

2025 BUSINESS TRAVELLER AWARDS MIDDLE EAST

POST-EVENT REPORT

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MOTIVATE
MEDIA GROUP



Motivate Media Group

would like to extend our thanks and appreciation to our sponsors for what was a hugely successful evening, that celebrated the very best of 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 Media Group Events Team

THANK YOU



350+ guests attended the Business Traveller Middle East Awards.

Fifty seven awards were presented to well-deserved winners.



INVITATION

MOTIVATE MEDIA GROUP AND INK

REQUEST THE PLEASURE OF YOUR COMPANY

DATE: MONDAY, APRIL 28, 2025

VENUE: INTERCONTINENTAL DUBAI FESTIVAL CITY

DOORS OPEN: 7:30 PM

AWARDS CEREMONY & DINNER: 8:00 PM

DRESS CODE: BUSINESS ATTIRE

RSVP: BTMEAWARDS@MOTIVATE.AE

PROGRAMME: *

7:30 PM: COCKTAIL RECEPTION

8:00 PM: STARTERS SERVED AND ENTERTAINMENT

8:30 PM: WELCOME ADDRESS

8:45 PM: AWARDS CEREMONY PART 1

9:15 PM: DINNER AND ENTERTAINMENT

9:45 PM: AWARDS CEREMONY PART 2

*TIMINGS ARE ALL APPROXIMATE

PHOTOGRAPHY

*T&C: * I consent to the broadcast, photographing and video recording of me during the event by Motivate. I expressly release Motivate against any and all claims arising out of the consent herein granted.*

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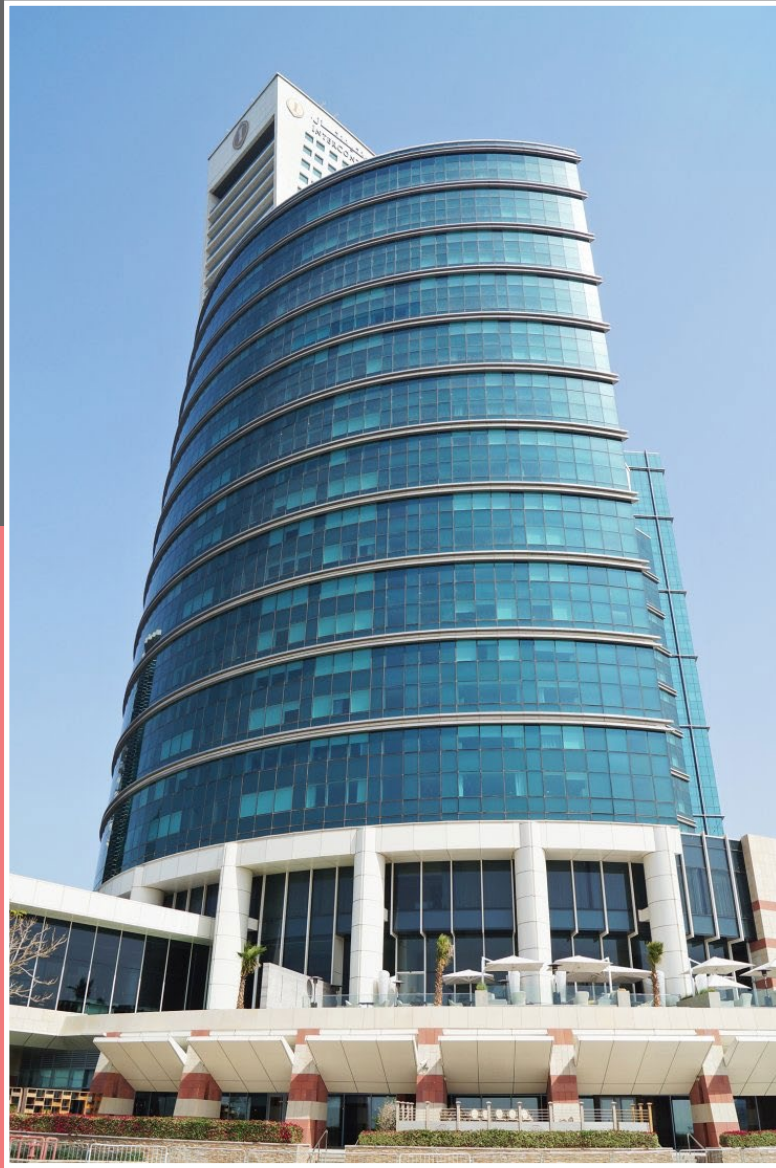
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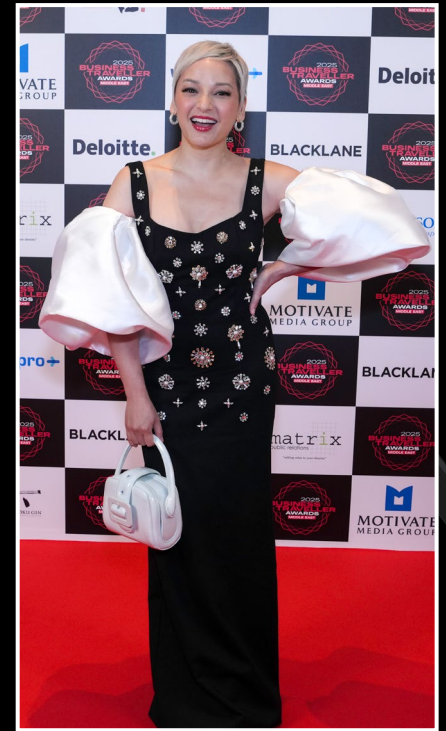
YOU ARE INVITED



Perched on Dubai Creek, InterContinental Dubai Festival City redefines luxury with sophisticated rooms and suites, acclaimed dining, a 4,250 m² Event Centre, and seamless access to Dubai Festival City Mall. Immerse yourself in elegance at this iconic destination, where every detail exudes elegance.

A prime location near the airport and downtown, it is the best hotel to stay in Dubai for meetings, conferences, and exhibitions.

THE VENUE



Our Guest of Honour was Simone Heng, a human connection expert, best-selling author, and the founder of ThoughtLeadersNow.com.

Simone inspired attendees with her passionate advocacy of face-to-face connection: a key value that the aviation, tourism, and hospitality industries foster every day.



GUEST OF HONOUR



RED CARPET





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, etc.

EVENT BRANDING



EVENT BRANDING



Hayfa Assiri, Director, Deloitte, presented the following awards:

- Best Business Hotel in Bahrain
- Best Business Hotel in Oman
- Best Business Hotel in Riyadh
- Best Business Hotel in Jeddah

SPONSOR-DELOITTE



Prashant Kirtane, CEO and Co-Founder of WEGO Pro, presented the following awards:

- Best Bleisure Hotel in the UAE
- Best Bleisure Hotel in the Middle East (Excluding UAE)
- Best Leisure Hotel in the UAE
- Best Leisure Hotel in the Middle East

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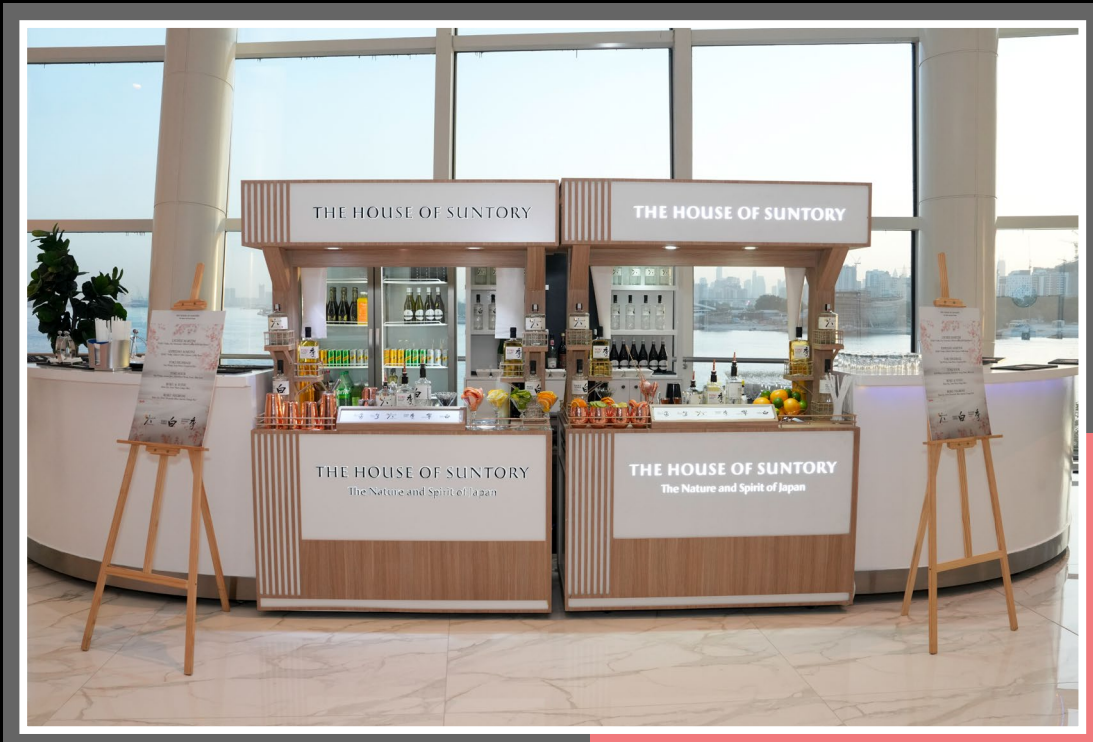
SILENT AUCTION



Ashley Jacobs, Director of Jacobsons Direct Marketing Services presented the following awards:

- Best Business Hotel in the Northern Emirates
- Best Business Hotel in Egypt
- Best Business Hotel in Qatar
- Best Business Hotel in Kuwait

SPONSOR-JACOBSONS



SPONSOR-A&E



David Fairservice, General Manager of Motivate Media Group, presented the following awards:

- Best New Business Hotel in the Middle East
- Best Refurbished Hotel in the Middle East
- Best Airport Hotel in the Middle East
- Best Business Hotel in Dubai
- Best Business Hotel in Abu Dhabi

MOTIVATE MEDIA GROUP

AIRLINES



BEST AIRLINE WORLDWIDE
Emirates



AIRLINE WITH THE BEST CABIN CREW
Etihad Airways



AIRLINE WITH THE BEST ECONOMY CLASS
Etihad Airways

WINNERS



AIRLINE WITH THE BEST PREMIUM ECONOMY CLASS
Emirates

AIRLINE WITH THE BEST BUSINESS CLASS
Qatar Airways



AIRLINE WITH THE BEST FIRST CLASS
Emirates

AIRLINE WITH THE BEST FREQUENT FLYER PROGRAMME
Qatar Airways Privilege Club



BEST REGIONAL AIRLINE SERVING THE MIDDLE EAST
Qatar Airways

BEST ASIAN AIRLINE SERVING THE MIDDLE EAST
Singapore Airlines



BEST EUROPEAN AIRLINE SERVING THE MIDDLE EAST
Turkish Airlines

AIRLINE WITH THE BEST CONNECTIVITY
IN THE MIDDLE EAST
flydubai



WINNERS

AIRPORTS



BEST AIRPORT IN THE WORLD
Singapore Changi Airport



BEST AIRPORT IN THE MIDDLE EAST
Dubai International Airport



BEST DUTY FREE SHOPPING IN THE MIDDLE EAST
Dubai Duty Free



BEST AIRPORT LOUNGE IN THE MIDDLE EAST
**Emirates First Class Lounge,
Dubai International Airport**

WINNERS

HOTELS



BEST HOTEL BRAND WORLDWIDE

InterContinental Hotels & Resorts



BEST NEW BUSINESS HOTEL IN THE MIDDLE EAST (2 YEARS)

**The St. Regis
Al Mouj Muscat Resort**



BEST REFURBISHED HOTEL IN THE MIDDLE EAST

Fairmont Dubai



BEST AIRPORT HOTEL IN THE MIDDLE EAST

**Premier Inn Dubai
International Airport**



BEST BUSINESS HOTEL IN DUBAI

**Four Seasons Hotel Dubai
International Financial Centre**

WINNERS



BEST BUSINESS HOTEL IN ABU DHABI
Rosewood Abu Dhabi



BEST BUSINESS HOTEL IN THE NORTHERN EMIRATES
The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert



BEST BUSINESS HOTEL IN EGYPT
InterContinental Citystars Cairo



BEST BUSINESS HOTEL IN QATAR
Marriott Marquis City Center Doha Hotel



BEST BUSINESS HOTEL IN KUWAIT
Grand Hyatt Kuwait



BEST BUSINESS HOTEL IN BAHRAIN
The Diplomat Radisson Blu Hotel, Residence & Spa, Manama



BEST BUSINESS HOTEL IN OMAN
JW Marriott Hotel Muscat



BEST BUSINESS HOTEL IN RIYADH
voco Riyadh



BEST BUSINESS HOTEL IN JEDDAH
Shangri-La Jeddah



BEST BLEISURE HOTEL IN THE UAE
InterContinental Residences Dubai Business Bay

WINNERS



**BEST BLEISURE HOTEL IN THE MIDDLE EAST
(EXCLUDING UAE)**
**Four Seasons Hotel Riyadh
at Kingdom Center**

BEST LEISURE HOTEL IN THE UAE
**Rixos The Palm
Hotel & Suites**



BEST LEISURE HOTEL IN THE MIDDLE EAST
**Marriott Resort Palm
Jumeirah, Dubai**

OVERALL BEST BUSINESS HOTEL IN THE MIDDLE EAST
Shangri-La Jeddah



**BEST SERVICED APARTMENTS BRAND IN
THE MIDDLE EAST**
Ascott

**BEST HOTEL LOYALTY PROGRAMME IN
THE MIDDLE EAST**
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WINNERS

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WELCOME

You've made this far, so keep going. Small steps can help you achieve this New Year's Resolution. Of the most commonly cited reasons for the failure to achieve are two: you're high, and you're doing a ton of random, pie-in-the-sky ideas. And as anyone who's dabbled in goal-setting would tell you, to achieve anything, you need to be focused. So before identifying the goal clearly before attempting specific steps to see it through, it's important to realize that you're not alone in struggling to achieve. The second reason people fail to achieve is they set too many New Year's Resolutions. It's like saying you want to be the right person to go to work for all of us, saying, "While it can be tempting to jump on the bandwagon, we don't see it as a simple task. It's not like you're making someone else feel that way," and—rather than seeing this as a new challenge because everyone else is, it is a far more difficult to set a goal that comes out of the gate for change, and one that isn't just a matter of tradition. Because when you have a goal that's completely counter to what you've done, you are more likely to stick to it when the going gets tough. Which, in actuality, the third reason why so many New Year's Resolutions, or other goals, might fail is that they're too hard. Finding one "why" to stick to the goal may seem important, though you can do it both like and unlike. It will inform the way you handle obstacles. In following you motivated, not so much motivated. You'll keep going, and once you've accomplished your goal, it will mean that you can look over your achievement with a true sense of purpose. Finding one "why" to stick to the goal may seem important, though you can do it both like and unlike, not so much motivated. You'll keep going, and once you've accomplished your goal, it will mean that you can look over your achievement with a true sense of purpose.

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Be Your Happy
 You-Hanna Hanna

By Hanna Hanna

Be Your Happy

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THIS ISSUE'S PICKS

LET'S TALK

FOUNDERS

Authors discuss their

personal journey for **IFB**

GIG ECONOMY

"What's the best way for

freelancers to see a real shift

clearly here in 2023?"

WELLNESS

WELLNESS

Guides to explore mental

and physical health **PIA**

WELLNESS

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EVENT ADS WERE PLACED ON BUSINESS TRAVELLER MIDDLE EAST AND GULF BUSINESS WITH OVER 100,000 READERSHIP.

OPINION

Embracing your diversity in the hospitality industry is a leadership superpower

Every culture comes with its unique strengths and challenges when we live in an increasingly global world – and understanding them can be an asset

Imagine you're going on a small island, trying to raise young geese, simply by leaving hay down that the birds will sniff to find before the hunter can see it. You see the bird. Coming on to the small island in the Philippines, I was briefed with the values of resilience, humility, and an intense work ethic – qualities that changed my perspective on success, as a person yet powerful force, in a world where values are often equated with being loud and brash. The "Asian mindsets" value determination, focus, and respect. It's something I embody and see in my leadership style. I'm sharing my view to remind us that while our mores differ, we are not so limited.

My journey took me to the unexpected, part of the city, transforming both my life and career. I didn't just meet geographical diversity, I navigated challenges that were sometimes difficult, often isolating, and always demanding growth. I walked overseas – physically and mentally through different cultures, languages, and customs, to realize what it means to be an Asian woman in leadership in the Middle East. In Dubai – a city renowned for its diversity and boundless opportunities – I've learned to look out of predicted boxes and embrace our unique strengths. The UAE's rich tapestry of cultures and backgrounds not only requires innovation for new businesses to flourish but also offers differences, allowing us to thrive in an environment that values the inclusion of diverse leadership.

A key aspect of this journey is my "Asian mindset," which can be understood in two primary dimensions. The first is rooted in hard work, respect, determination, humility, and resilience. This can empower leadership to rise above challenges and

embrace their potential. It emphasizes the value of collective success over individual glory, fostering a spirit of cooperation and perseverance. Those with this mindset often approach challenges as opportunities for growth, seeing each setback as a stepping stone toward achieving their goals.

In contrast, the "global mindset" is marked by feelings of openness, low self-esteem, and safety. It can stem from cultural expectations to be more assertive and confrontational, often leading to self-doubt and a reluctance to assert one's voice. Some of us have internalized the belief that our weaknesses are our greatest vulnerabilities, leading us to hesitate to seek recognition or advocacy for our needs.

This mindset can create barriers, not only to personal achievement but also to the advancement of our communities. It's a cycle where self-doubt and fear of criticism often result in overlooking strengths and opportunities. Overcoming mindsets is essential for our growth. We must strive to overcome the negative aspects, and foster a more expansive perspective that harnesses our cultural mores while embracing self-advocacy. By doing so, we can part the way for the next generation.

Embracing the wisdom of all double or conformity. Each of us has a unique voice that can contribute to the world. If you feel overlooked or underappreciated, remember: success isn't about being the loudest. It's about being heard and ensuring others see your contributions. We should not waste time less simply because we came from a less normalized background. Be vocal to advocate

for what we desire – this isn't only benefits us but also empowers them for those who came after us. Let's move forward with a sense of being overlooked. Speak up, share your thoughts, embrace your voice, and improve your journey as leadership. Together, we can create a more inclusive future for the next generation.

In leadership, my position is not a mere experience that connects with people, but a shared mission, an opportunity to go above and beyond tomorrow. Each experience, every shared moment, is an opportunity to go above and beyond tomorrow. Each experience, every shared moment, is an opportunity to go above and beyond tomorrow. Each experience, every shared moment, is an opportunity to go above and beyond tomorrow.

Success isn't about being the loudest – it's about knowing your worth, and ensuring others see it

To strive to inspire others to embrace their strength and be loud in their pursuits. In my life Dubai, where the hospitality sector is thriving, we must challenge the norms and redefine what leadership looks like, breaking through barriers with confidence and determination. By supporting each other and lifting each other up, we can create a more inclusive and empowering environment for future leaders. Together, we're exceeding our own expectations, celebrating, and every success is a heart. Keep shining, keep growing, and remember: your journey is not just about you, but about the legacy you leave behind. And so, my young self – the little girl with big dreams – I say thank you for daring to look beyond the shadows. Our journey is only beginning. ■

NIZA MARTINEZ
CREATIVE ASSISTANT CHIEF OF MARKETING
INTEGRATED ADVERTISING AND SALES
SOLUTIONS, RESOURCES AOR DUBAI

JULY 2023



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VOTING OPEN
CLOSES **MARCH 7**

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THE ELEVATOR PITCH

Business Traveller Middle East gives Amer Ghazy, hotel manager of Hyatt Centric Cairo West, five minutes to pitch his property to prospective guests.

“On 24 October 2024, we proudly introduced Hyatt Centric Cairo West. Cairo’s first art lifestyle hotel – a game-changer in Egypt’s hospitality scene that blends contemporary design, cultural immersion, and unparalleled comfort. For me, this journey has been about creating a space where guests can not only stay but also connect with art, culture, and the vibrant pulse of Cairo.

When we started Hyatt Centric Cairo West, our vision was to create a destination where hospitality seamlessly functioned and becomes an experience of discovery. The hotel’s concept was inspired by the dynamic energy of Cairo – a city where history, culture, and innovation converge – and we brought this vision to life through a meticulous blend of artistic expression, contemporary design, and thoughtful service.

Located near the Grand Egyptian Museum and the Pyramids of Giza, Hyatt Centric Cairo West is more than a hotel; it’s a celebration of Egyptian identity. The property is a masterpiece created in collaboration with 11 renowned local artists, who infused their vision into bold murals, interactive installations, and immersive artworks, transforming one hotel into a living gallery. From the restaurant guest suites, they are welcomed into an environment that celebrates creativity and sets the tone for an unforgettable journey.

Our 106 guestrooms and suites redefine contemporary comfort with an artistic soul. As our guest journey continues, the artistic experience follows them into their personal space. Every wall is surrounded with art pieces that invite you to engage and become part of their story. Even the bathroom door isn’t just functional; it’s an art wall, seamlessly transforming every corner of the space into a masterpiece. One of the standout elements inside each guestroom and suite is the bathroom mirror – a masterful figure and a tribute to the Ancient Egyptian Sun God Ra, depicted with its hands raised in celebration of a new day.

Our suites feature linear amenities including a separate living area for relaxation, or a private terrace with breathtaking views of the pool or the Giza Pyramids, or a private spa bath within the comfort of your suite.

During our stay, it is an experience that’s as creative as its design. The main restaurant, Mosa, serves global cuisine in a setting filled with striking paintings, sculptures, and installations. The Grab N’ Go Market offers fresh and convenient bites, while the Twenty-Four Bar blends the hotel’s artistic ambience with the perfect backdrop for a specialty office or casual meetings. Finally, the Roo Pool Bar elevates relaxation with refreshing drinks, tropical cocktails, and light bites, all enjoyed in a sun-soaked oasis.

One of our most distinctive features that sets our hotel apart is our Paddock & E-Golf studio, which we designed as a creative hub for music lovers and content creators. It’s a space where guests can explore their passions and create something meaningful. Adding to the vibrant atmosphere, our expansive pool area features Cairo’s only in-pool billiard table and a DJ booth to keep the energy alive. The Aqua Gym features the latest water workout equipment, and the fully-equipped gym offers indoor and outdoor space with poolside views. Families can enjoy the Kids Club, where daily activities keep young explorers entertained. These cutting-edge facilities reflect our commitment to offering something extraordinary for our guests.

I am proud to be part of this pivotal moment in Cairo’s evolution, and to offer a space where every guest feels fully immersed in the heart, creativity, and energy of our remarkable city. At Hyatt Centric Cairo West, our commitment goes beyond providing a stay – we strive to inspire a renewed sense of wonder. Whether you’re seeking inspiration, discovery, or connection, our hotel is the perfect starting point.”

AMEL GHAZY, HOTEL MANAGER, HYATT CENTRIC CAIRO WEST



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LAST CHANCE TO VOTE

CLOSES MARCH 7

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BUSINESS & LEISURE

NEW YORK

Lindsey Galloway takes on business in the Big Apple

Breakfast

For the quintessential New York breakfast, **Panicking Square** offers an unbeatable location, just opposite Grand Central Terminal, where many New Yorkers commute by train. Housed in a 19th building under a bridge, the classic Art Deco dining room seems a steady stream of finance and media executives from 7am onwards. (While reservations are recommended, they aren't essential before 9:30am.) Well-spaced tables and corner booths offer privacy for confidential discussions, while large windows provide natural light and views. Regulars repeat the booths along the eastern wall (away from the door) for the most discreet meetings. Staff are used to a business clientele, so expect smooth service and promptly delivered bills. The menu includes typical American fare, like the restaurant's famous homemade corned beef hash.

Lunch

La Pavetta, which opened in 2021, revisited the Midtown power lunch through chef Doris Boulet's blend of French refinement and New York energy. The 1222 sqm dining room, set amid a stunning interior garden with 20-foot olive trees and views of Grand Central Terminal, provides an instant conversation starter for meetings. Located in one of the city's tallest commercial buildings, the restaurant's direct access from Grand Central makes it ideal for out-of-town clients or commuting executives. The US\$250 three-course prix fixe keeps meetings efficient, while Boulet's cuisine, focused on seasonal ingredients and seafood, provides a lighter alternative to traditional business lunches. The garden-inspired dining room, dotted with lush greenery, features natural dividers between tables for possible clandestine conversations.

Dinner

Jungle recently made culinary history as America's first Korean restaurant to receive three Michelin stars, making it an unmissable choice for high-stakes business dining. Chef David Kim's innovative 'New Korean' cuisine transforms traditional flavours into contemporary masterpieces, offering international clients a sophisticated cultural experience. The proximity to both Wall Street and Hudson Square's tech corridor makes it particularly convenient for meeting discussions. The refined Tribeca dining room provides an elegant setting for business conversations, while the private dining room (with a separate entrance) accommodates up to 18 guests – ideal for board dinners or confidential client meetings. The US\$250 per person private dining menu can be customized for corporate events, with the timing of its service arranged to accommodate business presentations or speeches. For larger gatherings, the main dining room can host up to 95 seated guests or 50 for standing receptions. Since it's a popular venue, it's best to book a month in advance for corporate events.

Stumptown Coffee at the Ace Hotel

has an abundance of space rarely found in Manhattan cafes. Expect communal tables, leather armchairs, a dedicated barista bar and seating in the lobby – so you'll never struggle during peak hours. The central NoMad location, steps from multiple subway lines, makes it an easy meeting point. Morning attracts a business crowd, while mid-afternoon offers the quietest atmosphere for longer discussions.

EVENTS

25 Broadway transforms the city's history into one of Manhattan's most impressive large-scale event venues, designed by Moment Factory and Caplan. The former Convent Building's Great Hall features 60-foot ceilings, soaring marble columns, and magnificent maritime frescoes, offering a distinctly New York backdrop. The main space fits up to 995 guests standing or 550 for dinner, while breakout rooms handle parallel sessions. The experienced corporate events team manages everything from global product launches to international conference dinners, with impressive AV capabilities including 17 HD projection that can cover every surface to create imaginative, immersive scenes. The Financial District location provides easy access to Wall Street firms and major hotels. The loading dock and separate entrance for production teams make event set-up seamless.

AMERICAN EXPRESS, LINDSEY GALLOWAY, MANAGING DIRECTOR, BUSINESS & LEISURE



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SHORTLIST ANNOUNCED

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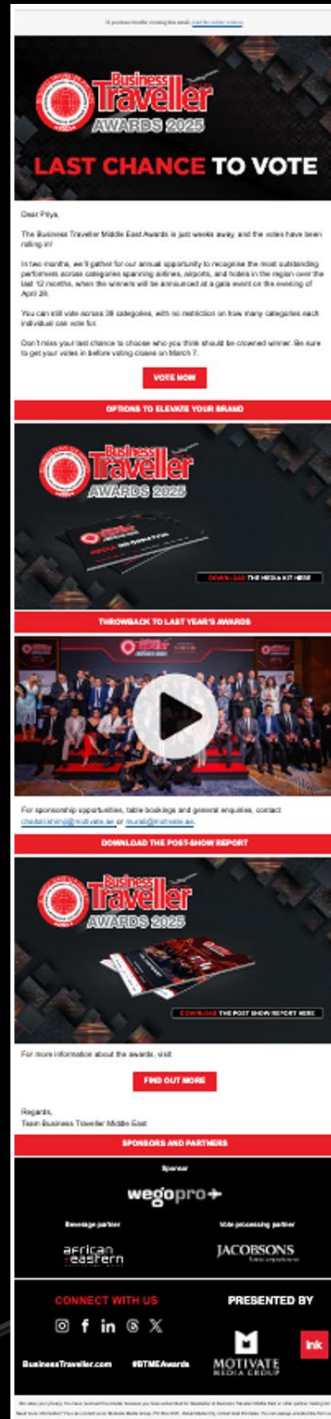
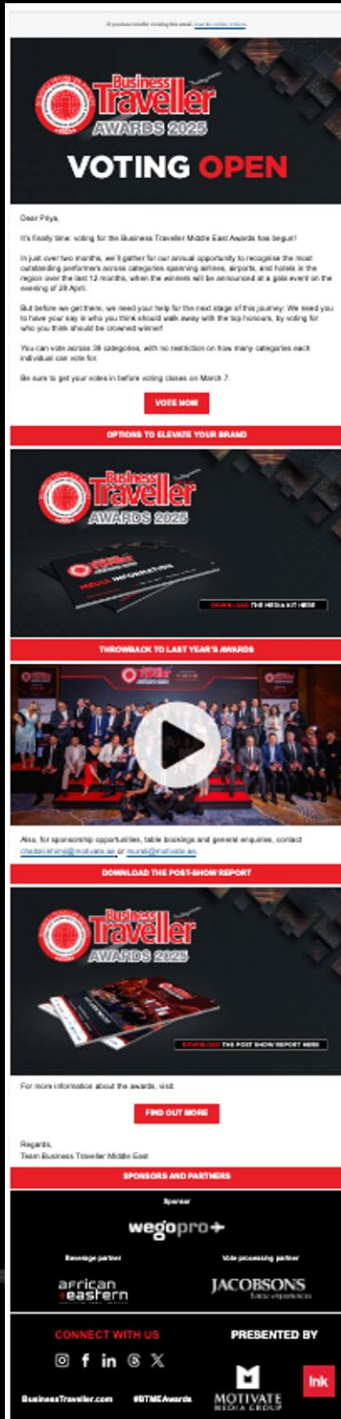
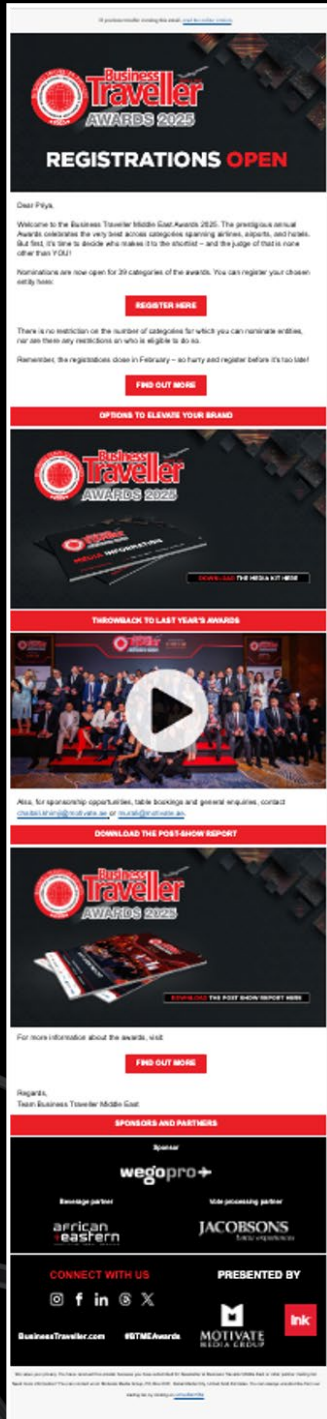
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PRE-EVENT MARKETING

EDM

EDMS WERE SENT OUT TO THE BUSINESS TRAVELLER, WHAT'S ON DUBAI, WHAT'S ON ABU DHABI, WHAT'S ON SAUDI ARABIA, GOLF DIGEST, GULF BUSINESS, DATABASES OF 85,000 SUBSCRIBERS



PRE-EVENT MARKETING

DIRECT MAILS

DIRECT MAIL INVITATIONS AND REMINDERS WERE SENT TO OVER 400 ATTENDEES, SPONSORS, AND PARTNERS



SEE YOU ON MONDAY

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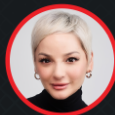
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GUEST OF HONOUR

SIMONE HENG

Human connection expert, best-selling author, global keynote speaker, and founder of Thought Leaders Now



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SEE YOU TONIGHT

VENUE: INTERCONTINENTAL DUBAI FESTIVAL CITY

DOORS OPEN: 7:30 PM

AWARDS CEREMONY & DINNER: 8:00 PM

DRESS CODE: BUSINESS ATTIRE

PROGRAMME: *

7:30 PM: COCKTAIL RECEPTION

8:00 PM: STARTERS SERVED AND ENTERTAINMENT

8:30 PM: WELCOME ADDRESS

8:45 PM: AWARDS CEREMONY PART 1

9:15 PM: DINNER AND ENTERTAINMENT

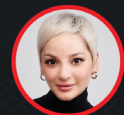
9:45 PM: AWARDS CEREMONY PART 2

*TIMINGS ARE ALL APPROXIMATE

GUEST OF HONOUR

SIMONE HENG

Human connection expert, best-selling author, global keynote speaker, and founder of Thought Leaders Now



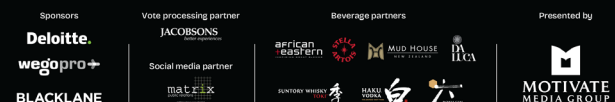
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PHOTOGRAPHY

T&C: *I consent to the broadcast, photographing and video recording of me during the event by Motivate. I expressly release Motivate against any and all claims arising out of the consent herein granted.

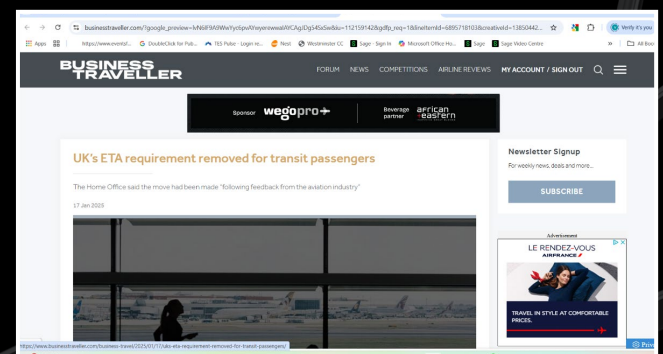
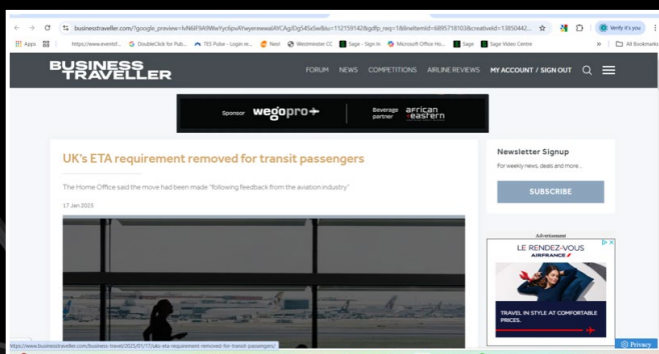
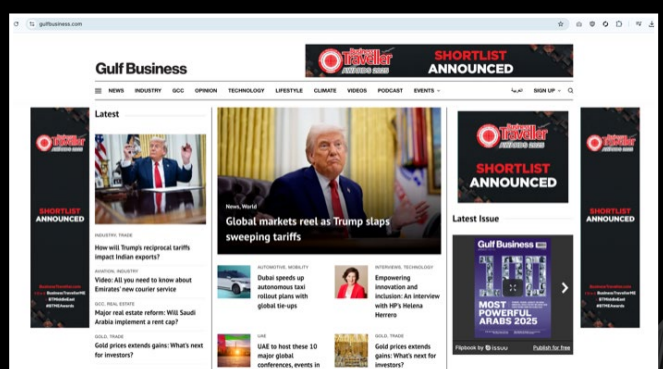
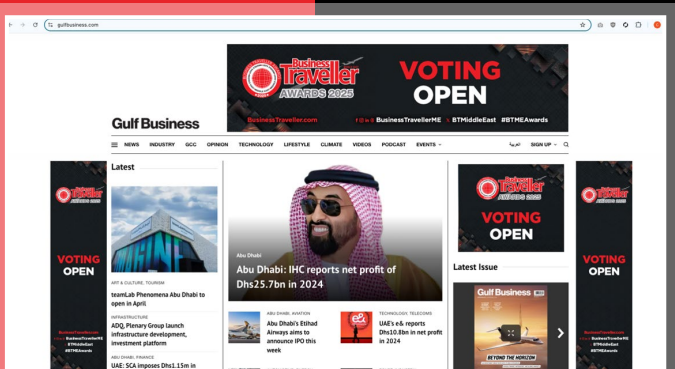
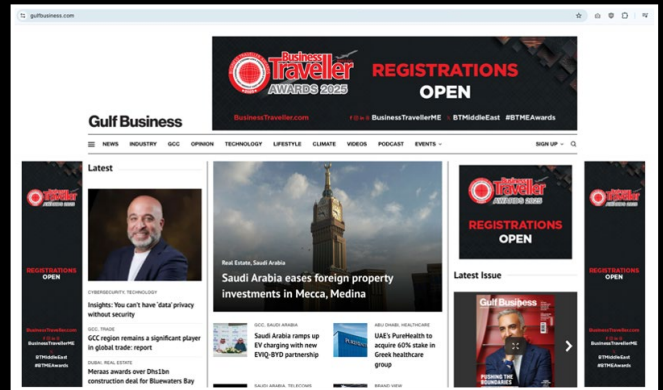
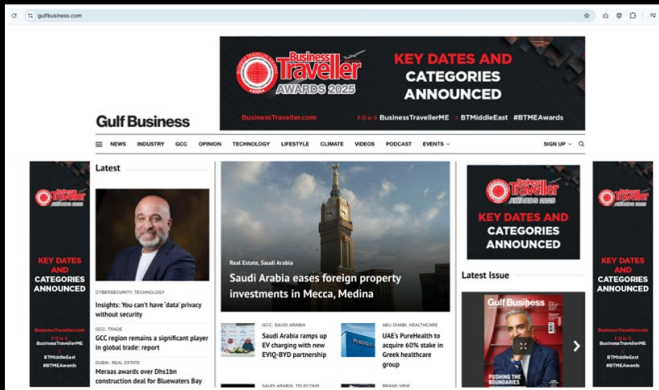
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PRE-EVENT MARKETING

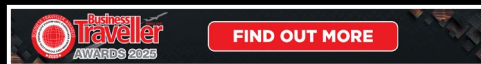
DIGITAL BANNERS

DIGITAL BANNERS WERE PLACED ON BUSINESS TRAVELLER, WHAT'S ON DUBAI, WHAT'S ON ABU DHABI, WHAT'S ON SAUDI ARABIA, GOLF DIGEST, GULF BUSINESS, WITH MORE THAN 700,000 IMPRESSIONS SERVED

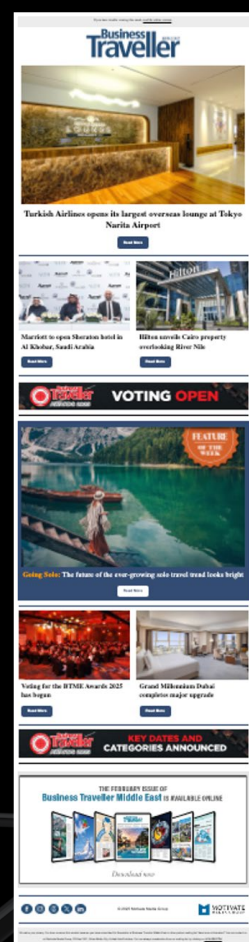
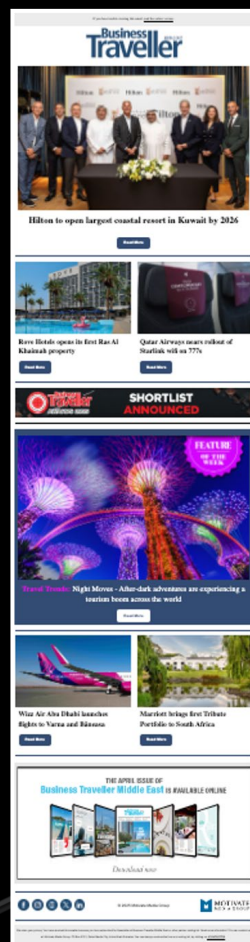
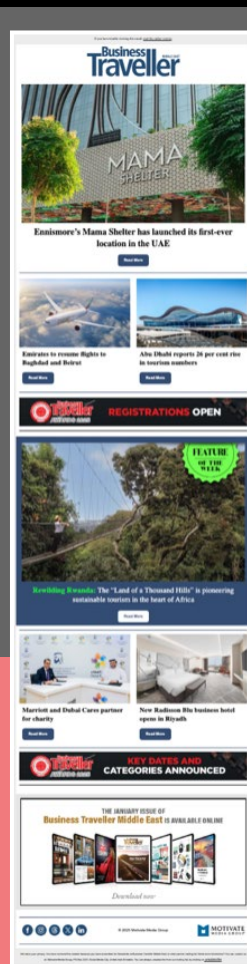


PRE-EVENT MARKETING

EMAIL SIGNATURES



NEWSLETTER BANNERS



PRE-EVENT MARKETING

ONLINE ARTICLES

BUSINESS TRAVELLER MIDDLE EAST

FORUM NEWS COMPETITIONS AIRLINE REVIEW

News

Voting is open for the Business Traveller Middle East Awards 2025

4 Feb 2025 by Business Traveller Middle East



It's finally time: Voting for the Business Traveller Middle East Awards has begun!

In just over two months, we'll gather for our annual opportunity to recognise the most outstanding performers across categories spanning airlines, airports, and hotels in the region over the last 12 months. At a gala ceremony on 28 April, some of the region's leading airlines and hotels will walk away with a trophy, as the winners are announced.

But before we get there, we need your help for the next stage of this journey: We need you to have your say in who you think should walk away with the top honours, by voting for who you think should be crowned winner! The public voting system ensures the authenticity and honesty of the awards.

To vote now, [click here](#).

You can vote across 39 categories, from business hotels to leisure properties in major cities across the region, to airports, airlines, lounges, and more. There is no restriction on how many categories each individual can vote for.

If you don't see your organization or your favourite entity on the list for a desired category, don't worry – there's still time to nominate them! Registrations are still open to the public across all categories – but hurry, since registrations will close by 17 February. You can [click here](#) to register. There is no restriction on the number of categories for which you can nominate entities, nor are there any restrictions on who is eligible to do so. So get

BUSINESS TRAVELLER MIDDLE EAST

FORUM NEWS COMPETITIONS AIRLINE REVIEW

News

Nominee registrations open for the Business Traveller Middle East Awards 2025

15 Jan 2025 by Business Traveller Middle East



Welcome to the Business Traveller Middle East Awards 2025!

One of the most highly anticipated events on the annual calendar for the region's travel industry, this year will mark the 24th edition of the prestigious awards. Celebrating the very best in the business, the awards ceremony will bring together C-suite executives, key decision makers, and thought leaders to reflect upon and recognise the industry's performance over the last 12 months and gather insights into what lies ahead.

Nominations are now open for up to 40 different categories spanning airlines, airports and hotels. [You can register your chosen entity by clicking here](#).



There is no restriction on the number of categories for which you can nominate an entity or brand, nor are there any restrictions on who is eligible to do so. The process to determine the winners is meticulous, impartial, and democratic. At every stage of the journey, we ask you – our readers – to get involved.

But hurry – submit your nominations now, before the registration period closes in February! Once they do, we will open the final round of voting to determine our shortlist.

The winners will be announced at a gala event on the evening of 28 April 2025 in Dubai.

For more information about the Awards, [visit this link](#).

For sponsorship opportunities and general enquiries about the awards, contact chaitali.khimp@motive.as or murali@motive.as.

Tags: BTME Awards, BTME Awards 2025, Business Traveller Middle East Awards

PRE-EVENT MARKETING

SOCIAL

BT Business Traveller ME 5,021 followers
Tw · 🌐

Have you registered for the **Business Traveller ME** awards yet? Nominations are already open, so don't forget to register your chosen entities before it's too late! To learn more - like key dates for when voting opens, and when the winners will be announced - head to the link in the image below, or click here: <https://lnkd.in/dhU6-YTd> 🏆 🥇

Business Traveller AWARDS 2025

KEY DATES AND CATEGORIES ANNOUNCED

FIND OUT MORE bit.ly/btmea25-eventinfo

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1

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The Business Traveller Middle East Awards 2025 are officially open for nominations! The prestigious annual Awards celebrate the very best across airlines, airports, and hotels, in a ceremony that will bring together hundreds of C-suite executives, key decision-makers, and thought leaders. This year's gala ceremony will be held on 28 April.

Nominations are now open for 39 different categories. You can register your chosen entity here: https://lnkd.in/d_RMh9MN

There is no restriction on the number of categories for which you can nominate an entity or brand, nor are there any restrictions on who is eligible to do so. But hurry - submit your nominations now, because the registration period will close in February!

#BTMEA2025 #BusinessTravellerMiddleEastAwards2025

Business Traveller AWARDS 2025

REGISTRATIONS OPEN

REGISTER HERE bit.ly/btmea25-register **FIND OUT MORE** bit.ly/btmea25-eventinfo

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Business Traveller AWARDS 2025

VOTING OPEN

VOTE HERE bit.ly/btmea25-vote
REGISTER HERE bit.ly/btmea25-register

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businesstravellerme · Follow
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businesstravellerme It's finally time. Voting for the 2025 edition of the Business Traveller Middle East Awards has begun! In just over two months, we'll gather to recognise the most outstanding airlines, airports, and hotels in the region, before announcing the winners at a gala ceremony on 28 April. But first, we need your help!

We need you to have your say in who should walk away with the top honours, by voting for who you think should be crowned winner! The public voting system ensures the authenticity and honesty of the awards - and you can vote upon 39 categories, from business hotels to leisure properties in major cities across the region, to airports, airlines, lounges, and more. There is no restriction on how many categories each individual can vote for.

Ready to get involved? Head to this link to vote now: <https://bit.ly/btmea25-vote>

5 likes February 6

Business Traveller AWARDS 2025

LAST CHANCE TO VOTE

VOTE HERE bit.ly/btmea25-vote
FIND OUT MORE bit.ly/btmea25-eventinfo

BusinessTraveller.com | BusinessTravellerME | BTMiddleEast | #BTMEAwards

Sponsor: **wegopro+** Beverage partner: **african eastern** Vote processing partner: **JACOBSONS** Presented by: **MOTIVATE MEDIA GROUP** **ink**

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businesstravellerme The Business Traveller Middle East Awards is just weeks away, and the votes have been rolling in! In two months, we'll gather for our annual opportunity to recognise the most outstanding performers across categories spanning airlines, airports, and hotels in the region over the last 12 months, when the winners will be announced at a gala event on the evening of April 28.

You can still vote across 39 categories, with no restriction on how many categories each individual can vote for. Don't miss your last chance to choose who you think should be crowned winner. Be sure to get your votes in before voting closes on March 7.

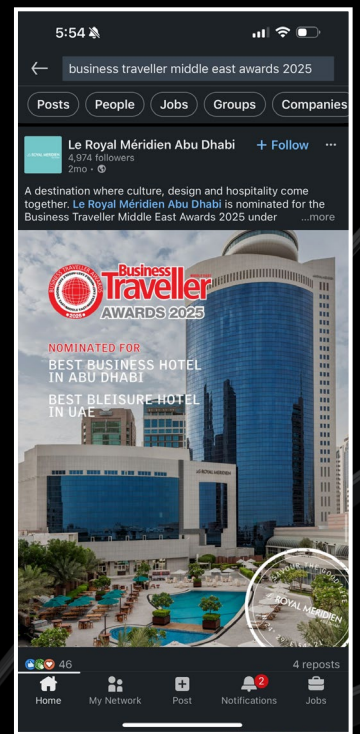
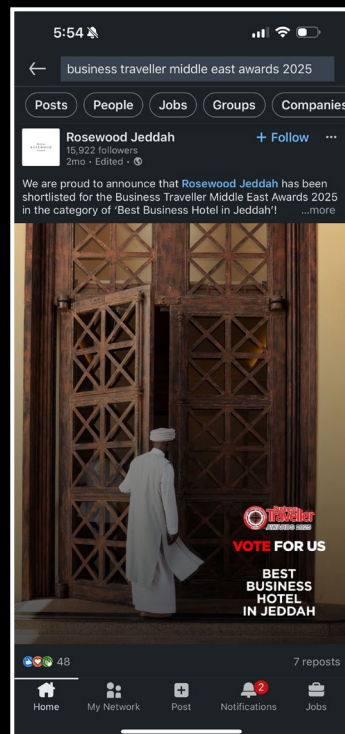
Click here to vote: <https://bit.ly/btmea25-vote> - or visit the following link to find out more: <https://bit.ly/btmea25-eventinfo>

#BTMEAwards #hospitality #airline #airport

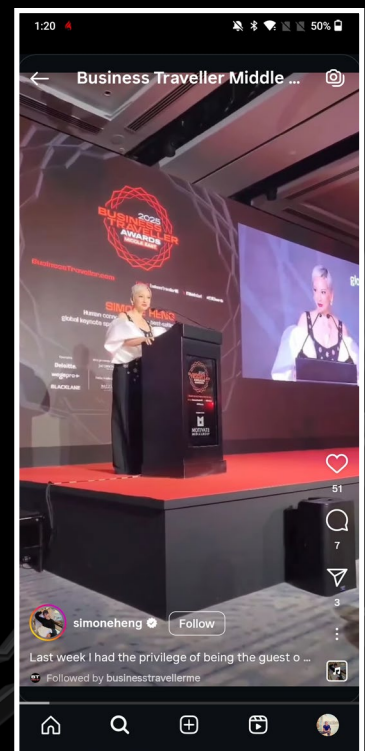
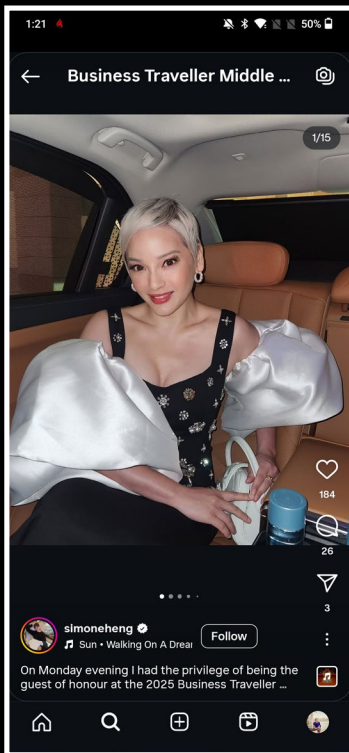
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PRE-EVENT MARKETING

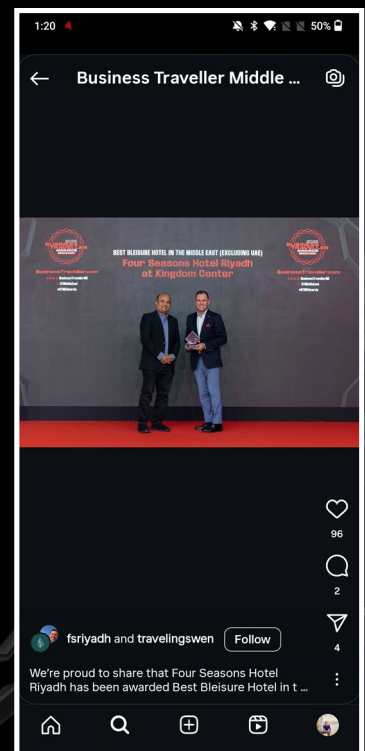
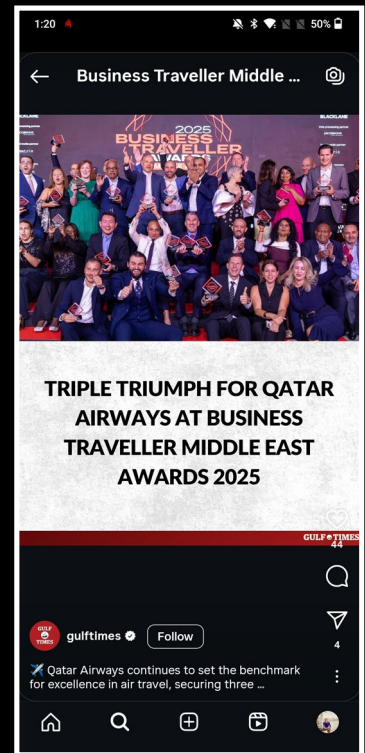
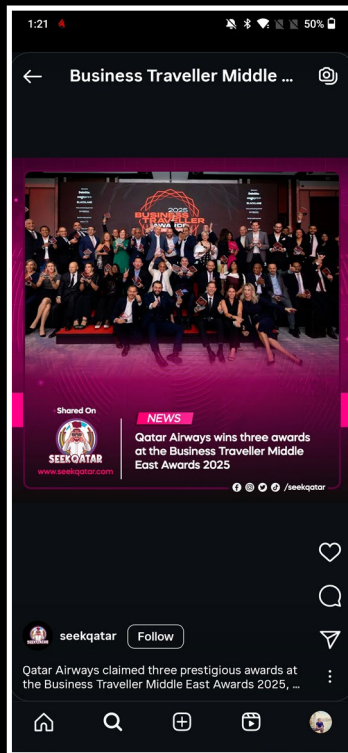
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PRE-EVENT MARKETING



AT EVENT MARKETING



AT EVENT MARKETING

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE MAY 2025 (READERSHIP 100,000)



THE LEADERS OF TOMORROW

The 24th edition of the Business Traveller Middle East Awards celebrated the power players transporting the region's travel industry to the future

IN A SPECTACULAR show of excellence, the who's who of the region's travel and tourism sectors gathered at InterContinental Dubai Festival City in the evening on 28 April, to celebrate the 2025 Business Traveller Middle East Awards.

The event - a high-profile gala ceremony attended by the leading names, C-suite leaders, and industry experts in aviation, hospitality, and beyond - was an elegant affair filled with exceptional achievements driven by formidable innovation and forward-thinking vision.

More than 350 guests were present as we honoured leaders in business as well as leisure travel and tourism, with 40 award categories across three main divisions. The Guest of Honour was Simone Heng, a human connection expert, best-selling author, and the founder of ThoughtLeadersNow.com, Heng sits on the advisory board

ABOVE: A group of winners celebrate on stage at the Business Traveller Middle East Awards 2025

for the Foundation for Social Connection in the United States. The global keynote speaker - whose client list includes Fortune 500 companies and globally-renowned names including Harvard University, Google, Meta, Amazon, KPMG, Lucasfilm, and the United Nations - shared how she travels the world to speak on the importance of human connection in a truly impactful world and workplace. Heng inspired attendees with her passionate advocacy of face-to-face connection: a key value that the aviation, tourism, and hospitality industries foster every day.

The highly-anticipated ceremony is a fixture on the region's annual calendar for celebrating the companies at the forefront of business travel. This year, Emirates took home four major awards, including Airline with the Best Premium Economy Class, Airline with the Best First Class, and 'Best Airline Worldwide'. Qatar Airways was also recognised with three key awards, including Airline with the Best Business Class, Airline with the Best Frequent Flyer Programme, and 'Best Regional Airline Serving the Middle East'. From the UAE capital, Etihad Airways was named Airline with the Best Cabin Crew, as well as Airline with the Best Economy Class. Flydubai continues

32 BUSINESS TRAVELLER MIDDLE EAST

MAY 2025



BTME AWARDS



TOP FROM LEFT: Julian Gregory, founder of the Business Traveller brand and director of Business Traveller Media Limited; trophies; Live entertainment

ABOVE: A packed room of guests

LEFT: Our Guest of Honour for 2025, Simone Heng



The Business Traveller Middle East Awards was based on nominations and votes cast online by our valued readers. The shortest, highly-competitive race, and winners were determined through a rigorous and impartial process.

to impress with its ever-expanding network, with the well-deserved title of 'Airline with the Best Connectivity in the Middle East'. The hub of Dubai International Airport was once again named 'Best Airport in the Middle East', while Dubai Duty Free won 'Best Duty Free Shopping in the Middle East'. From the wider global network, Singapore Airlines was deemed 'Best Asian Airline Serving the Middle East' - and Singapore Changi Airport crowned 'Best Airport

in the World' - while Turkish Airlines claimed the title of 'Best European Airline Serving the Middle East'.

Hotels and hospitality brands from 24 categories were also recognised. InterContinental Hotels & Resorts took home four awards, including the coveted accolade of 'Best Hotel Brand Worldwide', while Radisson won 'Best Hotel Brand in the Middle East'. Marriott swept the wins with six awards, while Four Seasons Hotel Dubai International Financial Centre won 'Best Business Hotel in Dubai' - and Rosewood Abu Dhabi made a grand entrance as 'Best Business Hotel in Abu Dhabi'. On the lighter side of life, Rixos The Palm Hotel & Suites won 'Best Leisure Hotel in the UAE', and Marriott Resort Palm Jumeirah, Dubai, won 'Best Leisure Hotel in the Middle East'. The 'Best Leisure Hotel in the UAE' title - introduced last year - was claimed by InterContinental Residences Dubai Business Bay for 2025, while our new category of 'Best Leisure Hotel in the Middle East' was scooped by Four Seasons Hotel Riyadh at Kingdom Center. The special category of 'Overall Best Business Hotel in the Middle East' went to Shangri-La Jeddah. Meanwhile, Ascott received the title of 'Best Serviced Apartments Brand in the Middle East'.

As the Middle East embraces the brink of a new frontier - through innovative new projects that are making headlines around the world - it is time to not only redefine what is possible, but write a triumphant new story that sets the region as the global travel industry's new centre. Read on to discover the full list of winners!

MAY 2025

BUSINESS TRAVELLER MIDDLE EAST 33

POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE MAY 2025 (READERSHIP 100,000)




1 Flying High Qatar Airways took home three awards, including Best Business Class



2 Etihad Airways received the award for Airline with the Best Cabin Crew; 3) Dr. Najla Ben-Khader and Adil Al Ghaili of Emirates with Guest of Honour Simone Heng; 4) David Pinches of Singapore Airlines with Business Traveller Middle East Editor Yvonne Harris; 5) Etihad Airways took home the award for Airline with the Best Economy Class; 6) Turkish Airlines won Best European Airline Serving the Middle East; 7) flydubai's Mohamed Hareb Al-Mohri and Mohamed Hassan received the award for Airline with the Best Connectivity in the Middle East; 8) Anthony Milne of Motivate Media Group presented another award to Emirates.



3 Etihad Airways received the award for Airline with the Best Cabin Crew; 4) David Pinches of Singapore Airlines with Business Traveller Middle East Editor Yvonne Harris; 5) Etihad Airways took home the award for Airline with the Best Economy Class; 6) Turkish Airlines won Best European Airline Serving the Middle East; 7) flydubai's Mohamed Hareb Al-Mohri and Mohamed Hassan received the award for Airline with the Best Connectivity in the Middle East; 8) Anthony Milne of Motivate Media Group presented another award to Emirates.



4 Turkish Airlines won Best European Airline Serving the Middle East; 5) Etihad Airways took home the award for Airline with the Best Economy Class; 6) Turkish Airlines won Best European Airline Serving the Middle East; 7) flydubai's Mohamed Hareb Al-Mohri and Mohamed Hassan received the award for Airline with the Best Connectivity in the Middle East; 8) Anthony Milne of Motivate Media Group presented another award to Emirates.



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8 Anthony Milne of Motivate Media Group presented another award to Emirates.



CATEGORY

BEST AIRLINES

Your favourite carriers for business and pleasure

AIRLINE WITH THE BEST CABIN CREW
Etihad Airways

AIRLINE WITH THE BEST ECONOMY CLASS
Etihad Airways

AIRLINE WITH THE BEST PREMIUM ECONOMY CLASS
Emirates

AIRLINE WITH THE BEST BUSINESS CLASS
Qatar Airways

AIRLINE WITH THE BEST FIRST CLASS
Emirates

AIRLINE WITH THE BEST FREQUENT FLYER PROGRAMME
Qatar Airways Privilege Club

34 BUSINESS TRAVELLER MIDDLE EAST

MAY 2025

BTME AWARDS



SUSTAINABLE STAR AIRPORT
Singapore Changi is an outstanding destination

CATEGORY

BEST AIRPORTS

Hubs around the world continue to up their game with upgraded dining, leisure and entertainment facilities






1 Kelvin Tan of Singapore Changi Airport received the coveted award for 'Best Airport in the World' 2) Dubai International Airport won the award for 'Best Airport in the Middle East' 3) Anthony Milne presented Dubai Duty Free's Shereef El Sibai and Rameah Gidami with the title of 'Best Duty Free Shopping in the Middle East' 4) Emirates First Class Lounge, Dubai International Airport was named 'Best Airport Lounge in the Middle East'

BEST AIRPORT IN THE MIDDLE EAST
Dubai International Airport

BEST DUTY FREE SHOPPING IN THE MIDDLE EAST
Dubai Duty Free

BEST AIRPORT LOUNGE IN THE MIDDLE EAST
Emirates First Class Lounge, Dubai International Airport

BEST AIRPORT IN THE WORLD
Singapore Changi Airport

MAY 2025

BUSINESS TRAVELLER MIDDLE EAST 35

POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE MAY 2025 (READERSHIP 100,000)

BTME AWARDS

CATEGORY

BEST HOTELS

The best accommodation for busy corporate travellers looking for comfortable beds and superior service

BEST NEW BUSINESS HOTEL IN THE MIDDLE EAST

The St. Regis Al Mouj Muscat Resort
HC: Radisson Blu Hotel Riyadh Convention & Exhibition Center

BEST REFURBISHED HOTEL IN THE MIDDLE EAST

Fairmont Dubai
HC: Jumeirah Dar Al Masyaf

BEST AIRPORT HOTEL IN THE MIDDLE EAST

Premier Inn Dubai International Airport
HC: Radisson Hotel Riyadh Airport

BEST BUSINESS HOTEL IN DUBAI

Four Seasons Hotel Dubai International Financial Centre
HC: InterContinental Dubai Festival City

BEST BUSINESS HOTEL IN ABU DHABI

Rosewood Abu Dhabi
HC: W Abu Dhabi - Yas Island

BEST BUSINESS HOTEL IN THE NORTHERN EMIRATES

The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert
HC: Mövenpick Resort Al Marjan Island

BEST BUSINESS HOTEL IN EGYPT

InterContinental Citystars Cairo
HC: Crowne Plaza West Cairo - Arkan

BEST BUSINESS HOTEL IN QATAR

Marriott Marquis City Center Doha Hotel
HC: Hyatt Regency Oryx Doha

BEST BUSINESS HOTEL IN KUWAIT

Grand Hyatt Kuwait
HC: Arabella Beach Hotel Kuwait, Vignette Collection



1 David Fairbrother of Motivate Media Group presented Maha Bourachi of The St. Regis Al Mouj Muscat Resort with the award for 'Best New Business Hotel in the Middle East'. 2) Four Seasons Hotel Dubai International Financial Centre won 'Best Business Hotel in Dubai'. 3) The team at Fairmont Dubai took home the trophy for 'Best Refurbished Hotel in the Middle East'. 4) Team Marriott Resort Palm Jumeirah, Dubai celebrated a win for 'Best Leisure Hotel in the Middle East'. 5) Premier Inn Dubai International Airport won 'Best Airport Hotel in the Middle East'. 6) The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert took home the prize of 'Best Business Hotel in the Northern Emirates'.

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MAY 2025



BEST BUSINESS HOTEL IN BAHRAIN
The Diplomat Radisson Blu Hotel, Residence & Spa, Manama
HC: Mövenpick Hotel Bahrain

BEST BUSINESS HOTEL IN OMAN
JW Marriott Hotel Muscat
HC: InterContinental Muscat

BEST BUSINESS HOTEL IN RIYADH
voco Riyadh
HC: Radisson Hotel & Residence Riyadh Olaya

BEST BUSINESS HOTEL IN JEDDAH
Shangri-La Jeddah
HC: Jeddah Marriott Hotel Madinah Road

BEST LEISURE HOTEL IN THE UAE
InterContinental Residences Dubai Business Bay
HC: Taj Dubai

BEST LEISURE HOTEL IN THE MIDDLE EAST (EXCLUDING UAE)
Four Seasons Hotel Riyadh at Kingdom Center
HC: Dead Sea Marriott Resort & Spa

BEST LEISURE HOTEL IN THE UAE
Rixos The Palm Hotel & Suites at Kingdom Center
HC: Address Beach Resort

BEST LEISURE HOTEL IN THE MIDDLE EAST
Marriott Resort Palm Jumeirah, Dubai
HC: Anantara Mina Ras Al Khaimah Resort

OVERALL BEST BUSINESS HOTEL IN THE MIDDLE EAST
Shangri-La Jeddah

7) The team from InterContinental Residences Dubai Business Bay received the award for 'Best Leisure Hotel in the UAE'. 8) Rosewood Abu Dhabi won 'Business Hotel in Abu Dhabi'. 9) Marriott Marquis City Center Doha hotel received the award for 'Best Business Hotel in Doha'. 10) Alamy, Jacobs of Alagon, presented the trophy to Grand Hyatt Kuwait with the award for 'Best Business Hotel in Kuwait'. 11) Team Al Olaya of voco Riyadh received the award for 'Best Business Hotel in Riyadh'. 12) Chris McFar and Shami Ganes-Ella of Shangri-La Jeddah received the trophy of 'Overall Best Business Hotel in the Middle East'.

MAY 2025

BUSINESS TRAVELLER MIDDLE EAST 37

POST-EVENT EDITORIAL COVERAGE

BUSINESS TRAVELLER MIDDLE EAST MAGAZINE – EDITORIAL COVERAGE MAY 2025 (READERSHIP 100,000)

BTME AWARDS

→

THERE WERE 40 CATEGORIES
IN THIS YEAR'S AWARDS

1

1) Business Traveller founder Julian Gregory presented InterContinental Hotels & Resorts with the award for 'Best Hotel Brand Worldwide'. 2) Marriott Bonvoy won 'Best Hotel Loyalty Programme in the Middle East'. 3) Address Hotels + Resorts won 'Best Luxury Hotel Brand in the Middle East'. 4) Motivate Media Group's Chaitali Khemji presented team Ascott with the award for 'Best Serviced Apartments Brand in the Middle East'. 5) Team Rixos took home the trophy for 'Best Lifestyle Hotel Brand in the Middle East'. 6) Radisson was named 'Best Hotel Brand in the Middle East'. 7) Rove Hotels won 'Best Budget Hotel Brand in the Middle East'.

CATEGORY

BEST BRANDS

The top brands that travellers can count on for top-notch service, a strong identity, and accommodation they can count on

2

BEST SERVICED APARTMENTS BRAND IN THE MIDDLE EAST

Ascott

BEST HOTEL LOYALTY PROGRAMME IN THE MIDDLE EAST

Marriott Bonvoy

BEST BUDGET HOTEL BRAND IN THE MIDDLE EAST

Rove Hotels

BEST LIFESTYLE HOTEL BRAND IN THE MIDDLE EAST

Rixos

BEST LUXURY HOTEL BRAND IN THE MIDDLE EAST

Address Hotels + Resorts

BEST HOTEL BRAND IN THE MIDDLE EAST

Radisson

BEST HOTEL BRAND WORLDWIDE

InterContinental Hotels & Resorts

38 BUSINESS TRAVELLER MIDDLE EAST

MAY 2025

4

5

6

7

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Beverage partner

Vote processing partner

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JACOBSONS

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MAY 2025

BUSINESS TRAVELLER MIDDLE EAST 39

POST-EVENT EDITORIAL COVERAGE

ONLINE ARTICLE: WINNER'S ANNOUNCEMENT

BUSINESS TRAVELLER MIDDLE EAST

FORUMNEWSCOMPETITIONSARLINE REVIEWS

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News

Revealed: Winners of the 2025 Business Traveller Middle East Awards

29 Apr 2025 by Business Traveller Middle East



In a spectacular show of excellence, the who's who of the region's travel and tourism sectors gathered at InterContinental Dubai Festival City in the evening on 28 April, to celebrate the 2025 Business Traveller Middle East Awards.

The event – a high-profile gala ceremony attended by the leading names, C-suite leaders, and industry experts in aviation, hospitality, and beyond – was an elegant affair filled with exceptional achievements driven by formidable innovation and forward-thinking vision.

More than 350 guests were present as we honoured leaders in business as well as leisure travel and tourism, with 40 award categories across three main divisions.

The **Guest of Honour** was Simone Heng. A human connection expert, best-selling author, and the founder of ThoughtLeadersNow.com, Simone sits on the advisory board for the Foundation for Social Connection in the United States. The global keynote speaker – whose client list includes Fortune 500 companies and globally-renowned names including Harvard University, Google, Meta, Amazon, KPMG, Lucasfilm, and the United Nations – shared how she travels the world to speak on the importance of human connection in a truly impactful world and workplace. Simone inspired attendees with her passionate advocacy of face-to-face connection: a key value that the aviation, tourism, and hospitality industries foster every day.

POST-EVENT MARKETING

PRESS RELEASE COVERAGE

Government of Dubai Media Office / News

Emirates tops four categories at the 2025 Business Traveller Middle East Awards

Tuesday, April 29, 2025 11:07 PM

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Emirates tops four categories at the 2025 Business Traveller Middle East Awards, including Best Airline Worldwide for 12th year running

Emirates clinched four gongs at the prestigious Business Traveller Middle East (BTME) 2025 awards last night, including 'Best Airline Worldwide' for the twelfth consecutive year.

The airline also took home 'Best First Class', 'Best Premium Economy Class' and 'Best Airport Lounge in the Middle East'.

Ali Al Ghash, Senior Vice President Commercial Operations, Centre, and Dr Hejib Ben Khedher, Divisional Senior Vice President, Skywards, received the awards on Emirat's behalf. The awards honour excellence across the business travel ecosystem, underpinned by a transparent public voting process to recognise top-level work and innovations helping to shape the future of the travel industry.

The wins represent the airline's continuous investment to evolve what is already an exceptional experience onboard and on the ground across all classes.

Since 2022, Emirates' retrofit programme, which will see 219 aircraft completely receive a nose-to-tail refresh has picked up its momentum, and today, 51 aircraft have been fully upgraded. The airline also took delivery of its first A350, equipped with its next generation products and latest technologies.

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Press Release Awards and Accolades

Premier Inn Dubai International Airport Awarded Best Airport Hotel in the Middle East at the Business Traveller Awards 2025

Whitbread PLC
1 min read 2 May 2025

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Source: Whitbread PLC

Premier Inn Dubai International Airport has been awarded Best Airport Hotel in the Middle East at the prestigious Business Traveller Middle East Awards 2025, in recognition of its seamless guest experience, prime location, and exceptional service tailored to meet the needs of today's travellers.

Widely regarded as one of the most respected accolades in the hospitality sector, the Business Traveller Middle East Awards are determined through a robust public voting process, ensuring transparency and credibility. Each year, the awards honour the most outstanding contributors to business travel and tourism across the region - from airlines and airports to hotels.

The award follows the hotel's recent refurbishment, which introduced Premier Inn's Next Evolution Style rooms, including the new Premier Inn Bed by Silentnight. The new room concept reflects the company's commitment to

EMIRATES 24/7

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Home / Business / Travel

flydubai wins "Airline with the Best Connectivity in the Middle East" for the second time at the 2025 Business Traveller Middle East Awards



Published: Tuesday, April 29, 2025 By: E247

flydubai, the Dubai-based carrier, was recognised with the "Airline with the Best Connectivity in the Middle East" award for the second time at the 2025 Business Traveller Middle East Awards.

Mohammed Hareb Alkhatib, Chief Procurement & Technology Officer at flydubai, and Mohamed Hassan, Senior Vice President of Airport Services & Cargo at flydubai, received the award on the carrier's behalf at an award ceremony held in Dubai. The event was attended by key stakeholders in the hospitality, travel and aviation industry.

Voted by the public and readers of the magazine, the award recognises flydubai's agile and innovative business model and its ongoing commitments to creating free flows of trade and tourism, opening up underserved destinations and offering passengers a seamless travel experience.

Commenting on the award, Ghaith Al Ghaith, Chief Executive Officer at flydubai, said: "We are pleased to have been recognised once again at this year's Business Traveller Middle East Awards. These achievements are a testament to our strong business model and highlight the progress we've made in expanding our network and fostering stronger connectivity with the markets we serve from our home. Supporting Dubai's vision as a global aviation hub has always been at the heart of what we do and we remain dedicated to opening up new opportunities for trade and tourism across our growing network."

The carrier has been investing in elevating its customer experience and has unveiled a new Business Class check-in area and a new Business Class Lounge at Terminal 2, Dubai International (DXB) in 2024. This is coupled with an extensive cabin retrofit programme to ensure a more consistent passenger experience across flydubai's fleet.

Between June and September 2025, flydubai will resume its seasonal summer network with the latest destinations, Al Ain, Bahrain, Beirut, Bishkek, Doha, Erevan, Istanbul, Jeddah, London, Moscow, Nicosia, Paris, Rome, Tbilisi, Yerevan, Zaporizhzhia, and Zvornik.

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19 April 2025

Flydubai wins "Airline with the Best Connectivity in the Middle East"

Flydubai was recognised with the "Airline with the Best Connectivity in the Middle East" award for the second time at the 2025 Business Traveller Middle East Awards.



Image: Flydubai

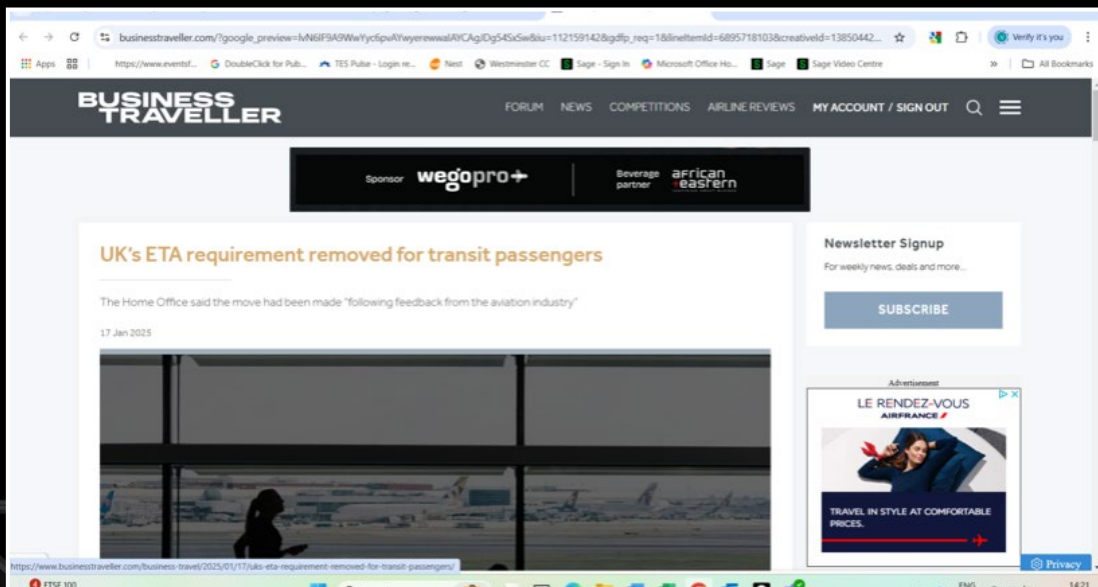
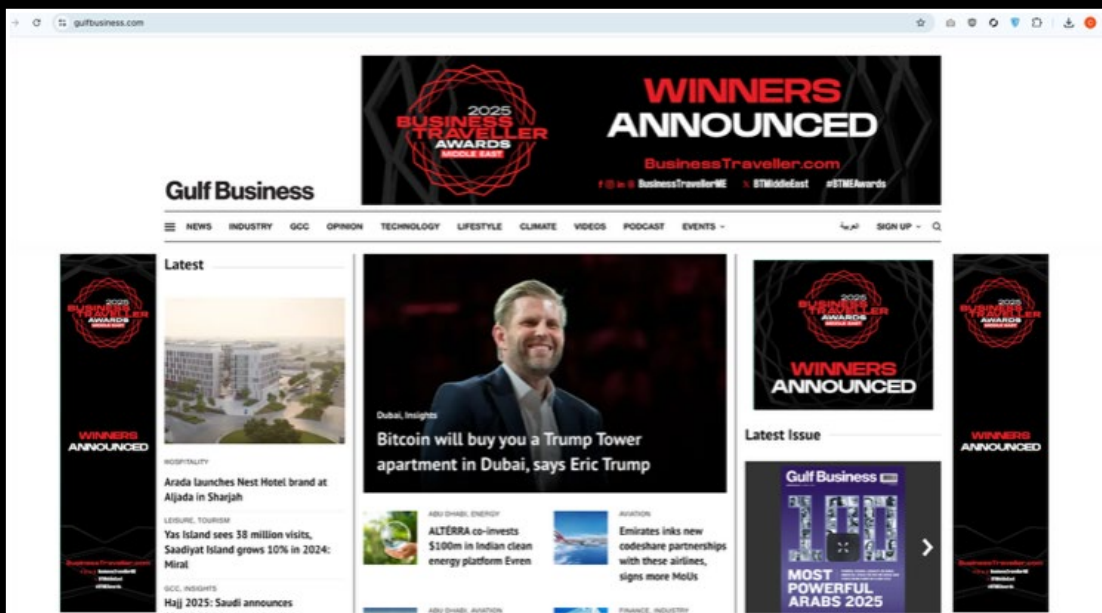
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POST-EVENT MARKETING

DIGITAL BANNERS: WINNERS ANNOUNCEMENT

DIGITAL BANNERS WERE PLACED ON BUSINESS TRAVELLER, WHAT'S ON DUBAI, WHAT'S ON ABU DHABI, WHAT'S ON SAUDI ARABIA, GOLF DIGEST, GULF BUSINESS, WITH MORE THAN 700,000 IMPRESSIONS SERVED



POST-EVENT MARKETING

PRINT AD: WINNERS ANNOUNCED



WINNERS ANNOUNCED



Emirates
BEST AIRLINE
WORLDWIDE



InterContinental Hotels & Resorts
BEST HOTEL BRAND
WORLDWIDE



Shangri-La Jeddah
OVERALL BEST BUSINESS HOTEL
IN THE MIDDLE EAST

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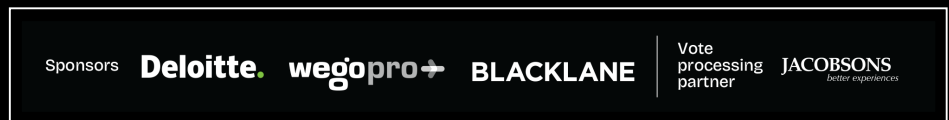
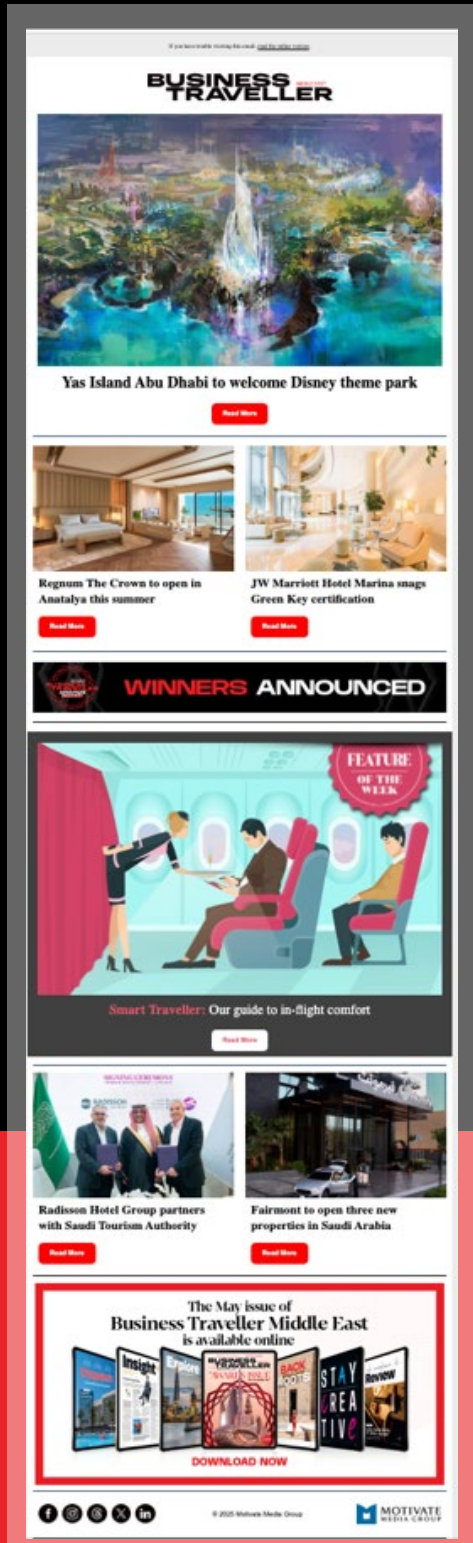
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POST-EVENT MARKETING

EMAIL SIGNATURES: WINNERS ANNOUNCEMENT

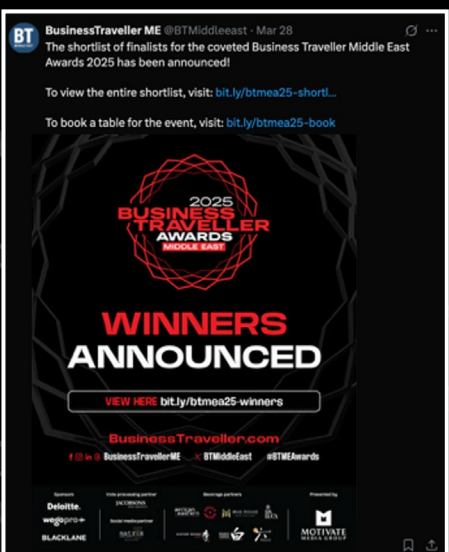
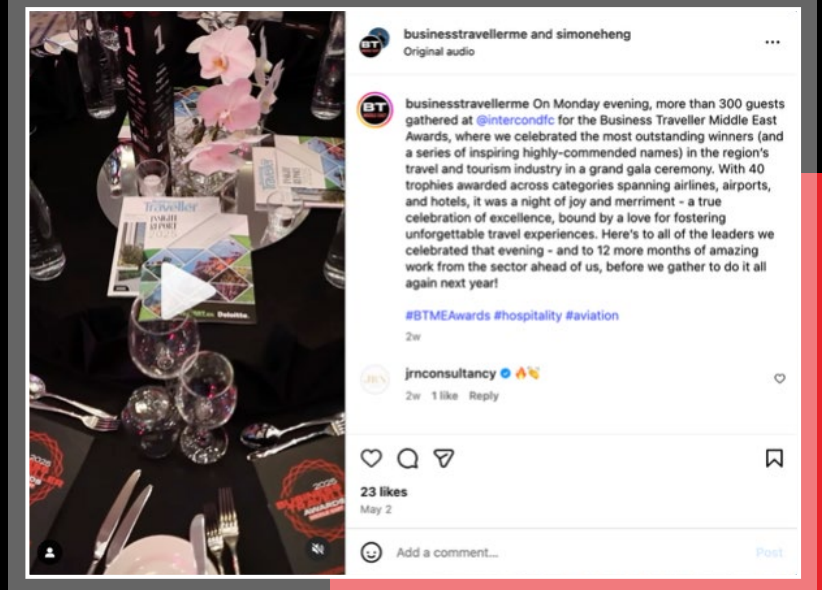
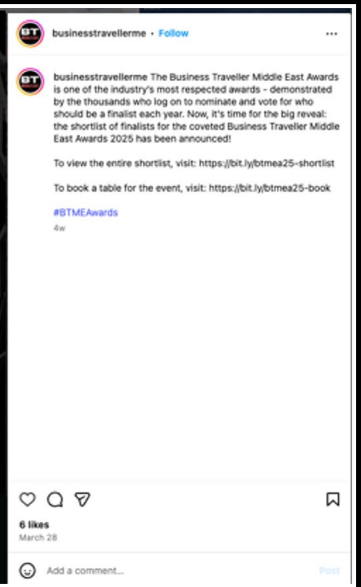


NEWSLETTER BANNER: WINNERS ANNOUNCEMENT



POST-EVENT MARKETING

SOCIAL MEDIA: WINNERS ANNOUNCEMENT



POST-EVENT MARKETING

EDM: WINNERS ANNOUNCEMENT

EDMS WERE SENT OUT TO THE BUSINESS TRAVELLER, WHAT'S ON DUBAI, WHAT'S ON ABU DHABI, WHAT'S ON SAUDI ARABIA, GOLF DIGES, GULF BUSINESS, DATABASES OF 85,000 SUBSCRIBERS

If you have made it this far, thank you for being here.



2025 BUSINESS TRAVELLER AWARDS MIDDLE EAST
WINNERS ANNOUNCED

Dear Priya,

It's official: the winners are in! You spoke up, you voted, and the winners have been crowned, with their names called and awards handed out at our gala event on the evening of 28 April.

Thank you to all who joined us for this momentous occasion, and to all of you who voted. We hope that it was as special for you as it was for us. It was a ceremony to remember, and we are proud to be able to recognise the most outstanding performers across categories spanning airlines, airports, and hotels in the region over the last 12 months.

[VIEW THE WINNERS](#)

Here's to another fantastic year ahead for the industry, with plenty of exciting new projects, launches, and developments to come our way, which we'll reunite to celebrate next year.

[VIEW THE CEREMONY'S HIGHLIGHTS](#)



In the meantime, if you'd like to learn more about how you can collaborate with us throughout the year ahead, please contact chris@business-traveller.com or maria@business-traveller.com.

Regards,
Team Business Traveller Middle East

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