

## WELCOME

Various studies claim that, on average, around 88 per cent of people fail to achieve their New Year's Resolutions. Of the most commonly-cited reasons for this, the first is the tendency to aim too high, alongside the lack of a realistic plan. And as anyone who has dabbled in goal-setting would know, to achieve success, we typically need to begin by first identifying the goal clearly, before assigning specific metrics to aim for, then devising a strategic and realistic time-bound plan on how to get there. The second reason why so many New Year's Resolutions fail is because it may not actually be the right time to begin – not for all of us, anyway. While it can be tempting to jump on the bandwagon, we don't exist as a hive mind (even if social media sometimes makes it feel that way) – and rather than simply embarking on a new challenge because everyone else is, it is far more effective to set a goal that comes from a need for change, and not just for the sake of tradition. Because when you have a genuinely compelling reason to chase that goal, you are more likely to stick to it when the going gets tough. Which is, incidentally, the third reason why so many New Year's Resolutions, or other goals, might fail: the lack thereof. Finding your "why" is one of the single most important things you can do in both life and business. It will inform the way you handle obstacles. It will keep you motivated, in the most authentic way. It will keep you engaged, and once you have accomplished your goal, it will ensure that you can look over your achievements with a true sense of purpose. Finding our "why" is what can help steer us back in the right direction even if we veer a little off-track at times, without feeling like we'll ever just fly off the rails.



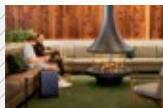
It's the reason why initiatives like Vision 2030 agendas – whether that's in the UAE, Saudi Arabia, Qatar, or Egypt – can be such a powerful driving force for positive change. The Middle East has accomplished a truly amazing series of goals in the past few decades already, with the evolution of the region's hospitality, aviation, tourism, and travel industry having shown what is possible with great vision and resolve. And as we look to the future, one exciting new realm is that of rail travel. Trains have long held a historic allure (p.46) and as we prepare for major progress in both freight and passenger rail infrastructure, it's thrilling to picture what this could mean for the region (p.14 and p.34).

As we look ahead to 2025, events are top of mind. A lot can happen in a year, and with global society increasingly valuing experiential as well as material things, the concept of planning travel around specific events isn't just a fad but a trend that's here to stay (p.38). Whether you're planning a trip to a hidden gem (p.50) or a long-standing favourite (p.66), or just trying to get healthier (p.54), the best aspect of a new year is the hope it can bring. Here's to celebrating the excitement of all the possibilities that lie ahead.

*Yi-Hwa Hanna*

Yi-Hwa Hanna  
Editor

### THIS ISSUE'S PICKS



#### LET'S TALK LOUNGES

Airline lounges offering a premium space for all **P.26**



#### GIG ECONOMY

"Gig-tripping" – travelling for events – is a trend that's clearly here to stay **P.38**



#### WELLNESS WEARABLES

Gadgets to enhance mental and physical health **P.54**

# 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 **Hannah Brandler, Vinay Bhaskara, Cheryl Robertson, Tom Otley, Zana Azeredo, Helen Dalley, Mark Caswell**  
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 Athporhe**



**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](mailto: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](mailto: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](mailto:motivate@motivate.ae)

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



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



#### SUBSCRIPTIONS:

Email: [subscriptions@motivate.ae](mailto:subscriptions@motivate.ae); Tel: +971 4 427 3542

[businesstraveller.com/middle-east](http://businesstraveller.com/middle-east)

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