

WORLD TRAVEL AWARDS - THE WINNERS ANNOUNCED



Slovak republic hosted the World Travel Awards European and Green Awards Ceremony this October. The event aims, according to the founder and president of the World Travel Awards Graham Cooke, to draw more attention to sustainable tourism. Mr. Cook believes it will encourage more companies to adopt sustainable policies. This year the World Travel Awards celebrated its 15th birthday and it enjoys a good reputation world wide.

The nominees competed in various categories. World's Leading Eco-friendly Airport Award was given to the **Shamwari Game Reserve**, in South Africa. **Chateau Mcely** in the Czech Republic has gained the World's Leading Green Hotel Award. Among the winners was also the host country as **AquaCity Poprad** in Slovakia won in the category World's Leading Green Resort. A complete list of the winners is available at the World Travel Awards web pages.

Slovak Republic was chosen as the host country also because of the AquaCity Poprad. This facility has already won the award last year in the very same category, the World's Leading Green Resort Award. AquaCity is a unique resort since it is almost completely energy sustainable. It uses geothermal water and solar energy to heat and power the resort. Thanks to the use of the alternative energy sources instead of energy from burning of fossil fuels it prevents production of approximately 27 tones of carbon emissions. This approach not only saves the planet it also saves millions of euros each year.

Green tourism is becoming increasingly interesting market world wide. People like to be "green" as it has become part of their life style. Destinations like Poprad may capitalize on this demand. In fact Slovakian tourism industry grows fast and huge investments are flowing place in this middle European country. The republic may in fact become a role model for those destinations that do not apply green policy in their businesses yet.

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