ands up if you've ever stood in front of your mirror holding a hairbrush up in front of you as a microphone, practising your Oscars thank-you speech. No? Alright, maybe a drama-led career in acting isn't your dream - it wasn't mine, either - but I'd be willing to bet that there is something out there that you've dreamed of winning, whether that's an award for business excellence, athleticism, musical or literary stardom, humanitarian or sustainability efforts, space exploration, or culinary exploits... After all, we all have dreams don't we? While our immense passion for what we do - whether that's on a professional or personal level – is the most powerful driver, a bit of recognition from time to time certainly doesn't hurt. Research shows that

even a little bit of it can go a long way in providing a boost in morale and motivation, whether you're a CEO or a junior employee - but that's not all. It can set a benchmark to work towards people who set goals are 43 per cent more likely to achieve them - and, along the way, presses us to reflect on what we have achieved so far, where we stand now, where we would like to go, and how we can get there authentically. And that is greatest prize of all: self-awareness can be a superpower in helping us to unlock our true potential, wherein the journey towards our goals is often just as rewarding as the accolade itself. On the business front, however, awards can also act as an important endorsement of hard work and vision – and so it is with immense pride that we showcase the winners and highly-commended names from the Business Traveller Middle East Awards 2024, which took place last month (p14). Thank you for inspiring us.

As cliché as they may seem, the ideas that a rising tide lifts all boats, and that we tend to be the sum of those we surround ourselves with most, do have a lot of truth in them - and choosing the right people for that invaluable support system can transform the way we achieve our goals, as well as how we feel about accomplishing them. Clearly I'm not the only one who thinks so: businesses across every aspect of the travel and tourism industry have been teaming up in strategic partnerships, and this month, we delve into the airline alliances benefiting brands and global travellers alike (p40).

Last month, we talked about the importance of finding balance in a nonstop world, and that still applies when you're striving to be the best at what you do - burnout doesn't lead to sustainable wins in life or our careers after all. As the pace of summer encourages us to slow down, we take a look at the rising trend of sleep tourism, and how it's giving a restorative boost to our health, happiness, and the hospitality industry (p46). May you rest well this month.

Yi-Hwa Hanna **Fditor** 





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