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DECEMBER 2021

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THE REBIRTH OF THE NEW YORK

PIED-À-TERRE

Future business travel could look a bit different



The bedroom at One Wall Street

DECEMBER 2021



DESTINATIONS



Bathroom views, Waldorf Astoria

WORDS SONIA SULTAN



As remote working continues to trend, business travel has significantly slowed down. Digital nomad workers or 'techpats' are increasingly using digital platforms such as Zoom for meetings that were previously conducted in person, enabling them to work seamlessly from anywhere in the world.

While business travel will, undoubtedly pick up, with the benefits of face-to-face meetings reigning supreme, a shift to a smarter, less frequent, business travel model reminiscent of the pre-1950s is more than likely.

Individuals looking to increase the efficiency of their travel, arranging several meetings over a longer period, and ultimately, extending their stay, could shape up to be the latest trend in business travel.

In global hubs such as New York, the appeal of pied-à-terre properties grows in the wake of the pandemic, appealing to this new breed of business traveller.

For them, a well-situated pied-à-terre – a small flat, house, or room kept for occasional use – offers the luxuries of hotel-style living, with a posh postcode that provides easy access to business districts, restaurants, theatres, galleries and more. The well-heeled entrepreneur will no doubt appreciate luxury home conveniences paired with revenue from short-term rentals. Meanwhile, executive-pampering corporates will value the addition of a prestigious asset to their portfolio while providing an attractive perk to employees.

Presidential leanings

Shaping up to fit the profile and opening in 2023 are The Towers of the Waldorf Astoria, located above the newly restored hotel in Midtown Manhattan. Enscorced in American culture, the Waldorf Astoria has played host to cultural figures, political leaders, musicians, and royalty.

From Frank Sinatra to Ella Fitzgerald, celebrities flocked to New York's unofficial palace and the hotel has welcomed every U.S. president from Herbert Hoover to Barack Obama.

As the hotel celebrates its 90th anniversary, its resolve to protect its cultural fabric and preserve its heritage for future generations during its restoration is truly evident.

This storied brand DNA is artfully reflected in the newly constructed 375 residences starting from US\$1.8 million, which, for the first time in history, will allow buyers to own a home in one of the most coveted landmarks in New York.

The wide variety of residences range from gracious studios to opulent four bedrooms and magnificent penthouses, many with unique floorplans, and several marquee residences with expansive private outdoor spaces.

"The Waldorf Astoria has a forever lavish aura," says renowned designer Jean-Louis Deniot. "The interiors will reflect the magnificence of the past mixed with today's great sense of energy. They will be grand and playful, all highly inviting, with many elements of surprise and excitement."

As such, each residence has been fitted with new windows featuring sound-attenuating technology while harkening back to the original 1931 design.

Deniot has carefully considered each detail, designing custom creations for The Towers that include solid custom-panelled interior doors with bespoke antique bronze hardware, custom cabinets manufactured by Molteni&C in Italy, vanities with polished marble countertops, custom -orged polished nickel fixtures, and tile mosaics featuring a Waldorf Astoria-inspired pattern and paying homage to the buildings Art Deco aesthetic.

Two residential entry lobbies – both fully staffed 24 hours a day – will offer residents a private entry with round-the-clock valet service. Residents will have exclusive access to more than 50,000 square feet of private



By Allyson Portee

Set in the heart of New York City's Broadway, at the crossroads of 28th, is The Ritz-Carlton Residences NoMad, a luxury residential building opening in early 2022.

Accommodating pied-à-terre residents and guests, the top four floors (located at 500 feet) feature a limited collection of eight one-bedroom and eight two-bedroom penthouse residences designed by Rafael Viñoly. With unobstructed views of Manhattan's skyline, prices start at \$3,500,000 for one-bedroom and \$3,600,000 for four.

Each penthouse residence has the option of personalised interiors with custom cabinetry, Miele appliances, top-notch appliances, luxury bathrooms, storage, laundry space, and spacious rooms.

Ranging from 911 to 1848 square feet, the residences serve as a pied-à-terre and efficient tax structure for out-of-town owners and their families to stay for up to 120 nights per year.

The best-in-class amenities and the distinctive service you expect from The Ritz Carlton will be at your disposal as a resident. Michelin-starred Chef José Andrés – whose Zaytinya and Bazaar restaurants will be opening in the hotel – will curate an in-residence dining menu especially for owners. The Ritz-Carlton will also operate a spa and wellness centre, its signature Club Lounge, several event spaces, as well as business and a la carte guest and owner services.

While the pandemic disrupted real estate in big cities around the world, with many people buying in suburbs, according to Christie's International Real Estate, NYC remains a home away from home where people still shop and dine, opting for shorter stays, and making the Ritz Carlton NoMad's pied-à-terre residences appealing.

"Internationally, we're seeing strong interest from Dubai, Singapore and Hong Kong, where branded residences are commonplace, as well as India, London, Mexico and beyond," says a Christie's spokesperson. And because of the residence's location in the tech centre of the neighbourhood, tech giants like Amazon, Google, and Facebook executives and their HR teams find penthouses as their perfect recruitment tool, with one-of-a-kind corporate hotel offerings.

Erin Boisson Aires and her team at Christie's International Real Estate are managing the sale of the residences, with sales gallery tours being held by appointment at 20 Rockefeller Plaza. Contact via email info@rcpenthousesnewyork.com and visit rcpenthousesnewyork.com.

residential amenities, ranging from health and wellness to entertaining and business spaces. The stunning 25-metre Starlight Pool will overlook Park Avenue in a dramatic double-height space, illuminated by a restored skylight that allows the original intent of the architects to be observed again for the first time in 70 years.

The verdant Winter Garden and the Starlight Lounge, connected to the Starlight Terrace soaring above Park Avenue, are only two of the four private bars for residents, a nod to the famous entertaining spaces at the original Waldorf Astoria.

Numerous venues beautifully designed to support private functions include the Grand Salon, a private dining room, wine-tasting room, billiard's room and games room. A selection of the remaining private amenities includes a curated library and lounge, children's playroom, theatre with performance stage and grand piano, private workspaces with boardrooms and meeting rooms, as well as a co-working space.

Towers residents will enjoy priority access to the Waldorf Astoria's best-in-class services including signing privileges at restaurants and bars, preferred pricing, housekeeping and 24-hour dining.





FROM TOP:
Waldorf Astoria
- Crown on
Park Avenue;
The living
terrace at One
Wall Street;
The rooftop at
One Wall Street



Welcome to Wall Street

For those who prefer the buzz of the Financial District, the New York Stock Exchange-adjacent One Wall Street, a 56-storey Art Deco landmark, will prove the ideal address.

Undergoing the largest office-to-residential conversion in New York City's history and offering unobstructed views of New York Harbour and the Statue of Liberty, upon completion in 2022, One Wall Street will comprise 566 studios to four-bedroom condominiums and a penthouse starting at \$1.5 million.

An additional 174,000 square feet of retail space and 100,000 square feet of amenity space will make the tower a beacon of residential convenience. A cultural renaissance – owing to an excess of \$30 billion invested in real estate and infrastructure in the last decade alone – in New York's oldest neighbourhood has occurred.

"In the delivery of One Wall Street, Macklowe Properties will breathe new life into the iconic architectural structure, accommodating an emerging demographic of professionals moving downtown. One Wall Street will become one of New York's most desirable residential addresses, as it helps to usher in a new renaissance for the neighbourhood," comments Harry Macklowe, Founder and Chairman of Macklowe Properties, which is developing the landmark project.

Completed in 1931 for the Irving Trust Company, One Wall Street was originally designed by architect Ralph Walker, named by *The New York Times* as the "Architect of the Century".

Macklowe Properties has endeavoured to maintain the architectural integrity of One Wall Street, retaining the limestone façade and the "Red Room" that features a 9,000-square-foot, triple-height floor-to-ceiling mosaic by muralist Hildreth Meière.

Spacious apartments are given a Tribeca-like lofty feel from the inside, where sunlight from the floor-to-ceiling windows bounces off the light wooden floors. Such is Harry Macklowe's desire to ensure this building mirrors the all-American aesthetic, that the sparkling white marble found in the bathrooms was sourced from the very same quarry as the Lincoln Memorial. Kitchens are a sleek affair with a deceptive amount of storage space – a rarity in New York.

This lifestyle-centric development will take a 360-degree approach to residents' needs where they will have exclusive use of The One Club facilities. A doorman and concierge team providing around-the-clock support will ensure that everything from collecting packages to organising and booking theatres and dinners is conducted seamlessly. A Whole Foods Market will occupy the lower-level retail area of the building with 50,000 square feet over three floors and public entrances on Broadway, New Street, and Exchange Place. Meanwhile, residents will enjoy priority membership to 'Life Time', a 75,000 square foot, four-story, state-of-the-art athletic club with spa and wellness facilities, in addition to the resident-only, fitness rooms located on the 38th floor.

A 75-foot indoor lap pool, also on the 38th floor and encased in glass, will provide 270-degree views across Manhattan and New York Harbour, bookended by wrap-around patios. The floor above will feature full-floor event and entertainment spaces, complete with club lounge, bar, private dining room, demonstration kitchen, and a landscaped garden terrace with lounge areas.

Social and co-working spaces, alongside a Children's Playroom and Teen Room, will feature on lower floors.

With many pied-à-terre options such as these set to open in the coming months, basing yourself in New York for work has never been more appealing. 📍

