

World Travel Awards Unveils 2011 Nominees



World Travel Awards has today unveiled the regional nominees for the 2011 awards. Contenders include each region's leading tourist boards, airlines and luxury hotels.

Over 5,000 organisations from across 160 countries will be competing in over 900 categories. Nominees of the World categories will be announced at the end of September.

Online voting has now opened and the organisers of the awards are urging both trade and consumers to submit their votes in order to seek out those who excel in the travel industry.

Self nominations in 2011 has increased by 35% compared to the previous year as companies and destinations are becoming more aware of the global coverage and commercial benefits those who make it onto the winners' podium can expect to achieve.

The first of the regional heats will take place this May at The Armani Hotel in Dubai and will see Middle East companies battle it out for the World Travel Awards trophies. This will be followed closely by ceremonies in Jamaica, Antalya, Egypt and Bangkok. Winners from the regional events will then go on to compete in the Grand Final later in the year.

Graham E. Cooke, Founder and President, World Travel Awards, said: "As the tension surrounding the regional ceremonies builds, we are looking forward to revealing the leading players and tracking their progress as they head to our Grand Final 2011."

"More companies than ever have put themselves forward for self nominations in 2011 and we have been equally overwhelmed by the number of multinational companies who have been spearheading their global marketing campaigns with their award victories," says Graham.

"With the global recession affecting travellers and their budget, the ability to choose quality travel products is becoming increasingly important to both business and consumer travellers".

"2010 demonstrated how consumers are increasingly using the list of winners as a reliable guide and means of reassurance when choosing their holiday, which is why winning one of the World Travel Awards has become more hotly contended than ever", he added.

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.

Date: 2011-03-09

Article link:

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