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Chukka gets regional tour prize

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LONDON, England:

Jamaica's Chukka Caribbean Adventures has been named the region's Leading Nature Adventure Excursion Operator by the [World Travel Awards](#).

Chukka, which upstaged attraction operators such as Mexico's Escharet, Les Pelicanos and Aviamar, The Bahamas' Atlantis Paradise Island and Jamaica's Dolphin Cove and Watersports Enterprises, received the coveted 2007 honour at the World Travel Market in London on Tuesday.

The company shared the limelight with the Port Authority of Jamaica (PAJ), which accepted the Leading Caribbean Cruise Destination trophy. At least one other Jamaican company made history at the awards - Trafalgar Travel became the first Caribbean travel agency to receive the coveted trophy by being voted the 'Caribbean's Leading Travel Agency'.

32 tours

Founded in 1983, Chukka Caribbean Adventures, co-managed by John Byles and Marc Melville, now offers 32 tours in Jamaica Belize, The Bahamas and Turks and Caicos Islands.

"This is an endorsement by the market of what we do, which is finding the best of nature, culture or history and then presenting them in fun ways for visitors to enjoy the authentic experience in a manner that is environmentally friendly," said Byles.

While accepting the golden trophy, which will be officially handed over at the Annual World Travel Awards gala ceremony in the Turks and Caicos Islands on December 12, Byles paid tribute to Chukka's chairman Danny Melville.

Spirit of fun

"The spirit of fun and excitement that Chukka offers is an embodiment of Melville's," he said.

Collectively, the Chukka operations delivered over 250,000 adventure tours to cruise and [hotel](#) guests in 2006.

With a commitment to deliver the highest quality tours with well trained guides and stringent safety standards, the company says it takes pride in showcasing the natural beauty of the Caribbean through unique and sensational experiences and providing opportunities for local residents and businesses.

Awards include 'Shore Excursion of the Year 2004/2005' for Montego Bay and Ocho Rios by Princess Cruises and the Jamaica Hotel and Tourist Association 'Attraction of the Year Award 2005/2006'.

The World Travel Awards were established in 1993 to acknowledge and celebrate excellence in the world's [travel and tourism](#) industry. Now in its 14th year, some 167,000 travel agencies, tour and transport companies cast votes annually.

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