

World Travel Awards Returns to the Big Apple

AUGUST 9, 2007. Eagerly anticipated as the biggest and brightest regional awards event in the travel trade calendar, the World Travel Group is delighted to bring the World Travel Awards' first Americas gala ceremony to New York on September 17.

It is the first localised event specifically for the Americas in the global accolades' 14 year history and follows the successful regional ceremony for the Middle East and Africa that was held at the Emirates Palace in Abu Dhabi earlier this year.

Four years have passed since the World Travel Awards last hit the Big Apple. Now the time has come for the industry to vote and award the best travel partners and providers that represent the very best in our industry, both in North and South America.

New York is no stranger to the World Travel Awards. It will be the fourth time in 14 years that the metropolis has hosted a gala event. The Jumeirah Essex House hotel will soon be ready to receive the tuxedo and ball gown clad winners and nominees for the Americas awards ceremony. The evening will encompass a star-studded line-up of entertainment from Broadway and Hollywood.

The event will also include a champagne cocktail reception and gala dinner followed by a unique show and of course the real stars, the award winners themselves. An exclusive gathering of 250 leading lights from the Americas' travel industry are expected to party the night away with the stars, as they did when the World Travel Awards celebrated its 10th anniversary in the "City that never sleeps" back in 2003.

New York is a fitting destination for the awards since tourism plays a vital role in this economy. It is therefore important that the World Travel Awards recognizes the very best the city, the U.S. and the Americas has to offer.

The host hotel, Jumeirah Essex House has been nominated for two awards at the regional event, including North America's Leading Business Hotel and New York's Leading Business Hotel.

Media coverage for the Middle East & Africa regional event was unprecedented, with over 26 international publications and TV companies, including BBC World, CNBC and the International Herald Tribune attending the event in Abu Dhabi. The Americas award ceremony is expected to garner equal amounts of attention.

Companies winning their respective categories will automatically be put forward as nominees in their global categories. The World category winners will be announced at the global World Travel Awards ceremony in Providenciales, Turks and Caicos in the Caribbean towards the end of 2007.

Now the time has come to vote for the best travel providers in the Americas. The award scheme is only possible if we get valued opinions from you – the travel agents and professionals. We therefore thank you for your continued voting and hope we can rely on your support going forwards.