

Indian Ocean Tourism's Greatest Golden Goals



World Travel Awards African and Indian Ocean Ceremony Coincides with World Cup Semi Final

Twelve hundred key 'movers and shakers' will attend the most important event of the year for the region's travel and tourism industry on Wednesday 7 July at the Sandton Conventon Centre, Johannesburg, South Africa.

The gathering for the World Travel Awards African and Indian Ocean Ceremony will include CEO's and directors of some of the region's leading travel companies, Government Ministers, heads of tourism departments and destinations as well as industry association leaders.

They will be gathering - many with fingers crossed - hoping they are among the elite to sweep one of the prestigious World Travel Awards, described as the 'Oscars' of travel and tourism.

"This is Indian Ocean's finest night for tourism," said Graham E. Cooke, Founder and President, World Travel Awards. "It's a once-a-year opportunity to recognise the exceptional quality, creativity and leading edge performance of Indian Ocean's top operators."

During the past few months, industry professionals have been voting worldwide for Indian Ocean companies and brands that they believe deserve the honours. Voting closes on 7 June.

Indian Ocean nominees are among 5,000 nominated companies, spread across more than a 1,000 categories, including airlines, cruise companies, destinations, resorts and hotels in 162 countries.

Presentation of the awards takes place at 5.00pm - but guests will not miss out on the crucial match! A giant screen will show the FIFA World Cup Semi Final immediately after the ceremony.

Indian Ocean Nominees

Indian Ocean nominations include the *crème de la crème* of the region's travel and tourism. Air Austral, Air France - KLM, Air Madagascar, Air Mauritius, Air Seychelles and South African Airways are fighting it out to take the title of Indian Ocean's Leading Airline of the Year. In the running for Indian Ocean's Leading Beach Destination are: Madagascar - Anako Beach; Madagascar - Nosy Be Archipelago, Nosy Tanikely, Madagascar; Veligondu Island, Maldives; Sun Island-Nalaguraidhoo, Maldives; Paradis, Mauritius; Trou Aux Biches, Mauritius and Praslin Anse Lazio, Seychelles.

As the fastest growing industry sector, there's also keen interest in cruising. The Indian Ocean's Leading Cruise Destination is being fought between Madagascar, Maldives, Mauritius, Reunion Islands and Seychelles.

The biggest struggle though will be among the 12 leading hotels anxious to win the coveted title of Indian Ocean's Leading Hotel. Nominees for this much sought after category are: Banyan Tree

Seychelles; Baros Maldives; Belle Mare Plage Resort, Mauritius; Château de Feuilles, Seychelles; Conrad Maldives Rangali Island; Legends, Mauritius; One&Only Le Saint Geran, Mauritius; Royal Palm Hotel, Mauritius; Soneva Gili, Maldives; Taj Exotica Resort & Spa, Maldives; The Fortress, Sri Lanka and The Oberoi, Mauritius.

In addition to overall Indian Ocean categories, there are awards for Madagascar, Maldives, Mauritius, Reunion Island and Seychelles.

World Travel Awards, established 17 years ago, is the only global organisation encouraging improvement and development of travel and tourism. Because consumers use the awards as a benchmark of quality, winners receive significant commercial benefits from the honour.

To vote online log on to: <http://www.worldtravelawards.com/vote>. Voting closes on 6th June 2010.

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 17th Anniversary, the awards is 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: BBC World News, eTurboNews, Breaking Travel News, CNBC Arabiya, Khaleej Times, Trav Talk, Trade Arabia, TTN, Travel Daily News International, Focus on Travel News, New Focus Travel Magazine, Tourism Review, JAX FAX, Travel & Leisure, Travel & Leisure Golf, Xenios & Xenios World.

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