

Asia's Leading Brands Spearhead Global Tourism Recovery



Asia's role in spearheading the global recovery of travel and tourism is to be acknowledged by World Travel Awards as it prepares to host its 2011 Asia & Australasia Ceremony in Bangkok, Thailand on 28 September.

The awards programme, hailed as the 'Oscars of the travel industry', noted that Asia has experienced double-digit growth in tourist arrivals during the first half of 2011, despite the impact of the tsunami in Japan and the on-going austerity challenges in Europe and North America.

The ceremony, which takes place at Dusit Thani Bangkok Hotel, is expected to attract the top decision-makers and thought leaders from across Asia and Australasia as they compete for the most influential accolade in travel.

After months of intense voting featuring more than 2,000 organisations, the nominees have been whittled down to the elite few, and include such organisations as Raffles Hotels & Resorts, Cathay Pacific, Six Senses, Mandarin Oriental, Qantas Airways, The Ritz Carlton and Aman Resorts.

Graham E. Cooke, President & Founder, World Travel Awards, underlined how Asia's strong performance this year is being fuelled by a surge in intra-regional.

He said: "The burgeoning middle classes in emerging markets such as India, China and Malaysia are fuelling a surge in intra-Asia travel. We expect this growth to continue for at least the next decade, making the future very bright indeed for the luxury hospitality sector."

"Thailand is reaping the rewards of the changes sweeping across the continent thanks to its culture, amazing beaches and world-class facilities. Guests at our 2011 Asia & Australasia Ceremony in Bangkok will get to experience this magical mix first hand."

Alex Willats, Acting General Manager, Dusit Thani Bangkok, said: "At Dusit Thani Bangkok we are delighted to be hosting the Asia & Australasian Awards Ceremony for WTA. Having this opportunity to showcase the Dusit Thani and bring together the most influential hospitality leaders to Bangkok is marvellous recognition for Dusit Thani, which has stood as a landmark leading hotel for more than forty years in Asia."

The Asia & Australasia Ceremony marks the fourth leg of World Travel Awards 2011 Grand Tour, and follows the legs in Dubai, UAE; Antalya, Turkey; and Sharm El Sheikh, Egypt; whilst Montego Bay, Jamaica will play host to the final heat in October. The regional winners will then progress to the Grand Final in Doha, Qatar on 29 November.

The event partners are Dusit Thani Bangkok, Tourism Authority of Thailand, Thailand Convention & Exhibition Bureau, BBC World News and WeClickMedia, and the media partners include eTurboNews, Focus on Travel News, Breaking Travel News, Trav Talk and Travel Daily News.

For more info about World Travel Awards 2011 Asia & Australasia Ceremony & bookings visit: www.worldtravelawards.com/asia2011

To download images go to: <http://www.worldtravelawards.com/downloads/zip/2011bangkok.zip>

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Notes to Editors

About World Travel Awards

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 is regarded as the very highest achievement that a travel product could ever hope to receive.

Votes are cast by 213,000 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 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.

For further press information contact Anton Santos:

t: +44 (0)20 7925 0000

e: anton@worldtravelawards.com

w: www.worldtravelawards.com

Date: 2011-08-30

Article link:

<http://www.tourism-review.com/asia-leading-brands-spearhead-global-tourism-recovery-news2900>