

WORLD TRAVEL AWARDS 2009 THROW UP SOME SURPRISES



The difference between the World Travel Awards and other tourism awards is that the former involves voters from 160 countries all over the world and selecting winners of 919 categories. In other words, one can rely upon them for most probably the most objective opinions of what is really going on in Europe's travel sector.

On 17th October, the winners of the World Travel Awards European regional chapter were announced. **Lufthansa came out as the top European airline**, keeping the reputation of German airline industry intact. The Germans are known for engineering prowess and the lack of delays was seen to be the main point in this choice.

Virgin came out on top in the best European advertising slogan category thanks to its "25 years still red hot" campaign. This was a very much-liked marketing campaign.

The leading destination award surprisingly did not go to a traditional favorite. **The winner was the Portuguese capital Lisbon.** The more popular destinations of Europe do not seem to be doing enough to keep visitors happy and are falling a little short. Lisbon, however, has all the necessary attributes whilst keeping the punters happy.

Viajes Iberica ended up with the label of the best travel agency, whilst the well-known Marriott group came out on top as the Leading Hotel Brand. Like airlines, hotels have been recently subject to a lot of stress and financial problems, mostly resulting in travelers desperately trying to avoid using them. However, like the above winners, Marriott has been praised for performing beyond the call of duty. To keep up such standards in such times is certainly praiseworthy.

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[World Travel Awards - The Winners Announced](#)

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