



## Visa named world's best credit card for 10th year

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The recent 2007 World Travel Awards named Visa the "World's Leading Credit Card" for the tenth year in a row, beating out American Express, MasterCard, Diner's Club and JCB.

Hosted this year in the Caribbean, the 14th instalment of the awards drew some 160,000 trade professionals from 190 countries to vote for their preferred travel trade names in 60 categories.

"For the past ten years Visa has won 'World's Leading Credit Card', yet the competition and the marketplace have gotten bigger and tougher over this time," said Graham Cooke, World Travel Awards President and Founder.

"To consistently win year after year shows that Visa is able to stay ahead of the competition and consistently deliver a product that exceeds the expectations both of customers and those in the global travel trade."

In response Doug Hambry, Visa US Sales Senior Vice President said, "Visa is delighted to receive this most prestigious award."

"Visa has been a partner to the travel industry and continues to aid in its growth, providing merchants access to millions of Visa cardholders and providing cardholders with unsurpassed acceptance worldwide.

"We are honoured once more to receive this accolade from one of the industry's most important awards programs," he adds.

Visa also operates an interactive online travel portal, Visa Destinations, which provides current cardholders with retail offers from hundreds of merchants in markets around the world.



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