

World Travel Awards Launches Digital Consumer Travel Magazine



World Travel Awards has launched “Best in Travel”, a free digital monthly magazine aimed at the luxury traveller. An industry first, Best in Travel blends leading interactive technology with unrivalled market knowledge to create the definitive insider’s guide to the world’s most glamorous travel experiences.

Featuring online interactivity, flash content and available on PC and android, it will be circulated to a global database of 135,000 high-end travel consumers. Best in Travel is developed in partnership with WeClick Media, the UK’s leading digital production and development agency.

Manon Han, Publisher, Best in Travel and Executive Vice President, World Travel Awards, says that “Best in Travel” aims to capture the consumer shift away from print to web as a source of information on travel.

“Since launching in 1993, the WTA team has had the rather enviable task of scouring the globe in search of the ultimate in luxury travel – those out-of-this-world places and experiences where memories forged will last a lifetime. Through Best in Travel we are now able to share these experiences with the travel consumer by using video and virtual tours to bring the magic of travel alive”, she says.

“Consumers are increasingly looking to World Travel Awards as the hallmark of travel excellence and Best in Travel is a good natural brand extension for us to provide the consumer with a trusted luxury travel bible”, says Manon.

She adds: “This opens up endless opportunities for advertisers to use interactive technology to showcase their products.”

Daniel Rawles, Digital Director & Co-Founder, WeClick Media, said: “WeClick Media has been delivering bespoke digital magazines and micro sites for over 6 years working with major brands such as Sony, Next, Hugo Boss, Paul Smith, The Telegraph, The Independent and many more”.

“We are excited about our partnership with World Travel Awards. We are constantly looking to work with innovative brands that stand out from the rest”.

“WeClick developed a tailored magazine platform and interface for Best in Travel which showcases travel content like never before. In the launch issue we will have videos, animations, galleries, competitions, sounds and much more. Our team has used the very latest technology to bring the great content to life and we hope the readers of the magazine will enjoy browsing through it”. added Daniel.

About World Travel Awards:

The World Travel Awards was launched in 1993 to acknowledge and recognise excellence in the world's travel and tourism industry. Now celebrating its 18th anniversary, the awards are regarded as the very highest achievement that a travel product could ever hope to receive. Votes are cast by 183,000 travel professionals which include travel agencies, tour and transport companies and tourism organizations in over 160 countries across the globe. Votes are cast globally by fellow industry professionals in over 1, 000 different categories. Attended by senior executives from major travel companies, operators and destinations, WTA events are universally respected as providing established, top level networking opportunities, regionally and globally. The World Travel Award’s official list of worldwide media partners includes: ABTA Magazine & ASTA Network Magazine, Breaking Travel News, CNBC Arabiya, eTurboNews, Khaleej Times, L’Agenzia di Viaggi, Trav Talk,

Trade Arabia, TTN, Travel Daily News International, Focus on Travel News, New Focus Travel Magazine, Tourism Review, JAX FAX, Passport Magazine, Travel & Leisure, Travel & Leisure Golf, Xenios & Xenios World.

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About WeClick Media

WeClickMedia is a fast growing Digital Production and Development Agency with offices in Dorset, London and Portland USA. Formed in 2006, WeClick Media provide cutting-edge online media solutions to bring fresh ideas and new technology to life through innovative development and production. Specialists in designing and building new forms of online marketing tools working across multiple platforms and utilising the very latest technology with Rich Media Internet and Rich Media desktop applications. These include interactive digital publications, animated flash banner campaigns, elaborate 3D animations, Rich Media Micro sites, Flash Widgets and iPhone / iPad applications. Our solutions include DAM, CMS, Website design and build, Web to Print, Email broadcasting, digital PR and online media placement. WeClickMedia work in many business sectors both in the UK and USA with clients including Next Retail, Kitbag.com, Standard Life, BBC, Virgin, Sporting Bet, Independent News and Media, Telegraph, Haymarket, Penguin Books, Animal and Converse.

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