPET



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# THE RED CARPET



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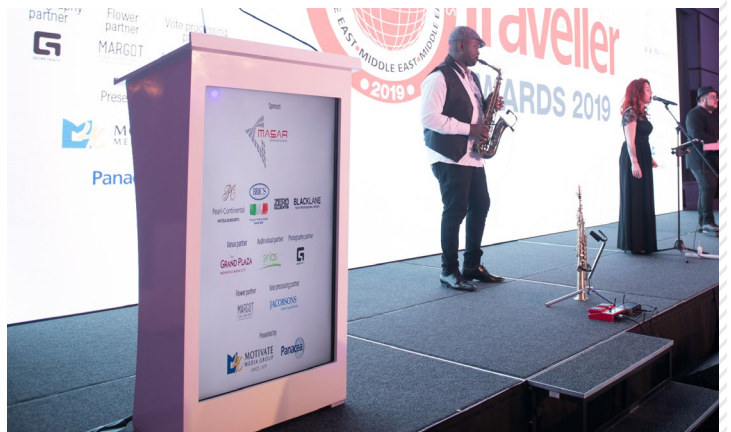
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# EVENT BRANDING

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



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# EVENT BRANDING

## MENU & PROGRAMME



### WELCOME

#### Welcome to the Business Traveller Middle East Awards 2019

We are delighted to be one of the first events at the Grand Plaza Meyrick Media City and are grateful to Afico and his team for making us so welcome and serving tonight's fabulous dinner.

The Middle East's travel industry continues to mature at a rapid rate and tonight we recognise the newcomers, established names and emerging operators who are setting the standards.

We extend a special welcome to our Guest of Honour, Michael Ellis, who was instrumental in developing the Michelin Guides globally. We look forward to hearing him share his gastronomic insights.

Thanks to all of you for taking the time to be with us during the busy Arabian Travel Market week. We hope you make new contacts, renew old friendships and celebrate your success with friends and colleagues.

*Jon Fairweather*  
Managing Partner  
and Group Editor-in-Chief  
Motivate Media Group

### MASAR

The most advanced printing press in the Middle East and Africa

Masar Printing and Publishing (subsidiary of Masar Media Group)

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### PROGRAMME

#### Welcome Address

Jon Fairweather  
Managing Partner and Group Editor-in-Chief, Motivate Media Group

#### Awards Ceremony

Introduced by Julian Gregory  
Managing Director, Persana Publishing

#### Guest of Honour

Michael Ellis  
Chief Culinary Officer at Amman Group  
Former Michelin Guides International Director

#### Categories

AIRLINES  
AIRPORTS  
CAR RENTAL  
MEETINGS AND CONVENTIONS

#### Dinner and Entertainment

Performance by Nya Crea Band

#### Awards Ceremony Continued

BUSINESS HOTELS

#### Close of Ceremony

### MENU

#### Starter

Smoked Scottish salmon and delicate potato water

aspargus, cream fricche, caviar

< >

#### Main Course

Grilled beef tenderloin, parsnip potato mash,

butty vegetables and puffie jus

< >

#### Dessert

Tender coconut panna-cotta

Vegetarian option available upon request

### AWARDS

#### AIRLINES

Airline with the Best Cabin Crew  
Airline with the Best Economy Class  
Airline with the Best Premium Economy Class  
Airline with the Best Business Class  
Airline with the Best First Class  
Airline with the Best Frequent Flyer Program  
Best Regional Airline  
Best Asian Airline Serving the Middle East  
Best European Airline  
Best Low-cost Airline  
Best Airline Worldwide

#### AIRPORTS

Best Airport in the Middle East  
Best Airport for Duty-Free Shopping  
Best Airport in the Middle East

#### MEETINGS AND CONVENTIONS

Best MICE Tourism Destination in the MENA region  
Best MICE Tourism Destination in Europe  
Best MICE Tourism Destination in Asia

#### CAR RENTAL CATEGORY

Best Car Rental Company in the Middle East  
Best Business Hotel in Dubai  
Best Business Hotel in Abu Dhabi  
Best Business Hotel in Sharjah & Northern Emirates  
Best Business Hotel in Amman  
Best Business Hotel in Beirut  
Best Business Hotel in Cairo  
Best Business Hotel in Kuwait  
Best Business Hotel in Bahrain  
Best Business Hotel in Muscat  
Best Business Hotel in Riyadh  
Best Business Hotel in Jeddah  
Best Budget Hotel Brand in the Middle East  
Best Serviced Apartments Company in the Middle East  
Best Airport Hotel 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

DESTINATIONS MIGHT CHANGE  
BUT THE SERVICE NEVER DOES

PAKISTAN'S LARGEST COLLECTION OF FIVE-STAR HOTELS

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# SPONSOR



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

Airline with the Best Cabin Staff presented to Etihad Airways.

Airline with the Best Economy Class presented to Emirates.

Airlines with the Best Premium Economy Class presented to Singapore Airlines.



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# SPONSOR



Pearl-Continental  
HOTELS & RESORTS

Haseeb Gardezi, Chief Operating Officer - Hashoo Group Hospitality Division presented the following awards on behalf of Pearl-Continental Hotels & Resorts.

Best New Business Hotel presented to Radisson Blu Hotel, Dubai Waterfront.

Best Business Hotel in Dubai presented to Jumeirah Emirates Towers

Best Budget Hotel Brand in the ME presented to Rove Hotels.

Best Serviced Apartments Company in the ME presented to The Ascott Limited.



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# SPONSOR



Bric's Milano set up an impressive display in the pre-function area of the venue, showcasing their top line products to guests.

In addition, 250 gold envelopes were placed under seats of the guests where one lucky winner had the chance to go home with a Bellagio Business Cabin Trolley case in gold and four lucky winners received a Mini Bellagio necessaire. The remaining guests received a coupon with a QR Code that revealed more surprises when scanned.

Viju Philip – Assistant Division Manager, Brics Milano presented the following awards on behalf of the brand:

Airline with the Best Business Class presented to Etihad Airways.

Airline with the Best First Class presented to Emirates.

Airline with Best Frequent Flyer Programme presented to Emirates Skywards.



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# SPONSOR

**ZERO**  
HALLIBURTON

Zero Halliburton set up display in the pre-function area of the venue, showcasing their products to guests.

In addition, the stand had a “DROP AND WIN” promotion, where attendees of the event had the chance to win a Zero Air Cabin Trolley-case or a ZH Gold attaché case by dropping off their business cards.

Gabriel Martin – Sales & Marketing Executive, Zero Halliburton presented the following awards:

Best Business Hotel in Abu Dhabi presented to Jumeirah Etihad Towers.

Best Business Hotel in Sharjah & Northern Emirates presented to The Oberoi Beach Resort, Al Zorah.

Best Business Hotel in Amman presented to Amman Rotana.



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# SPONSOR

**BLACKLANE**  
YOUR PROFESSIONAL DRIVER

Blacklane had one of their vehicles displayed at the entrance of the hotel.

Mattias Baumarth – PR Manager DACH & Middle East, presented the following awards on behalf of Blacklane:

Best Regional Airline serving the Middle East.

Best Asian Airline serving the Middle East.

Best European Airline serving the Middle East.

Niclas Soucaille – Head of Middle East and Africa, presented the following awards on behalf of Blacklane:

Best Business Hotel in Beirut.

Best Business Hotel in Cairo.

Best Business Hotel in Kuwait.



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# SPONSOR



Our photography partners, Geometria, had a team of photographers capturing the evenings proceedings.



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# SPONSOR

**MARGOT**  
FLORAL DESIGN CONCEPT

Margot flowers made unique floral centrepiece arrangements for the ballroom area.



Sponsors



**BLACKLANE**  
YOUR PROFESSIONAL DRIVER

Venue partner

**GRAND PLAZA**  
MOVENPICK MEDIA CITY

Audio visual  
partner



Photography  
partner



Flower  
partner



Vote processing  
partner



Presented by





# SPONSOR

**JACOBSONS**  
*better experiences*

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

Akram Raffoul, Partner and Executive Director at Jacobsons Direct, presented two awards at the event:

Best Airport for Duty Free Shopping in the Middle East presented to Dubai International Airport.

Best Airport Lounge in the Middle East presented to Emirates First Class Lounge, Dubai International Airport.



Sponsors



Vote processing partner



Presented by



# PRE-EVENT COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE**  
**APRIL 2019 (READERSHIP 100,000)**

## Marriott expands at the double in Riyadh



**MARRIOTT BONVOY MEMBERS** visiting Riyadh on business have two more options following the opening of an 80-room hotel and 140-unit Marriott Executive Apartments in the Diplomatic Quarter.

The complex, close to key embassies and major corporate headquarters, is around a 30-minute drive from King Khalid International Airport.

Guests staying in the six premium suites or Presidential Suite have access to the 24-hour M Club Lounge.

F&B comprises the all-day Gojia Kitchen, a la carte Mesquite and lobby level Agave Café and leisure includes a pool, 24-hour fitness centre (men and women) and Saray Spa.

Marriott Bonvoy's first global promotion, 'DoubleTake', enables members to earn double points on stays starting with their second stay. Register before May 21.

## Grand Hyatt Abu Dhabi 'closes'

**GRAND HYATT ABU DHABI HOTEL & RESIDENCES EMIRATES PEARL** has unexpectedly closed "due to circumstances beyond our control," according to General Manager Julien Gonzalez. The five-star hotel opened in June 2018.



## GRAND PLAZA MÖVENPICK MEDIA CITY TO HOST AWARDS

**THE RECENTLY OPENED** Grand Plaza Mövenpick Media City – the first five-star hotel in Dubai's media district – is set to host the *Business Traveller Middle East* Awards 2019 on April 28.

The 235-room hotel, whose centrepiece is a striking 23-metre 'dynamic lighting' chandelier, features a modern ballroom with natural daylight that can accommodate up to 800 guests.

Its location, between Dubai Internet City and Dubai Media City and close to Palm Jumeirah, makes it a convenient option for executives looking to mix business and leisure. F&B includes the Twenty Three rooftop bar and Verve Bar & Brasserie from Nick & Scott (turn to page 63 to read the hotel review).

Lifestyle and tech changes continue to erode the traditional hotel boundaries and you can read more about the rise in 'bleisure' on pages 14-18.

Michael Ellis is Guest of Honour at the awards. Formerly Michelin Guides' International Director for 11 years, Michael was instrumental in extending the global reach of the prestigious guides, including new destinations such as Seoul, Washington DC and Guangzhou. Today Michelin publishes guides in more than 30 countries and new for 2019 is Thailand (Bangkok, Phuket, Phang-nga). He joined Jumeirah as Chief Culinary Officer last summer.

Readers can vote for their favourite operators by visiting [btme.ac](http://btme.ac)



**Business Traveller**  
MIDDLE EAST  
**AWARDS 2019**

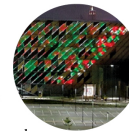
## UBER BUYS CAREEM FOR \$3.1 BILLION

**UBER'S \$3.1 BILLION** purchase of Careem – expected to close by Q1 2020 – unites Uber's global expertise with Careem's regional technology infrastructure. Uber acquires all of Careem's mobility, delivery and payments businesses in Morocco, Egypt, Pakistan, Jordan, Saudi Arabia and the UAE. On closing, Careem will become a wholly owned subsidiary of Uber.



## DUBAI ARENA GEARS UP FOR LAUNCH

**WITH ITS PRIME** central location in City Walk and latest hi-tech production facilities, Dubai Arena is about to take the city's MICE and concert offering to the next level. The all-purpose indoor arena, which can hold up to 17,000 guests, will be managed by AEG Ogden (responsible for The O2 Arena in London).



APRIL 2019

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# MARKETING

## PRINT AD

The 'Vote Now' advert was placed in:

### Campaign

January 27, 2019 (Issue #251) Readership **42,000**

February 10, 2019 (Issue #252) Readership **42,000**

March 10, 2019 (Issue #254) Readership **42,000**

March 24, 2019 (Issue #255) Readership **42,000**

### Business Traveller Middle East

March 2019 Readership **100,000**

April 2019 Readership **100,000**

### Golf Digest

March 2019 Readership **37,000**


April 2019 Readership **37,000**

### Gulf Business

March 2019 Readership **84,000**

April 2019 Readership **84,000**

Total readership of **610,900**



The poster for the Business Traveller Awards 2019 features the title in large red and black text at the top. Below it are three diamond-shaped award trophies with red and white designs, each labeled with a category: 'BEST AIRLINE WORLDWIDE', 'BEST HOTEL BRAND WORLDWIDE', and 'BEST AIRPORT WORLDWIDE'. A dark grey banner across the middle reads 'REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY'. Below this, the date 'April 28, 2019' and venue 'Grand Plaza Mövenpick Media City' are listed in red. The text 'TICKETS AVAILABLE NOW' is in large bold letters, followed by the contact email 'btmeawards@motivate.ae'. At the bottom, logos for sponsors (MASAR, BRICS, Pearl Continental, ZERO HALLIDAY, BLACKLANE, GRAND PLAZA, solas, MARGOT, JACOBSONS, MOTIVATE MEDIA GROUP, and Panacea) are displayed under the headings 'Sponsors', 'Venue partner', 'Audio visual partner', 'Photography partner', 'Flower partner', 'Vote processing partner', and 'Presented by'.

**Business Traveller** AWARDS 2019

BEST AIRLINE WORLDWIDE  
BEST HOTEL BRAND WORLDWIDE  
BEST AIRPORT WORLDWIDE

REWARDING EXCELLENCE IN BUSINESS TRAVEL AND HOSPITALITY

April 28, 2019  
Grand Plaza Mövenpick Media City

**TICKETS AVAILABLE NOW**  
Contact: [btmeawards@motivate.ae](mailto:btmeawards@motivate.ae)

For more information about the awards visit [btme.ae](http://btme.ae)

Sponsors: MASAR, BRICS, Pearl Continental, ZERO HALLIDAY, BLACKLANE, GRAND PLAZA, solas, MARGOT, JACOBSONS, MOTIVATE MEDIA GROUP, Panacea

Venue partner: GRAND PLAZA

Audio visual partner: solas

Photography partner: MARGOT

Flower partner: JACOBSONS

Vote processing partner: MOTIVATE MEDIA GROUP

Presented by: Panacea

**Business Traveller** MIDDLE EAST

**Gulf Business**

**campaign**


**Golf Digest** MIDDLE EAST

# MARKETING

EDMs were sent out to an exclusive hotel database of 38,450 subscribers in the months of February and March.

## BOOK YOUR TABLES NOW!

**MOTIVATE AND PANACEA PUBLISHING**  
REQUEST THE PLEASURE OF YOUR COMPANY AT THE



### Business Traveller AWARDS 2019

**DATE:**  
Sunday 28<sup>th</sup> April 2019

**TIME:**  
7:30pm

**VENUE:**  
TBC


## AED 3,000 PER TABLE OF 10

AED 350 PER TICKET


**Includes**  
Invite to the gala dinner and awards • Interaction with sponsors in pre-function  
Welcome drinks and canapes • 3 course menu dinner • Entertainment

To book your table email [dane.hills@motivate.ae](mailto:dane.hills@motivate.ae)


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 <b>SHORTLIST ANNOUNCED</b>			
<b>AIRLINE WITH THE BEST CABIN CREW</b> Cathay Pacific Airways Emirates Etihad Airways Singapore Airlines Thai Airways	<b>BEST AIRPORT LOUNGE IN THE MIDDLE EAST</b> Emirates First Class Lounge, Dubai International Airport Etihad Airways Diamond First Class Lounge, Abu Dhabi International Airport Oman Air First & Business Class Premium Lounge, Muscat International Airport Saudia First Class Lounge, King Abdul Aziz International Airport Turkish Airlines Business Class Lounge, Istanbul Ataturk Airport	<b>BEST BUSINESS HOTEL IN CAIRO</b> Four Seasons Hotel Cairo at Nile Plaza Hilton Cairo Helwan Hotel InterContinental Cairo Cleopatra InterContinental Cairo Sheraton Sheraton Cairo	<b>BEST BUSINESS HOTEL IN KUWAIT</b> Crowne Plaza Kuwait Al Thumra City Four Seasons Hotel Kuwait at Durr Al Hayah JW Marriott Hotel Kuwait Jumeirah Movenpick Beach Hotel & Spa Kuwait Sheraton Kuwait, a Luxury Collection Hotel, Kuwait City
<b>AIRLINE WITH THE BEST ECONOMY CLASS</b> Cathay Pacific Airways Emirates Etihad Airways Singapore Airlines Thai Airways	<b>BEST AIRPORT IN THE WORLD</b> Dubai International Airport Hong Kong International Airport London Heathrow Airport Munich Airport Singapore Changi Airport	<b>BEST BUSINESS HOTEL IN RIYADH</b> Four Seasons Hotel Bahrain Bay InterContinental Regency Bahrain Le Meridien City Centre Bahrain Sheraton Bahrain Hotel The Ritz-Carlton, Bahrain	
<b>AIRLINE WITH THE BEST PREMIUM ECONOMY CLASS</b> Air Canada Air France British Airways Lufthansa Singapore Airlines	<b>BEST CAR RENTAL IN THE MIDDLE EAST</b> Avis Budget Europcar Hertz Sixt	<b>BEST BUSINESS HOTEL IN BAHRAIN</b> Four Seasons Hotel Bahrain Bay InterContinental Regency Bahrain Le Meridien City Centre Bahrain Sheraton Bahrain Hotel The Ritz-Carlton, Bahrain	<b>BEST BUSINESS HOTEL IN MUSCAT</b> Al Bustan Palace, a Ritz-Carlton Hotel Crowne Plaza Muscat OCEC Grand Hyatt Muscat Kempinski Hotel Muscat Radisson Blu Hotel Muscat
<b>AIRLINE WITH THE BEST BUSINESS CLASS</b> Emirates Etihad Airways Oman Air Saudi Arabian Airlines Singapore Airlines	<b>BEST MICE TOURISM DESTINATION IN MENA</b> Abu Dhabi Bahrain Dubai Istanbul Riyadh	<b>BEST BUSINESS HOTEL IN RIYADH</b> Al Faisaliah Hotel Four Seasons Hotel Riyadh at Kingdom Centre Hyatt Regency Riyadh Digiya InterContinental Riyadh Kempinski Riyadh Hotel	<b>BEST BUSINESS HOTEL IN JEDDAH</b> InterContinental Jeddah Movenpick Hotel City Star Jeddah Sofitel Jeddah Corniche The Ritz-Carlton Jeddah Westin Arabia Jeddah - Qasr Al Sharq
<b>AIRLINE WITH THE BEST FIRST CLASS</b> Emirates Etihad Airways Oman Air Saudi Arabian Airlines Singapore Airlines	<b>BEST MICE TOURISM DESTINATION IN EUROPE</b> Amsterdam Barcelona Berlin London Paris	<b>BEST MICE TOURISM DESTINATION IN ASIA</b> Bangkok Hong Kong Shanghai Singapore Tokyo	<b>BEST MICE TOURISM DESTINATION IN THE MIDDLE EAST</b> Cairo Doha Dubai Istanbul Riyadh
<b>AIRLINE WITH THE BEST FREQUENT FLYER PROGRAM</b> Emirates Skywards (Emirates) Etihad Guest (Etihad) Executive Club (British Airways) Miles&More (Lufthansa Group) Miles&More (Turkish Airlines)	<b>BEST NEW BUSINESS HOTEL IN THE MIDDLE EAST</b> Grand Hyatt Abu Dhabi Hotel & Residences Kempinski Hotel Muscat Radisson Blu Hotel, Dubai Waterfront The Abu Dhabi Edition Wyndham Grand Merana	<b>BEST BUDGET HOTEL BRAND IN THE MIDDLE EAST</b> Carma Hotels Holiday Inn Express Premier Inn Roma Hotels	<b>BEST SERVICED APARTMENTS BRAND IN THE MIDDLE EAST</b> Aqara by Rotana Fraser Hospitality Ramada Staybridge Suites The Ascott Limited
<b>BEST REGIONAL AIRLINE SERVING THE MIDDLE EAST</b> Middle East Airlines Oman Air Royal Jordanian Airlines Saudi Arabian Airlines Turkish Airlines	<b>BEST ASIAN AIRLINE SERVING THE MIDDLE EAST</b> Air Asia Cathay Pacific Airways Garuda Indonesia Singapore Airlines Thai Airways	<b>BEST BUSINESS HOTEL IN DUBAI</b> Jumeirah Emirates Towers JW Marriott Marquis Hotel Dubai Renaissance Downtown Hotel, Dubai The Address Downtown The Oberoi Dubai	<b>BEST AIRPORT HOTEL IN THE MIDDLE EAST</b> Four Seasons Hotel Abu Dhabi at Al Maryah Island InterContinental Abu Dhabi Jumeirah at Etihad Towers The St. Regis Abu Dhabi
<b>BEST EUROPEAN AIRLINE SERVING THE MIDDLE EAST</b> Air France British Airways KLM Royal Dutch Airlines Lufthansa Swiss International Air Lines	<b>BEST LOW-COST AIRLINE SERVING THE MIDDLE EAST</b> Air Arabia Flydubai Flynas Salamair	<b>BEST BUSINESS HOTEL IN SHARJAH &amp; NORTHERN EMIRATES</b> Hilton Sharjah InterContinental Fujairah Resort Sheraton Sharjah The Oberoi Beach Resort, Al Zuhrah Resort Astoria, Ras Al Khaima	<b>BEST HOTEL LOYALTY PROGRAMME IN THE MIDDLE EAST</b> Hilton Honors IHG Rewards Club Marriott Bonvoy Rotana Rewards World of Hyatt
<b>BEST AIRPORT FOR DUTY FREE SHOPPING IN THE MIDDLE EAST</b> Abu Dhabi International Airport Dubai International Airport King Abdul Aziz International Airport (Riyadh, KSA) Muscat International Airport Queen Alia International Airport (Amman, Jordan)	<b>BEST BUSINESS HOTEL IN AMMAN</b> Amman Rotana Fairmont Amman Four Seasons Hotel Amman Grand Hyatt Amman Kempinski Hotel Amman	<b>BEST HOTEL BRAND WORLDWIDE</b> Four Seasons Hilton InterContinental Jumeirah Radisson	

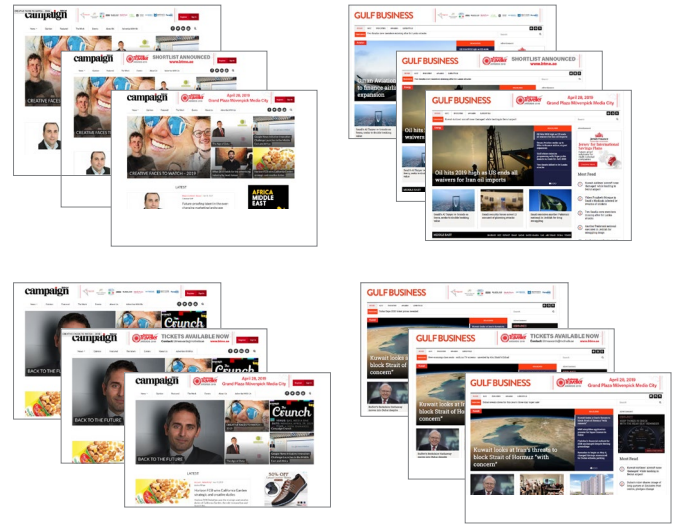
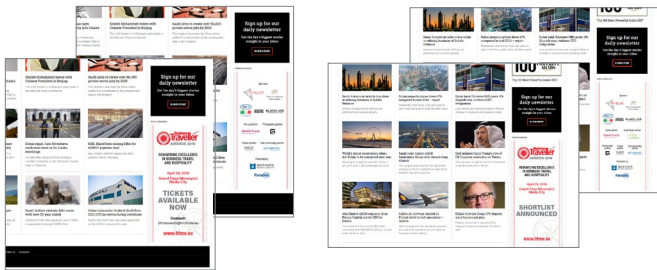


# MARKETING

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

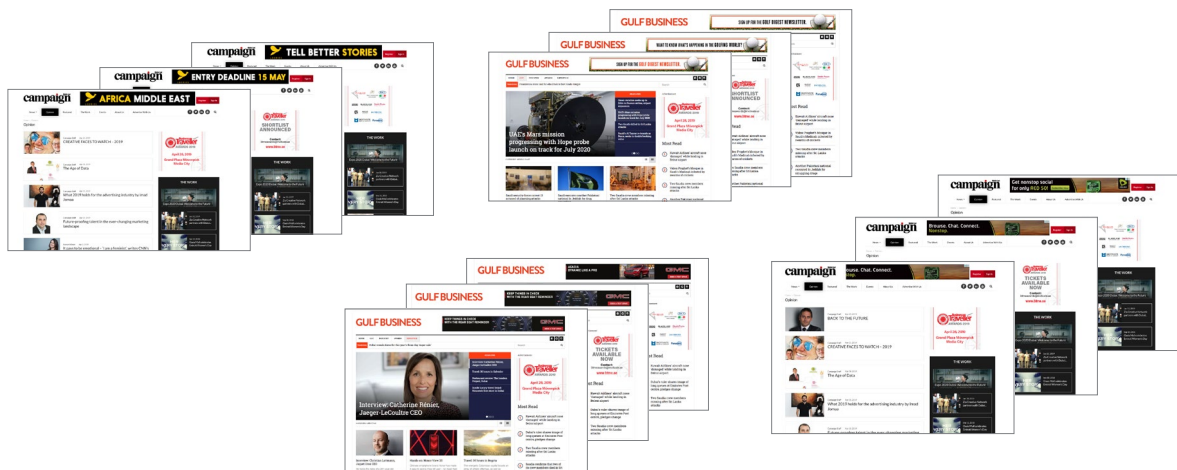
**WEB HALF PAGE  
VOTE NOW & SHORTLIST  
ANNOUNCED  
IMPRESSIONS: 109,377**

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



**WEB MPU  
VOTE NOW & SHORTLIST  
ANNOUNCED**

**IMPRESSIONS: 110,911**



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Flower  
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Vote processing  
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Presented by



# MARKETING

## SOCIAL MEDIA

Total reach of 10,000 subscribers across all social media platforms



April 2 · 🌐

Our world-class hospitality is competing for yet another prestigious award. Vote for us as the Best Business Hotel in Kuwait at the Business Traveller Awards 2019.

Support us in securing this award by simply heading to <https://btme.ae/vote/> and nominate Millennium Hotel & Convention Centre- Kuwait for the category of Best Business Hotel in Kuwait!

We thank you in advance for your continuous support & love.



Business Traveler Middle East Awards voting is now open!  
Vote for Grand Millennium Dubai in the category 'Best Business Hotel in Dubai'  
Click here now: <https://btme.ae/vote/>  
#grandmillenniumdubai #businesstravellerawards #bta2019 #votenow #businesshotel #MillenniumMEA #GrandMillennium #MillenniumHotels #VisitDubai #MyDubai



We've been shortlisted for the Best Car Rental Company in the Middle East at the Business Traveller Middle East awards! We wanted to thank each and every one of you for your votes and for letting us be a part of your journey 🙌

#businesstraveller #Roadtrip #adventure #uae #hertz #hertzuae #travelinspo #hertztravel #HertzTrip #travelgoals #passionpassport #bestdestinations #roadtripin #wanderlust #explore #globetrotter #travelingvisuals #travelinspo #travellinginspiration #BTME #Award



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# THE WINNERS



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



Best Hotel Brand Worldwide  
**INTERCONTINENTAL GROUP**



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



Airline with the  
Best Cabin Staff  
**ETIHAD AIRWAYS**



Airline with the  
Best Economy Class  
**EMIRATES**



Airline with the  
Best Premium Economy Class  
**SINGAPORE AIRLINES**



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



Airline with the  
Best First Class  
**EMIRATES**



Airline with the  
Best Frequent Flyer Programme  
**EMIRATES SKYWARDS**

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# THE WINNERS



Best 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**



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 Loyalty Programme  
in the Middle East  
**MARRIOTT INTERNATIONAL**

Sponsors



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Flower partner



Vote processing partner



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# THE WINNERS



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



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



Best New Business Hotel  
in the Middle East  
**RADISSON BLU HOTEL,  
DUBAI WATERFRONT**



Best Business Hotel in Dubai  
**JUMEIRAH EMIRATES  
TOWERS**



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



Best Business Hotel in Sharjah  
and Northern Emirates  
**THE OBEROI BEACH RESORT,  
AL ZORAH**



Best Business Hotel  
In Amman  
**AMMAN ROTANA**



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



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



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

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Photography partner

Flower partner

Vote processing partner

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# THE WINNERS



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



Best Business Hotel in Muscat  
**KEMPINSKI HOTEL MUSCAT**



Best Business Hotel in Riyadh  
**INTERCONTINENTAL HOTEL  
RIYADH**



Best Business Hotel in Jeddah  
**INTERCONTINENTAL HOTEL  
JEDDAH**



Best Budget Hotel Brand  
in the Middle East  
**ROVE HOTELS**



Best Service Apartments  
Company in the Middle East  
**ASCOTT LIMITED**



Best Airport Hotel  
in the Middle East  
**DUBAI  
INTERNATIONAL  
HOTEL**



Best MICE Tourism  
Destination in the MENA  
**DUBAI**



Best MICE Tourism  
Destination in Europe  
**LONDON**



Best MICE Tourism  
Destination in Asia  
**SINGAPORE**

Sponsors



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## SOCIAL MEDIA

The collage consists of several social media posts and images:

- Top Left:** Business Traveller AWARDS 2018 WINNER BEST HOTEL BRAND WORLDWIDE. A post from @ignightntwelve1 celebrating InterContinental Hotels & Resorts as the best global hotel brand worldwide.
- Top Center:** A post from @businesstravellerme celebrating the winners of the #BTME Awards 2019 ceremony.
- Top Right:** A post from @spaffinity celebrating the winners of the #BTME Awards 2019 ceremony.
- Middle Left:** A post from @fourseasons.kuwait celebrating the winners of the #BTME Awards 2019 ceremony.
- Middle Center:** A post from @businesstravellerme celebrating the winners of the #BTME Awards 2019 ceremony.
- Middle Right:** A post from @intercontinental.egypt celebrating the winners of the #BTME Awards 2019 ceremony.
- Bottom Left:** A post from @the.foxgloves celebrating the winners of the #BTME Awards 2019 ceremony.
- Bottom Center:** A post from @businesstravellerme celebrating the winners of the #BTME Awards 2019 ceremony.
- Bottom Right:** A post from @blancbpe celebrating the winners of the #BTME Awards 2019 ceremony.

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY 2019 (READERSHIP 100,000)

# Business Traveller

MIDDLE EAST

MAY/JUNE 2019

<b>ONLINE COMPETITION</b> <i>Direct channels, OTAs and Google raise the digital stakes</i>	<b>SUPER SLOVENIA</b> <i>Is Ljubljana the emerging jewel in the European travel crown?</i>	<b>BUSINESS SEAT GUIDE</b> <i>Turn left for your essential guide to premium cabins</i>	<b>PLUS</b> <i>Tried and Tested • Provence • Lucknow</i>
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## LEADING LIGHTS

*Best travel operators grab the spotlight in glittering new Dubai five-star hotel*

UAE DHS12 OMAN RO1.30  
BAHRAIN BD1.30 SAUDI ARABIA  
SR12 KUWAIT KD1

291100745012

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)



## HONOURS PROGRAMME

CHANGE WAS IN THE AIR FOR THIS  
YEAR'S AWARDS WITH NEW CATEGORIES,  
WINNERS AND HOST VENUE



MAY/JUNE 2019

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)

**T**he ongoing changes sweeping the travel industry extended to the Business Traveller Middle East 2019 Awards with three inaugural MICE categories, new winners inscribed on the diamond trophies and a novel venue in the form of Grand Plaza Mövenpick Media City.

Hosted by Motivate Media Group and Panacea Publishing, the magazine's joint venture partners, the ceremony attracted 300 leading travel executives.

Guest of Honour Michael Ellis, Chief Culinary Officer for Jumeirah and former International Director of the Michelin Guides – who has visited more than 1,500 restaurants – entertained guests with anecdotes from his years sampling premier dishes and beverages. Guests enjoyed a three-course dinner overseen by Executive Chef Alfred Zuberbuehler.

Three new awards, covering Best MICE Tourism Destinations in MENA, Europe and Asia, went to Dubai, London and Singapore respectively.

Emirates once again starred in the airline category, winning Airline with the Best First Class and Economy Class; Airline with the Best Frequent Flyer Program; Best Airport Lounge in the Middle East (First Class Lounge, Dubai International Airport); and the coveted Best Airline Worldwide.

Ethiad Airways collected Airline with the Best Business Class and Airline with the Best Cabin Crew awards and other airlines which secured the most votes from the magazine's readers included Turkish Airlines (Best Regional Airline Serving the Middle East) and flydubai (Best Low-Cost Airline Serving the Middle East).

Singapore Airlines picked up a brace of awards – Airline with the Best Premium Economy and Best Asian Airline Serving the Middle East – and British Airways won Best European Airline Serving the Middle East.

Dubai International Airport was voted Best Airport in the Middle East and Best Airport for Duty Free Shopping in the Middle East and Singapore Changi Airport once again received the accolade of Best Airport in the World. Avis excelled in the Best Car Rental Company in the Middle East category.

In the fiercely competitive hotel arena, InterContinental Hotels Group had a night to remember, collecting five awards – Best Hotel Brand Worldwide; Best Business Hotel in Jeddah and Riyadh; Best Business Hotel in Cairo; and Best Business Hotel in Beirut.



**TOP TO BOTTOM:**  
Emirates' crew at the Arabian Travel Market and Thierry Antinori pose with their five awards; Ian Fairservice welcomes guests; selfies and networking in the pre-function area; the starter of smoked Scottish salmon and desire potato wafer asparagus, creme fraiche and caviar.



Three new awards, covering Best MICE Tourism Destinations in MENA, Europe and Asia, went to Dubai, London and Singapore respectively.



MAY/JUNE 2019

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)



ABOVE AND BELOW: Colm McLoughlin, Hamdi Osman and Salah Tahlak are all smiles; pre-function area with sponsors' activations; selection of award winners.

Jumeirah had a strong showing, with Jumeirah at Etihad Towers winning Overall Best Business Hotel in the Middle East and Best Business Hotel in Abu Dhabi, and Jumeirah Emirates Towers winning Best Business Hotel in Dubai.

Four Seasons shone in both the Kuwait and Bahrain categories while Rotana also picked up a brace – Best Hotel Brand in the Middle East and Amman Rotana won Best Business Hotel in Amman.

Radisson Blu Dubai Waterfront was voted Best New Business Hotel in the Middle East; The Oberoi Beach Resort, Al Zorah won Best Hotel in Sharjah and the Northern Emirates and Kempinski Hotel Muscat walked off with Best Business Hotel in Muscat.

Rounding off the hotel winners, the Ascott Limited collected Best Serviced Apartments Company in the Middle East; Rove Hotels was voted Best Budget Hotel Brand in the Middle East; and Marriott International picked up Best Hotel Loyalty Programme in the Middle East for Marriott Bonvoy.

Ian Fairservice, Motivate Media Group's Managing Partner and Group Editor – whose video address charted major changes in the industry – said: "It's been another busy year with new brands, hotels and airports opening in the Middle East and more Gulf airline passengers are choosing the Middle East as their end destination for business, leisure or 'bleisure' purposes."

This year's sponsors included Masar Printing and Publishing Co, Pearl-Continental Hotels & Resorts, Bric's Milano, Zero Halliburton and Blacklane.



FROM TOP: Blacklane car at hotel entrance; product displays from Bric's Milano and Zero Halliburton; entertainment in the ballroom; and Julian Gregory, Managing Director Panacea Publishing, announces the winners.



MAY/JUNE 2019

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)



**Business Traveller**  
AWARDS 2019






RIGHT: InterContinental Hotels Group excelled in the hotel categories and selection of other winners.





**For more information on all the winners, click on [www.btme.ae](http://www.btme.ae)**  
And follow @btmeast on Twitter and @BusinessTravellerME on Facebook and Instagram

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MAY/JUNE 2019



# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)

## Global director to local mentor

18

Guest of honour Michael Ellis has tasted every flavour under the sun as International Director of the Michelin Guides. Now he's bringing his experience to Jumeirah's F&B portfolio as Dubai seeks to become a premier fine dining destination



MAY/JUNE 2019

Michael Ellis orders a black coffee in Burj Al Arab's first floor Sahn Eddar lounge, as windswept waves crash outside behind him, and declines the offer of food – uncharacteristically for a man who must have the most developed palate in Dubai.

As International Director of the Michelin Guides for seven years, and now seven months into his tenure as Chief Culinary Officer for Jumeirah, there isn't much he hasn't seen, or tasted, in the F&B world. He grew up in the US and left for France at 16, and after some to-ing and fro-ing, returned to France to attend a business school in 1986 and lived in the country until moving to Dubai last year.

He worked for IDV and Club Med Cruise Ships before Michelin came calling in 2007 – although initially working in the tyre division. It wasn't until he was considering moving on, that they saw he had



Michael Ellis ate in more than 1,500 restaurants as International Director of the Michelin Guides

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# POST-EVENT EDITORIAL COVERAGE

**BUSINESS TRAVELLER MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE**  
MAY-JUNE 2019 (READERSHIP 100,000)



## MEMORABLE INTERNATIONAL VENUES

I can't resist asking him for his favourite meal, a night on impossible question which he understandably ducks, so I broaden it to cuisines and experiences.

He highlights **Ultraviolet by Paul Pairet** in Shanghai for its "total sensorial experience" (pictured)

and **Ithurria** in the Basque country for the turbot roasted over a wood fire – "extremely simple but incredible flavours". Chefs he has come to admire over the years include the late Joel Robuchon, Giro Ono, Bernard Pacaud, Anna Santini, Thomas Keller and Anne-Sophie Pic.



The Michelin Guide will come eventually to Dubai – there's no doubt in my mind

experience in F&B and hospitality and asked him to head up the international division four years later.

Thereafter, Michelin's wheels haven't stopping turning; he visited 30 countries and more than 1,500 restaurants and today, more than 20,000 restaurants have been featured in more than 30 editions across 26 countries.

Sao Paulo, Singapore, Washington DC, Taipei, Bangkok, Seoul, Shanghai, Croatia and Guangzhou are among the destinations now served by dedicated guides and a regional one, for California, is launching in June. Yet for all the Guides' growing global appeal, five criteria remain the same.

"It's all about the ingredients and having the freshest available;

the master of cooking technique so it's perfectly cooked; harmony and balance with textures and tastes – they can't be too acidic or too bitter; personality is important; and you're looking for consistency of menus over time."

Once restaurants are in the Guide, they're inspected once a year; often if it's fine and the inspectors go, sometimes they're assigned a higher star or sometimes they've lost it – if it's the latter, two or three visits are made before stripping them.

"It's always done independently, never the same inspectors go back, and decisions are made collegiately," he says. "Generally speaking, once you're in, you go up, as gastronomy evolves."

In an Instagram, celebrity chef-oriented age, everyone is wary of image. But Ellis says it should never be the primary focus.

"The first objective is always fill your restaurants with happy customers who want to come back – forget the Michelin Guide. I'd rather

see a successful restaurant that's not in the Guide than one that's in the Guide and half empty," he says. "It's all about the food – it's not about white-gloved, Tuxedo waiters pushing silver cheese trolleys. Look at Singapore where two of its Hawker Stands have earned Michelin stars."

As the old saying goes, it's one thing to get to the top – and three stars – and another staying there. What is the recipe for the *crème de la crème*? "There's a handful who are able to transmit the knowledge, passion and drive to the team. But it's hard to say, if you look at Ducasse, over his career he has won and lost stars."

After meeting Jumeirah CEO José Silva and hearing his vision to put food and dining at the centre of the guest experience, he was soon on a plane to Dubai.

"One of the things I've been tasked with is to make Jumeirah Group a fine dining destination – and Dubai by extension," he said, adding that the focus is now on making venues more independent in the eyes of consumers and not 'hotel restaurants'. He reels off changes across Jumeirah's stable which are too numerous to list but the common link is quality and focus, including more efforts to source more organically grown local produce.

"We want to elevate our restaurants, especially here in Burj Al Arab; it's a destination hotel, arguably the most iconic globally, and I'm convinced with the Jumeirah Group we will make it a dining destination; it won't be immediate, we're making progress."

To that end, on the same night as the Awards, Jumeirah will unveil three new executive chefs.

"The Michelin Guide will come eventually to Dubai – there's no doubt in my mind," he added.

"Are there any that would get three stars now? No, and probably not two, but there are candidates for one."

He said it's important to remember only about 15 per cent of restaurants in Michelin Guides achieve the much-coveted stars. "Just being in it is a sign of quality." ■

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MAY/JUNE 2019

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# POST-EVENT COVERAGE

## POST-EVENT WINNERS AD



**CONGRATULATIONS TO THE WINNERS**





Left: Gina Johnson, Editorial Director, Motivate Media Group presented the award for **Best Airline Worldwide** to Thierry Antinori, Executive Vice President and Chief Commercial Officer at Emirates. Middle: Ian Fairservice, Managing Partner and Group Editor-in-Chief, Motivate Media Group presented **Best Hotel Brand Worldwide** to Intercontinental. Right: Akram Raffou, Partner and Executive Director, Jacobsens Direct presented **Best Airport for Duty Free Shopping** award to Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free.

**AIRLINES**

Airline with the Best Cabin Crew  
**Etihad Airways**

Airline with the Best Economy Class  
**Emirates**

Airline with the Best Premium Economy Class  
**Singapore Airlines**

Airline with the Best Business Class  
**Etihad Airways**

Airline with the Best First Class  
**Emirates**

Airline with the Best Frequent Flyer Program  
**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  
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**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  
**Avis**

**MEETING AND CONVENTION TOURISM DESTINATION**

Best MICE Tourism Destination in MENA  
**Dubai**

Best MICE Tourism Destination in Europe  
**London**

Best MICE Tourism Destination in Asia  
**Singapore**

**BUSINESS HOTELS**

Best New Business Hotel in the Middle East  
**Radisson Blu Hotel, Dubai Waterfront**

Best Business Hotel in Dubai  
**Jumeirah Emirates Towers**

Best Business Hotel in Abu Dhabi  
**Jumeirah at Etihad Towers**

Best Business Hotel in Sharjah & Northern Emirates  
**The Oberoi Beach Resort, Al Zorah**

Best Business Hotel in Amman  
**Amman Rotana**

Best Business Hotel in Beirut  
**InterContinental Phoenicia Beirut**

Best Business Hotel in Cairo  
**InterContinental Cairo CityStars**

Best Business Hotel in Kuwait  
**Four Seasons Hotel Kuwait at Burj Alshaya**

Best Business Hotel in Bahrain  
**Four Seasons Hotel Bahrain Bay**

Best Business Hotel in Muscat  
**Kempinski Hotel Muscat**

Best Business Hotel in Riyadh  
**InterContinental Riyadh**

Best Business Hotel in Jeddah  
**InterContinental Jeddah**

Best Budget Hotel Brand in the Middle East  
**Rove Hotels**

Best Serviced Apartments Brand in the Middle East  
**The Ascott Limited**

Best Airport Hotel in the Middle East  
**Dubai International Hotel**

Overall Best Business Hotel in the Middle East  
**Jumeirah at Etihad Towers**

Best Hotel Loyalty Programme in the Middle East  
**Marriott Bonvoy**

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

Best Hotel Brand Worldwide  
**InterContinental**

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The 'Winners Announced' advert was placed in:

**Business Traveller Middle East**  
May 2019 Readership **100,000**

**Golf Digest**  
May 2019 Readership **37,000**

**Gulf Business**  
May 2019 Readership **84,000**

**Campaign**  
May 2, 2019 (Issue #260)  
Readership **42,000**

Total reach of **263,000**

**Business Traveller** MIDDLE EAST

**campaign**

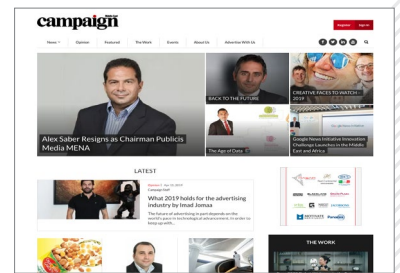
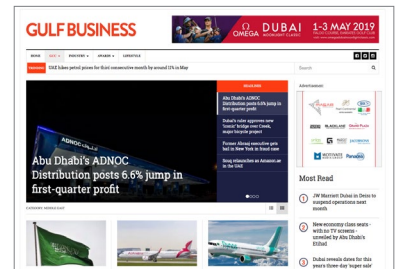
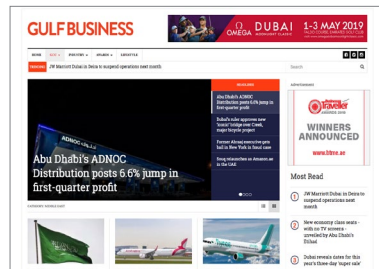
**Golf Digest** MIDDLE EAST

**Gulf Business**

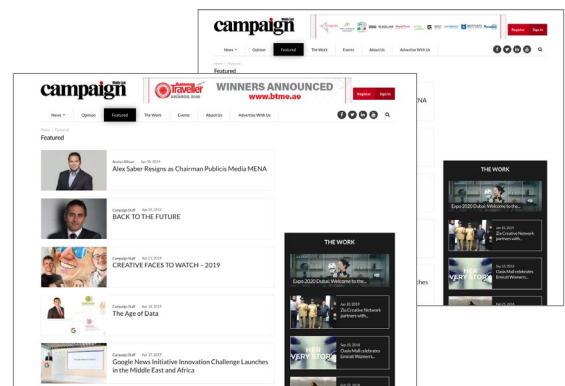
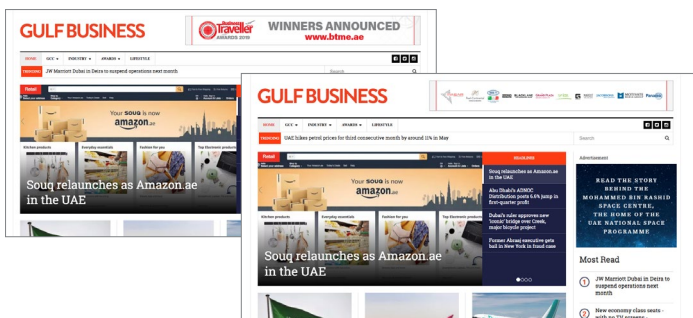
# POST-EVENT ONLINE COVERAGE

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

**WEB MPU  
WINNERS ANNOUNCED  
IMPRESSIONS: 38,837**



**WEB LEADERBOARD  
WINNERS ANNOUNCED  
IMPRESSIONS: 45,613**



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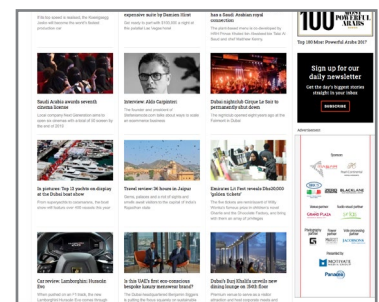
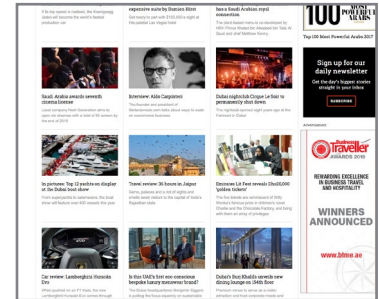
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# POST-EVENT ONLINE COVERAGE

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



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