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News

World Travel Awards in Bangalore

by Shamoli Dutt - Wednesday, October 24, 2007

Bangalore, India, will be the venue for this year's World Travel Asia, Australasia & Indian Ocean Awards Ceremony to be held at the majestic Leela Palace Kempinski Hotel on November 2.

This prestigious international event will highlight the city, and region, to an international audience.

The London-based event's Asia, Australasia & Indian Ocean Awards Ceremony is expected to attract over 200 travel professionals and the international media to celebrate the excellence of the region's travel industry.

Guests will include chief executive of Kingfisher Airlines, Vijay Mallya, India's Aviation Minister, Praful Patel and Maldives Tourism director general, Abdulla Mausoom.

Top travel companies from more than twelve countries across Asia, Australasia and the Indian Ocean have registered for the glamorous event so far.

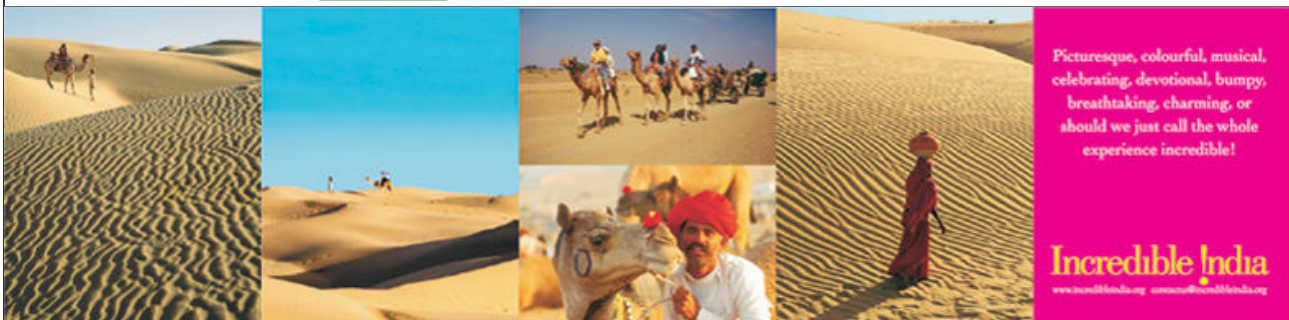
The media support of the event promises to be outstanding with over 20 publications including Business Line, Business Standard, CNBC-TV18, TV Today Network, Kannada Prabha, Kerala Kaumudi, Malayala Manorama Daily, Manorama News, Mathrubhumi, Taste & Travel, The Hindu, The Week, The Statesman, The Telegraph, The Times of India and The Tribune.

As WTA's official media partner, BBC World will broadcast the event to over 280 million homes in over 200 countries and territories on FastTrack, one of the station's best known travel programs. The official media partner for the event is TravTalk India.

This event is the fourth leg of this year's WTA world tour and follows similar events held in Abu Dhabi, New York and Newcastle Gateshead (UK) and will end with the Annual World Travel Awards Gala Ceremony in the Turks & Caicos Islands on December 12.

The London-based WTA was launched in 1993 and is considered to be the very best endorsement that a travel product could hope to receive.

With thousands of votes cast by travel professionals from 167,000 travel agencies, tour & transport companies and tourism organizations in over 160 countries across the globe, winning a World Travel Award has become one of the highest accolades a travel product or organization can achieve.

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