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Praia D'El Rey Golf & Beach Resort Wins Portugal's Leading Resort At The 2007 World Travel Awards

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The European winners of the 2007 World Travel Awards, described by the Wall Street Journal as "the Oscars of the travel industry," were announced this week at a glittering awards ceremony attended by 300 guests from 19 countries across Europe.

Amid stiff competition, Praia D'El Rey Golf & Beach Resort, situated 50 minutes north of Lisbon on Portugal's fabled Silver Coast, was crowned "Portugal's Leading Resort."

Other prestigious travel brands were also rewarded - Lufthansa landed the award for "Europe's Leading Business Class Airline" while Marriott Hotels, Resorts & Suites picked up "Europe's Leading Hotel Brand" and the Hotel Le Bristol Paris won the title of "Europe's Leading Hotel".

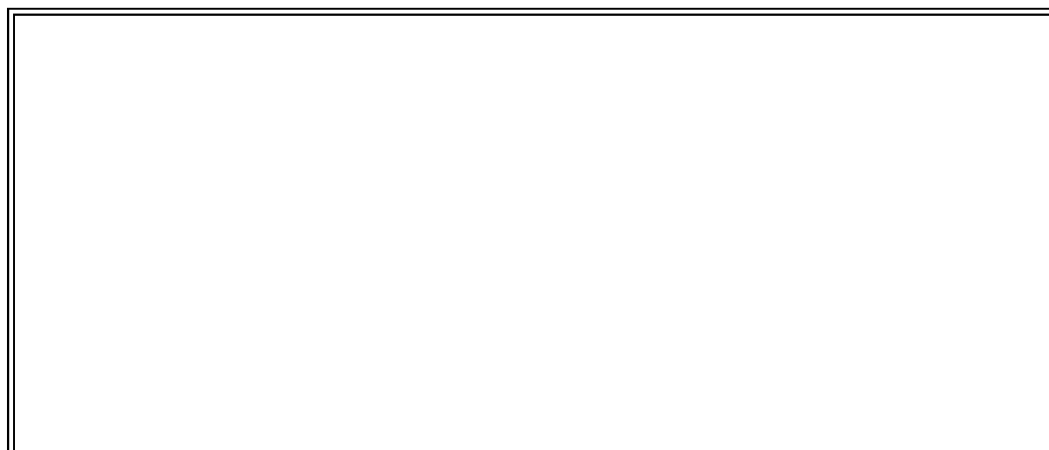
"We are thrilled to win this prestigious award", says Jorge Almeida, Resort Director of Praia D'El Rey. "It's a recognition of the quality we offer, and also how the resort has grown over the last 10 years to become probably Portugal's best known golf resort outside the Algarve".



This latest award caps a triumphant year for Praia D'El Rey - the resort was awarded Golf Resort of the Year - Europe 2007, by the International Association of Golf Tour Operators in March this year, and in September it celebrated the 10th anniversary of the opening of its now-famous 18 hole championship golf course, designed by world-renowned golf course architect Cabell B. Robinson.

Praia D'El Rey Golf & Beach Resort has an 18 hole golf course with full coaching facilities, a five star beach front Marriott hotel, watersports, a tennis centre and FIFA-standard football centre, shops and restaurants, and over 800 luxury villas, townhouses and apartments spread through the 230 hectare resort.

Launched in 1993, the World Travel Awards acknowledge excellence in travel and tourism. Now, after fourteen years, both travel professionals and travellers alike regard the awards as an endorsement of quality.





Votes are cast by travel professionals from 167,000 travel agencies, tour and transport companies and tourism organizations in over 160 countries world wide.