



MEDIA CONTACT:

Anna Patrick
(212)-444-7137

anna.patrick@aboutdci.com

FOR IMMEDIATE RELEASE

BARBADOS RECEIVES THE HIGHEST HONOR AS BEST TOURISM BOARD OVERALL IN THE USA AT THE 2019 TRAVVY AWARDS

After a record breaking 2018, Barbados Tourism Marketing Inc. takes home three coveted awards including Silver in Best Destination Overall and Best Honeymoon Destination in the Caribbean/Bahamas

New York, N.Y. (Jan. 25, 2019) – Dubbed the Academy Awards of the travel industry, the Travvy Awards Gala is a legendary black-tie evening dedicated to recognizing the highest standards of excellence in the travel industry by honoring travel companies, products and agencies, as well as destinations for their outstanding achievements.

Held at Gotham Hall in New York City, the award ceremony attracts the movers and shakers of the travel industry in their glitz and glamour, eagerly anticipating who has been voted the best of the best by the travel agent community. This year, a record-setting 133,000 votes were cast to determine the 2019 Travvy Award winners.



From left: John Kirk, President & Editor in Chief, Travel Pulse Canada, Inc.; Petra Roach, U.S. Director of Barbados Tourism Marketing Inc. (BTMI); Deborah Millington, Business Development Officer of BTMI; Pattrell Hassanein, Personal Assistant of BTMI; Eusi Skeete, Senior Business Development Officer of BTMI.

Nominees advance to the final round of this fierce competition based on the number of votes garnered. The dazzling Gold Award goes to the travel company or destination with the highest number of votes and the Silver Award goes to the runner up.

Barbados emerged victorious in three categories including the highly coveted Gold Award for Best Tourism Board Overall beating out Australia, Japan, Malta and Korea – all benchmark organizations doing exceptional work in the travel industry. This prestigious award was accepted by Petra Roach, U.S. Director of Barbados Tourism Marketing Inc. (BTMI). “To be a finalist amongst such esteemed colleagues in the industry was already an honor but to take home the Gold as Best Tourism Board Overall – well we are absolutely over the moon. We would like to offer our sincere appreciation to the travel agent partners who accorded us this honor and pledge our continued support in their promotion of Barbados. 2018 was another pivotal, record-breaking year for us and we are zealous in our quest to continue sharing the Barbados story in the US market. Winning is exactly what we set out to do and we could not be any happier,” said Petra Roach.

Barbados also took home two Silver Awards including Silver in Best Destination Overall as well as Best Honeymoon Destination in the Caribbean/Bahamas. Sandals Royal Barbados also took gold for Best All-Inclusive Luxury Resort in the Caribbean/Bahamas category.

Mark Murphy, president and CEO of travAlliancemediA – parent company of the annual Travvy Awards – said of the win, “Barbados’ profile in the travel industry continues to rise each year. They are dynamic, unwavering and extremely well respected for their cutting-edge method when approaching the travel agent community. The 2019 Travvy Awards that BTMI took home this evening are well deserved!”

Other big wins of the night include Royal Caribbean International winning Gold for Best Cruise Line Overall, Trafalgar taking the title of Best Tour Operator Overall, Funjet Vacations for Best Vacation Packager Overall, and Villas of Distinction for Best Villa Rental Company Overall.

For more information, a breakdown of categories and to view the full list of winners, please visit www.TravvyAwards.com.

About the Travvy Awards

The annual Travvy Awards, presented by travAlliancemediA, recognize the highest standards of excellence in the travel industry and honor travel companies, travel products, travel agencies and destinations for their outstanding achievement with a prize considered to be the Academy Awards of the travel industry. More than 100,000 votes—cast by the agents who sell the vast majority of these trips to tens of millions of consumers yearly—determined the very best in the travel industry. This represents the largest database of the nation’s foremost leisure-selling, independent travel agents in the country. The selections by agents reflect suppliers and destinations they believe provide the best overall service to their clients. For more information, please visit www.TravvyAwards.com

About Barbados Tourism Marketing Inc. (BTMI):

The Barbados Tourism Marketing Inc. (BTMI) functions are to promote, assist and facilitate the efficient development of tourism; to design and implement suitable marketing strategies for the effective promotion of the tourism industry; to make provision for adequate and suitable air and sea passenger transport services to and from Barbados; to encourage the establishment of amenities and facilities necessary for the proper enjoyment of Barbados as a tourist destination; to carry out market intelligence in order to inform the needs of the tourism industry. For more information, visit www.visitbarbados.org.