

The best in global travel for 2025 celebrated at glamorous ULTRAs awards ceremony in Dubai

Capella Bangkok named hotel of the year, Capella also voted leading luxury hotel brand, Japan shines as most popular holiday hotspot and Viceroy at Ombria Algarve won best new hotel



Dubai, United Arab Emirates Nov 19, 2025 ([Issuewire.com](https://www.issuewire.com)) - The world's leading hotels, airlines, airport, cruise line and destination, as voted for by the 32 million globetrotting members of the [GHA DISCOVERY](#) loyalty programme, were unveiled at the annual luxury travel awards ceremony, the ULTRAs (Ultratravel Awards), on Monday 17th November 2025 in Dubai.

Recognising the best of the best in global travel, the ULTRAs is a must-attend event for the luxury travel and tourism elite, organised by [Global Hotel Alliance](#), the world's largest alliance of independent hotel brands and operator of award-winning loyalty programme GHA DISCOVERY.

Staged at Dubai's glamorous beachfront lifestyle destination, Nikki Beach Club, the ULTRAs acknowledged travel leaders across 17 categories, with each winner voted for by GHA DISCOVERY's global membership and the readers of Ultratravel magazine.

The awards were presented by well-known radio personality Tom Urquhart and popular presenter and content creator Lily Coleman, with a raft of celebrity sport stars in attendance including three rugby

union world cup winners, former England International and British & Irish Lions star, Simon Shaw MBE, former South Africa internationals Bryan Habana and Schalk Brits together with former Japan international Akihito Yamada.

The line-up of 2025 winners included **Capella Bangkok**, which was hailed as the 'Ultratravel Collection Hotel of the Year', and **Capella** also took home the title of 'Luxury Brand of the Year'; **Viceroy at Ombria Algarve** in Portugal, named 'Best New Hotel in the World' and **The Leela Palace Udaipur**, honoured as the 'Best Sustainable Hotel'.

Among the most celebrated hotels, **Pan Pacific London** was crowned 'Best Hotel in Europe'; **The Murray, Hong Kong, a Niccolo Hotel** won 'Best Hotel in Asia'; **Ciragan Palace Kempinski** in Istanbul triumphed as 'Best Hotel in the Middle East/Turkey/Africa' and **Castaway Island, Fiji** was voted 'Best Hotel Oceania/Pacific'. **Anantara Kihavah Maldives Villas** was recognised as 'Best Hotel in the Indian Ocean' and **The Surrey, A Corinthia Hotel**, was named 'Best Hotel in the Americas/Caribbean'.

Dubai-based **Emirates** once again claimed the title of 'Best Airline in the World' and also was honoured for 'Best Premium Economy Class', demonstrating its continued leadership in global aviation. This achievement was further underscored by the recognition of **Sir Tim Clark, President Emirates Airline**, who received a 'Lifetime Achievement' award for his outstanding service to the global aviation industry presented to him by Nick Perry, Chairman of Ultratravel.

Dubai International Airport, the busiest airport globally for international passenger traffic, was named 'Best Airport in the World'. **Singapore Airlines** took home the title for the 'Best First Class', and **Qatar Airways** secured the 'Best Business Class' title.

Regent Seven Seas Cruises (RSSC) was selected as 'The Best Luxury Cruise Line' while **Japan** was revealed as the 'Favourite Holiday Country', just a little more popular than runners-up, **Italy** and **Thailand**.

"The ULTRAs are especially meaningful because they reflect the voice of our GHA DISCOVERY members - millions of passionate travellers who recognise and celebrate the world's best hospitality experiences," said GHA CEO Chris Hartley. "This year, we received a record number of votes, making the results even more significant. Congratulations to all the winners for setting the standard in excellence and showcasing the best of hospitality, aviation, and travel."

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