

# Barbados Becomes Partner of My Planet Travel Awards 2011



We are delighted to announce that the Barbados Tourism Authority [ <http://www.visitbarbados.org/> ] (BTA) has become a partner of the My Planet Travel Awards 2011.

Barbados launched its first ever dedicated promotional campaign in the Russian market in 2010. The island is proving an increasingly popular choice for Russians, who are discovering a new wonderful safe and family-friendly Caribbean destination. There was a 45% average monthly increase in Russian arrivals to Barbados in 2010.

As an official sponsor of the My Planet Awards, Barbados will benefit at every stage the awards - during the nominations, throughout the public voting campaign and at the ceremony.

Highlights of the partnership will include:

- A special 26 minute profile of Barbados broadcast repeatedly on Moya Planeta TV later this year.
- Editorial promotion and online exposure for Barbados through 'Win A Honeymoon' competitions run by Wedding Magazine, a leading media partner of the My Planet Travel Awards
- Feature on Barbados's world famous 'Crop Over Festival' in GEO, a premium monthly adventure and destination magazine
- A spread in Russian OK! magazine photographed on location in Barbados with an international and Russian celebrity (a member of the My Planet Travel Awards Jury)

To find out more about the My Planet Travel Awards and how to participate, visit: [www.myplanetawards.com](http://www.myplanetawards.com)

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