



**Local PR contact:**

**Aprille Thomas**

**Corporate Communications & PR Specialist**

[aprillet@visitbarbados.org](mailto:aprillet@visitbarbados.org)

**FOR IMMEDIATE RELEASE**

**BARBADOS SHINES BRIGHT WITH STAR'S 2018 DESTINATION FOR WINTER  
SUN AWARD**

Barbados adds yet another award to its list of accolades for 2018 as they went up against Cyprus, Dubai, Egypt, Oman and Tenerife to be crowned the Star Winter Sun Destination in the final stretch of the [Travel Bulletin Star Awards](#).

The Star Awards stand as one of the most prestigious of its kind recognizing excellence in the highly competitive travel industry. All U.K. travel agents were encouraged to support the companies they believed were the very best by voting for them in a variety of categories. The stringent voting process, lasted close to five weeks, with travel agents voting in a minimum of 10 out of the 32 categories. The selection process involved receiving the highest number of votes from the U.K. high street multiple, online, and home-based travel agents.

After a two-year break, the award was presented to the Barbados Tourism Marketing Inc.'s U.K. team during the gala dinner at the five-star Landmark Hotel. When asked what this award means for Barbados, <Director of the UK quote>

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Long considered to be the playground of some of the world's most affluent and wealthy, Barbados offers a mixture of rustic Caribbean charm with modern convenience. With a plethora of pristine and white, sandy beaches, the island also boasts of quality accommodations, exquisite cuisine and exciting attractions, truly making it a 'Dream Destination'.

Over 119,241 visitors from the UK have made their way to Barbados so far this year, an increase in 2.8 percent over the 2017 numbers. These encouraging numbers highlight the island's continued appeal to the U.K. travellers, also exemplifying the Barbados Tourism Marketing Inc.'s (BTMI) tireless work and dedication to strengthening its relationships with partners in this primary source market.

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#### **About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.