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INDUSTRY NEWS

World Travel Awards North & Central America Winners Unveiled

Cozumel, European, Anthony Travel, Fairmont Hotels & Resorts and Mexicana were amongst companies who triumphed during the World Travel Awards North and Central America regional ceremony, which was staged in the luxurious Hacienda Tres Rios in Mexico on September 21.

The awards, described by the Wall Street Journal as the 'Oscars' of the global travel and tourism industry, unveiled who are the best of the best in the region.

In the North American categories, American Airlines won the title North America's Leading Airline. Meanwhile Fairmont Hotels & Resorts bagged four awards including Canada's Leading Golf Resort, Canada's Leading Ski Resort, Canada's Leading Business Hotel and North America's Leading Golf Resort. The Leading Hotel Brand for North America went to Marriott Hotels & Resorts, and North America's Leading Destination went to Miami.

In the Central America category, Mex-



Adolfo Ortega, Executive VP Customer Services, Mexicana Airlines, Mexico & Central America

cana triumphed as Central America's Leading Airline, while Paradis Boutique Resort & Spa picked up Central America's Leading Hotel award. Cancun Convention & Visitors Bureau picked up Central America's Leading Destination award.

The full list of winners for the World Travel Awards North and Central America can be found by logging on to www.worldtravelsawards.com/winners.

More than 500 travel organizations were nominated in the ceremony, held in partnership with Hacienda Tres Rios, Cancun Convention & Visitors Bureau, Yucatan Holidays, Yucatan Travel, RCI and Vive Mexico. Senior management and decision



makers of America's travel and tourism industry came together to celebrate their achievements during the ceremony.

Graham Cooke, President, World Travel Awards, commented: "The past 12 months have brought several challenges, namely the economic downturn and the outbreak of swine flu, which has impacted travel and tourism worldwide, today's winners have remained focused on their long term objectives, and continued to deliver above and beyond the call of duty, setting an industry example."

Throughout the evening, winners were presented with their prestigious trophies by key industry figures, with live entertainment which included performances from The Village People (top left), as well as KC and the Sunshine Band (top right).

These inspirational organisations will



Grande Anaya, CEO of Tres Rios, Hacienda Tres Rios Resort, Mexico & Central America's Leading All-Inclusive Resort, Mexico & Central America's Leading Spa Hotel

continue to reap profits and commercial benefits over the next year.

Cooke explained: "This year's winners can display the official World Travel Awards symbol with pride on their sales and marketing literature, offering travellers a cost-free assurance that what they are

buying is a guarantee of travel excellence."

Each winner has automatically been put forward for the spectacular WTA Grand Final which will take place at the five-star Grosvenor House, a JW Marriott Hotel in London on November 8, 2009 immediately before World Travel Market.

About Hacienda Tres Rios

Hacienda Tres Rios is an eco-luxury resort located in a 320-acre pristine nature park in the Riviera Maya. This 100% Mexican resort offers unique activities and Mexican traditions to travellers while striking the delicate balance of luxury holidays and environmental conservation. Visit www.haciendatresrios.com

About World Travel Awards

- The World Travel Awards were launched in 1993 to acknowledge and recognize excellence in the world's travel and tourism industry.

- Now celebrating its 18th Anniversary, the awards are regarded as the very highest achievement that a travel product could ever hope to receive.

- Thousands of votes are cast by travel professionals from 180,000 travel agencies, tour and transport companies and tourism organizations in over 160 countries across the globe.

- Votes are cast globally by fellow industry professionals in 919 different categories.

- Attended by senior executives from major travel companies, operators and destinations, WTA events are universally respected as providing excellent, top-level networking opportunities, regionally and globally.

Visit: www.worldtravelsawards.com