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BARBADOS WINS WELLNESS DESTINATION OF THE YEAR

Of all the destinations in the Caribbean, Barbados stands as the destination of choice for wellness. This was the finding at the 2020 Caribbean Travel Awards during the recently concluded Caribbean Hotel and Tourism Association (CHTA) marketplace in Nassau, Bahamas.

The award dubbed ‘**Wellness Destination of the Year**’ was presented by Alexander Brittel, Editor-in-Chief of Caribbean Journal to the Barbadian delegation. The delegation led by Minister of Tourism & International Transport, Kerrie Symmonds included: Permanent Secretary, Ministry of Tourism and International Transport, Donna Cadogan Chairman of the Barbados Tourism Marketing Inc. (BTMI) board, Sunil Chatrani; Acting CEO, Robert Chase; Head of Global Markets, Petra Roach; Acting Director of USA, Eusi Skeete; Director of UK, Cheryl Carter; Director of CLA, Corey Garrett, and Director of Canada, Peter Mayers.

Caribbean Journal is the global leader in covering Caribbean travel and trade news - from new flights to luxury resorts and secret vacation escapes. The annual Caribbean Travel Awards celebrates the best in Caribbean travel, as chosen by the editorial team of the world’s leading Caribbean travel publication.

“Barbados has an impressive slate of wellness hotspots, from grand spas at resorts like Sandy Lane to the all-inclusive wellness at The Waves and the holistic wellness experience at the historic

Sweetfield Manor. It's something you sense the moment you land — you seem to instantly feel better” mentioned Carib Journal.

Acting CEO, Robert Chase commended the Barbadian team as he noted, “I am thrilled by the destination’s first award for the year. This is very exciting for us to be awarded with the Wellness Destination of the Year, especially as 2019 was our Year of Wellness and Soft Adventure. It really demonstrates the distinction of the Barbados tourism product around the world.”

During the marketplace, the delegation met with key stakeholders in an effort to further drive business to destination Barbados and to continue to build on the strategic partnerships established and speak on the successes of 2019.

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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, follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.