



FOR IMMEDIATE RELEASE

BARBADOS WINS BIG WITH SEVEN AWARDS AT THE 2021 TRAVVY AWARDS

Destination welcomes travellers to experience its winning categories including Silver in Best Wedding Destination – Overall; Bronze in Best Destination

Barbados won big at the 2021 Travvy Awards on November 11 with an outstanding seven accolades, including Best Wedding Destination – Overall (Silver). The awards come as the Caribbean destination significantly ramps up its tourism activity since the pandemic, with a prime focus on sustainability and inclusivity.

The wins across seven categories including Best Culinary Destination – Caribbean (Bronze) and Best Luxury Destination – Caribbean (Bronze), reflect Barbados' focus on building and sustaining a tourism business model that matches diverse travellers to the diversity of experiences on island. From fresh fish shacks on the beach to five diamond luxury resorts and wellness retreats, Barbados offers high quality experiences that immerse travellers in authentic Barbadian culture.

“It’s such a great honor to be nominated for the Travvy Awards, and to take home seven awards, surpassing last year’s five, makes it all worthwhile for us,” said Eusi Skeete, Director USA of Barbados Tourism Marketing Inc. (BTMI). “We take pride in the Travvy Awards because they are voted on by the travel agency community, and to win Silver in Best Wedding Destination Overall, means that we’re not only a trusted destination, but guests genuinely connect to the island of Barbados which is ultimately our greatest reward. These awards are testament to our strong destination marketing and reviving tourism despite the pandemic with a focus on sustainability and inclusivity.”

Dubbed the Academy Awards of the travel industry by its partners, the Travvy Awards honors travel companies, products and agencies, as well as destinations for their outstanding achievements. This year marks the seventh edition of the prestigious event which took place at the Miami Beach Convention Center in Miami Beach, Florida.

In 2020, Barbados was victorious in winning five awards including the highest honor as Best Luxury Destination (Gold). This year, Barbados returned in full force, taking away more awards than ever received in previous years.

Full list of Barbados' 2021 Travvy Awards:

- Best Wedding Destination – Overall (Silver)
- Best Tourism Board – Caribbean (Bronze)
- Best Destination – Caribbean (Bronze)
- Best Culinary Destination – Caribbean (Bronze)
- Best Luxury Destination – Caribbean (Bronze)
- Best Honeymoon Destination – Caribbean (Bronze)
- Best Wedding Destination – Caribbean (Bronze)

Barbados has issued an open call to travellers to explore its winning categories in person, and experience why hundreds of travel agents and their guests keep choosing the destination time and time again.

To learn more about Barbados and book your holiday, visit www.visitbarbados.org.

About the Travvy Awards

The Travvy Awards honor destinations, hotels, cruise lines and airlines, among other industry actors. This year, nearly 100,000 votes — cast by the travel professionals who service many of these trips to millions of consumers yearly — determined the 2021 Travvy Awards winners. The event featured many big winners, like Air Canada for Best Airline – International and Miami, FL for Best Destination – Domestic. For more information, a breakdown of categories and to view the full list of winners, please visit www.TravvyAwards.com.

About Barbados

The island of Barbados offers a unique Caribbean experience steeped in rich history and colourful culture, and rooted in remarkable landscapes. Barbados is the home of two of the three remaining Jacobean Mansions left in the Western hemisphere, as well as fully functional rum distilleries. In fact, this island is known as the birthplace of rum, commercially producing and bottling the spirit since the 1700s. Each year, Barbados hosts several world-class events including the annual Barbados Food and Rum Festival; the annual Barbados Reggae Festival; and the annual Crop Over Festival, where celebrities such as Lewis Hamilton and its very own Rihanna are often spotted. Accommodations are wide and varied, ranging from picturesque plantation houses and villas to quaint bed and breakfast gems; prestigious international chains; and award-winning five-diamond resorts. In 2018, Barbados' accommodation sector captured 13 awards in the Top Hotels Overall, Luxury, All-Inclusive, Small, Best Service, Bargain, and Romance categories of the 'Traveler's Choice Awards'. And getting to paradise is a breeze: the Grantley Adams International Airport offers plenty non-stop and direct services from a

growing number of U.S., U.K., Canadian, Caribbean, European, and Latin American gateways, making Barbados the true gateway to the Eastern Caribbean. Visit Barbados and experience why for two years in a row it won the prestigious *Star Winter Sun Destination Award* at the 'Travel Bulletin Star Awards' in 2017 and 2018. For more information on travel to Barbados, visit www.visitbarbados.org, follow on Facebook at <http://www.facebook.com/VisitBarbados>, and via Twitter [@Barbados](https://twitter.com/Barbados).

###