was 14 years old when I had my first true introduction to the idea of holistic wellness. A substitute gym teacher at my high school had invited my entire class into an assembly hall to try a simple body scan-style meditation, and although I'd initially scoffed at it, by the end, I was a convert. The clarity and introspection it had given me was immense, and I knew even then that this practice could be life-changing - for my relationship with myself as well as with others. Fast forward 25 years, and not only do I still turn to meditation on a regular basis to help maintain my mental and emotional well-being, I also believe in it so much that I've even become a certified meditation and mindfulness teacher myself. What can I say? It's powerful stuff.



Once thought of as something reserved for hippies and monks, over the past decade or two, an increase in evidence-based research about the benefits of such practices has led to an estimated 270-500 million people worldwide meditating regularly. Mind-body practices have become an integral part of the global wellness industry, which reached a record value of US\$5.6 trillion in 2023, and is predicted to grow by a whopping 52 per cent by 2027.

Travel has long been closely associated with wellness. It's a chance to rest and recuperate, discover new perspectives, and allow ourselves time for more presence and joy. So it's little wonder that the global wellness tourism market, as well as real estate developments designed to help people feel more psychologically, physically, and socially healthy, are also booming. Nowadays, the concept of living well has become inextricably linked to the luxuries that bring us pleasure, and groundbreaking projects like Amali Island (p14) are showing us how profoundly an ultra-luxury island lifestyle can make every day feel like a perpetual holiday.

Hotels around the world are also stepping up their game with increased health-conscious offerings for everything from biohacking and tailored fitness training to multi-generational wellness retreats, sleep tourism, rehabilitation, and everything in between (p18). Spas are always evolving (p40), medical tourism is having a moment (p26), and the importance of mental health, including for executive leaders, has come under the spotlight (p28).

As the travel industry embraces the appeal of more personalised choices, there are endless opportunities for a bit of seasonal joy. You can "coolcation" in a more brisk climate (p52), explore the road less travelled (p35), or visit some of the world's most rejuvenating destinations (p46 & p50). Or you could treat yourself to a lavish hotel health club (p64).

Whatever you choose, I hope you have a restorative summer. See you in September!

Yi-Hwa Hanna **Fditor**

MAGES: AUSRA OSIPAVICIUTE; FLYDUBAI; ADOBE STOCK





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

MOTIVATE MEDIA GROUP

Editor-in-Chief Obaid Humaid Al Tayer Managing Partner and Group Editor Ian Fairservice

Editor Yi-Hwa Hanna Art Director Clarkwin Cruz Editorial Co-ordinator Londresa Flores Contributors Zana Azeredo, Alexandra Venison, Camille Macawili, Aneesha Rai, Alice Holtham

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

Chief Commercial Officer Anthony Milne Group Sales Manager Chaitali Khimji Senior Sales Manager Murali Narayanan

PANACEA MEDIA LTD

Managing Director Julian Gregory Associate Publisher Middle East 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



Panacea Media Ltd

41-43 Maddox Street, London, W1S 2PD; Tel: +44(0)20 7821 2700; businesstraveller.com

Panacea Publishing Asia Ltd

#2408 24/F Dominion Centre, 43-59 Queen's Road East, Wanchai, Hong Kong; Tel: +852 2594 9300; Fax: +852 25196846

SUBSCRIPTIONS:

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

businesstraveller.com/middle-east





f (a) (in (b) businesstravellerme





© 2024 PANACEA MEDIA LTD AND MOTIVATE MEDIA GROUP