

WELCOME

As a professional writer and editor, every time the topic of Artificial Intelligence (such as NLP-based chatbots, or GPTs) comes up in conversation these days, I'm asked whether or not I think AI is going to steal all of our jobs – or something to that effect. And my answer is almost always, "It's complicated."

On the one hand, yes, the great strides that are being made in technology will undoubtedly leave a large number of jobs obsolete. However, it's not all doom and gloom (no matter how many people still first think of *The Terminator* when AI comes to mind) – because for every job that our evolving technology will "take away" from us, it will also create some new opportunities. It's not so much that it's stealing our future, but rather, reshaping it – and the thing about evolution is that if we don't keep up with it simply because we are too afraid of change, then that's what will make us antiquated and irrelevant. As the saying goes, "adapt or die" – the things that tend to survive are the ones that are not so resistant to the concept of change, right?

The rise of artificial intelligence has also come with more than its fair share of issues, from concerns of privacy, ethics, and algorithmic bias or inequality, to security risks, legal challenges (from accusations of theft in machine learning research to the danger of deepfakes), and fears of over-dependence and the loss of human connection. These aren't problems we can solve overnight. Yet the truly scary thing is that it often seems like the pace of modern technology is evolving faster than we, as human beings, are able to process and acclimate to it. If you step back from the fear, the positives of this technology could lead to a quantum leap in convenience, affordability, personalisation, and data analysis. From robot concierges and custom generative itineraries to predictive tech that enables greater safety, increased customer satisfaction, and a more seamless travel experience, possibilities for the aviation, hospitality, and tourism industries seem endless (p14).

Whether we're contemplating when age matters – not just for people, but for aircraft too (p36) – or taking note of the most thrilling new gadgets to be conceived, built and headed for shop shelves (p56), embracing the next generation of modern transport (p64), or using the far-flung destinations we've seen on the silver screen to inspire our next trip across the world (p46), for most of us, it's time to accept that the vision of what once represented "the future" is already here, and very much in the now. And that until we're ready to ask and ponder the complex questions, we might be stifling our ability to dream of a genuinely brighter tomorrow. We may only be able to predict so much about the years to come, but responsibility among futurists is more critical than ever. In the meantime, I hope this issue helps you to dream of a future with more thrilling travel experiences, at least.

Yi-Hwa Hanna

Yi-Hwa Hanna
Editor



Business Traveller MIDDLE EAST

Business Traveller Middle East is jointly published by Motivate Media Group and Business Traveller Media Ltd

MOTIVATE MEDIA GROUP

Editor-in-Chief **Obaid Humaid Al Tayer**
Managing Partner and Group Editor **Ian Fairservice**
Chief Commercial Officer **Anthony Milne**

Editor **Yi-Hwa Hanna**
Art Director **Clarkwin Cruz**
Editorial Co-ordinator **Londresa Flores**
Contributors **Tamsin Cocks, Dominic Keith, Hannah Brandler, Ayla Lucia Tosun, Melanie Swan, Geoffrey Morrison, Dave Luis**

General Manager - Production **S Sunil Kumar**
Production Manager **Binu Purandaran**
Production Supervisor **Venita Pinto**

Group Sales Manager **Chaitali Khimji**
Senior Sales Manager **Murali Narayanan**

BUSINESS TRAVELLER MEDIA LTD.

Managing Director **Julian Gregory**
Group Publisher **Rania Apthorpe**



HEAD OFFICE: Media One Tower, Dubai Media City, PO Box 2331, Dubai, UAE; Tel: +971 4 427 3000; Fax: +971 4 428 2266; E-mail: btme@motivate.ae

DUBAI MEDIA CITY: SD 2-94, 2nd Floor, Building 2, Dubai, UAE; Tel: +971 4 390 3550; Fax: +971 4 390 4845

ABU DHABI: PO Box 43072, Abu Dhabi, UAE; Tel: +971 2 677 2005; Fax: +971 2 657 3401; Email: motivate-adh@motivate.ae

SAUDI ARABIA: Regus Offices No. 455 - 456, 4th Floor, Hamad Tower, King Fahad Road, Al Olaya, Riyadh, KSA
Tel: +966 11 834 3595 / +966 11 834 3596
Email: motivate@motivate.ae

LONDON: Motivate Publishing Ltd, Acre House, 11/15 William Road, London, NW1 3ER, UK; E-mail: motivateuk@motivate.ae



BUSINESS TRAVELLER MEDIA LTD.
Ink, Blackburn House, Blackburn Road, London, NW6 1RZ



SUBSCRIPTIONS:

Email: subscriptions@motivate.ae; Tel: +971 4 427 3542

businesstraveller.com/middle-east

[f](#) [@](#) [in](#) [v](#) [btmiddleeast](#)

THIS ISSUE'S PICKS



DOES AIRCRAFT AGE MATTER?

Considering the planes of the past... and the future **P.36**



FLIGHTS, CAMERA, ACTION!

Fiction-inspired travel becomes a new reality **P.46**



THE TRANSPORT OF THE FUTURE

Who needs a DeLorean with these around? **P.64**