

# Dusit Thani Bangkok to Host the Travel Industry Oscars 'World Travel Awards 2011'



Dusit Thani Bangkok, Thailand's leading luxury five-star hotel, will be hosting the Asia and Australasia awards ceremony for this year's World Travel Awards (WTA), dubbed as the "Oscars of the Travel Industry," on Sept. 28.

A distinguished line-up of travel industry professionals, senior executives from renowned travel companies, and hoteliers representing Asia & Australasia's leading hotels, as well as media from 60 countries are expected to attend this prestigious ceremony where awardees will be recognized worldwide by travel industry accolades.

"It is a distinct honor for Dusit Thani Bangkok as well as for Thailand to host such a prestigious international event," said Danny McCafferty, General Manager of Dusit Thani Bangkok. "We are proud to be the host hotel for this event, which endorses Thailand as a world-class leisure and business destination and honours nominees for excellence in the industry." For selected guests, the hotel is planning an evening that celebrates all things truly Thai to showcase the Dusit philosophy of drawing on the uniqueness of Thai culture for inspiration and "using the gifts of Heaven to create heaven on earth," the essence of Dusit Thani.

Dusit Thani Bangkok was chosen after a rigorous selection process that announced Bangkok as this year's host destination for World Travel Awards 2011 Asia & Australasia ceremony. Other destinations for the regional awards - which will culminate in the Grand Final at the end of the year -- include Dubai, Jamaica, Sharm El Sheikh and Antalya.

The choice of World Travel Awards hosts for 2011 reflects destinations that have dug deepest in adversity and are now spearheading the global travel and tourism recovery. Thailand's incredible resilience and forward-thinking attitude has led to Bangkok earning these hosting rights to the World Travel Awards Asia & Australasia Ceremony.

"World Travel Awards is about seeking excellence in travel and tourism," said Graham E Cooke, President and Founder, World Travel Awards. "Our hosts represent some of the most innovative and exciting places to visit in 2011 - destinations with such a relentless drive to do things better that they are now leading the world out of recession."

Established 18 years ago, World Travel Awards has grown into a global search covering six continents, 162 countries and in excess of 5,000 travel organizations.

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. For the Asia and Australasia regional awards, winners in over 100 categories are selected through votes cast globally by fellow industry professionals.

## 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.

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