



For the cause that lacks assistance; 'Gainst the wrongs that need resistance; For the future in the distance; And the good that I can do.

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## Business Monday

### TotallyBarbados.com receives World Travel Award

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TotallyBarbados.com has received their prestigious award as THE Caribbean's Leading Overall Travel Information Website at the gala award ceremony of the World Travel Awards held in Turks and Caicos on the evening of Wednesday December 12th, 2007. The event was attended by over 300 travel professionals from over 30 different countries.

The World Travel Awards were conceived in 1993 to acknowledge and celebrate excellence in the world's travel and tourism industry. Now in their fourteenth year, travel professionals and discerning travelers have come to regard the World Travel Awards as the very best endorsement that a travel product could hope to receive.

TotallyBarbados.com was voted the Caribbean's Leading Overall Travel Information Website by travel professionals from 167 000 travel agencies, tour & transport companies and tourism organisations in over 160 countries across the globe.

Winning a World Travel Award has become one of the highest accolades a travel product or organisation can achieve.

World Travel Awards are especially coveted as, uniquely, the votes are cast globally by fellow travel professionals. The event is highly regarded and well-established as a forum that brings together all areas of travel and tourism in recognition of their achievements.

Brett Callaghan, Managing Director of TotallyBarbados.com proudly accepted the award from Miss. Turks & Caicos. He attended the event with his parents Maureen and David Callaghan. Brett said, "It was a very proud moment to receive this award, it is great to be recognised for the hard work that we have put in to the site and to be able to promote Barbados on the world wide stage".

Brett, a former international jockey, launched the site on September 1 2005 and from the outset was determined that the site lived up to its name and covered everything there was to know about Barbados, giving visitors and locals an invaluable source of information online.

The award ceremony was covered by BBC World, which gives Barbados exposure as a tourism destination to the international market and gives Totally Barbados.com the international acclaim that it hard worked so hard to achieve.

Brett also said that he was grateful to all of the advertisers on Totally Barbados.com and that it was through their support and investment that he has been able to expand on the site's content. As a result of winning this award Totally Barbados.com is now expanding its sales team by recruiting specific account managers to work closely with advertisers to ensure that they also benefit from this international exposure.

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