



## TRAVELLER: QATAR AIRWAYS COUNTRY MANAGER ADAM RADWANSKI PLANS FOR FLEXIBILITY

News / Personalities



### **Adam Radwanski**

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### **First, business or economy?**

It depends on the length of the trip. For flights that last four or five hours, I'm happy to be in economy. For longer, intercontinental trips, business class is a must, especially for red-eye flights. A glass of bubbles, a good sleep in a fully flat bed and great service with a smile can make a 14-hour flight such as Sydney to Doha feel like a trip between Sydney and Perth.

I don't believe there is great value in paying for first class these days; over the past few years, business class has improved dramatically across the airline industry. Some airlines' business class is almost as good as other airlines' first class offerings.

### **Most frequented destination**

Doha, Qatar. I travel to Doha for work frequently, and each time the city seems to have something new to offer: bustling souks; great restaurants offering sublime cuisine from all over the world; and a thriving and sophisticated arts scene. A few must-see attractions are Souk Waqif, where you can

browse through local garments, spices, handicrafts and souvenir stalls; Katara Cultural Village, with its waterfront restaurants; and the Museum of Islamic Arts, which is an architectural gem.

### **If I ran my own airline I would ...**

I would make the travel experience more customisable. Imagine being a frequent flyer with your travel preferences stored with an airline. Your preferred seat is selected on your behalf, your favourite movies, TV programs and music are uploaded to your seat's in-flight entertainment, and by the time you get to the aircraft the flight attendant welcomes you by your name before looking at your boarding pass.

### **The worst place you've been lost**

South-west of France. A family trip to Bordeaux did not start the way it should have – we missed our direct flight from London to Bordeaux. On the spur of the moment, we took a flight to Paris and then started making our way to Bordeaux by car, assuming it would take no more than two hours. Five hours later, lost and exhausted, we stopped for a night's rest in one of the countryside B&Bs. Next day, I woke up to discover the most beautiful surroundings of mild hills covered by vineyards. Bordeaux was 30 minutes away.

### **Most memorable overseas dining**

I've had the best fish soup in the world and other Finnish delicacies at the Helsinki Old Market Hall (Vanha Kauppahalli).

### **In the suitcase**

I travel light. I calculate precisely what I need for each day of my trip and add an extra one or two pieces for emergencies.

### **How do you make the most of a spare afternoon in a strange city?**

I usually visit a few must-see attractions and then wander around the city at my own pace, frequently off the beaten track. I like feeling the city's energy; seeing how things work and how people behave.

### **Travel tips**

For the best overseas experiences, plan your itinerary to allow for a great deal of flexibility. Include key attractions but allow plenty of spare time to wander around. Try to make friends with locals (where possible and where it is safe to do so) and see the place through their eyes.

### **What technology do you use?**

I am a Microsoft fan; I have a Surface tablet and Lumia mobile phone, both in sync, which is very handy when travelling. The era of having a separate digital camera, phone, GPS and laptop is gone. Now one or two devices are all you need for a smooth and enjoyable travel experience.

### **Best thing about travelling**

Travel shapes people's characters and makes us more open-minded. When travelling, we get outside our comfort zones (at least some of us) and build appreciation for what we have, especially if you live in a developed and rich country such as Australia. Visiting new and interesting

places, meeting new people and learning about their cultures and history make us emotionally richer through our experiences and also more sensitive to others and to the world around us.

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