

Barbados Becomes Partner of My Planet Travel Awards 2011



We are delighted to announce that the Barbados Tourism Authority (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)

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