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News Release

4TH TTG CHINA TRAVEL AWARDS RECOGNISES BOTH BIG AND SMALL IN CHINA'S TRAVEL TRADE INDUSTRY

Shanghai, 14 April, 2011 – The 2011 TTG China Travel Awards features a brand new category: *Best Hotels in Other Regions Within China* – and within it, six new awards. Winners in this category include smaller and less-publicized Chinese cities such as Chongqing, Guilin and Dalian.

This addition recognises the increasing popularity of these secondary cities among international tourists. According to *TTG China*, both international and domestic visitorship to second-tier cities like Zhongshan, Wuhan, Wuxi and Xiamen, rose sharply by over 30% as compared to 2009. This percentage is much higher than the 23% average growth of visitors in China.

“It is therefore appropriate and fitting that the awards acknowledge these rising stars within the Chinese travel industry,” said TTG Asia Media’s Managing Director, Darren Ng.

As a result of the enhancements, this year’s awards ceremony comprises a total of 60 awards and winning organisations. The list of award winners can be found on [Annex A](#).

In addition, four awards have been renamed and introduced within the Airline category to better reflect the representation of carriers from various continents that are serving and operating in China.

Associate Publisher of *TTG China* & *TTG-BTmice China*, Chimmy Tsui praises, “Exceptional leaders like Air China, Garden Hotel Guangzhou, Banyan Tree Lijiang and the city of Shanghai have consistently been four-time champions in their respective award categories since the inception of TTG China Travel Awards.”

The TTG China Travel Awards plays a crucial and essential role in crediting outstanding travel organisations that have achieved the benchmark for service excellence and professionalism in China. These milestones of accomplishments will inspire and contribute to the shaping of the Chinese travel industry’s future. China’s travel industry drew in almost 1.44 billion RMB in total revenue last year, making the country one of the world’s burgeoning leisure and MICE destinations.

Winners of the TTG China Travel Awards are nominated by more than 32,000 readers of *TTG China*, *TTG Asia*, *TTGmice* and *TTG-BTmice China* through online and print voting. The nomination period was held early in the year between January and March 2011.

About TTG Asia Media

Established in Singapore since 1974, TTG Asia Media Pte Ltd is the leading publisher and organiser of events in travel and tourism in the Asia Pacific region. Its publications and trade shows provide the best access and solutions to marketing travel and tourism in the Asia Pacific.

Publications are targeted at distinct segments: *TTG Asia* for travel agents and tour operators; *TTG China (Chinese edition)* for the travel trade and travel agents in China; *TTGmice* for the meetings, incentive, convention and exhibition planners (MICE); and *TTG-BTmice China (Chinese edition)* for both MICE planners and corporate travel buyers in China.

TTG Asia Media is also the leading organiser and manager of two major travel events in Asia and China dedicated to MICE - IT&CMA (Incentive Travel & Conventions, Meetings Asia) and IT&CM China (Incentive Travel & Conventions Meetings China).

CTW (Corporate Travel World Asia-Pacific) and CT&TW China (Corporate Travel & Technology World China) are conferences and exhibitions that focus on the management of business travel and entertainment expenditure.

For more information on TTG Asia Media, visit www.ttgasiamedia.com

About TTG China Travel Awards

The TTG China Travel Awards is proudly organised by TTG Publishing – a division of TTG Asia Media, with the region's leading travel trade titles such as *TTG China*, *TTG-BTmice China*, *TTG Asia* and *TTGmice*. The TTG China Travel Awards 2011 is in its fourth consecutive run since its inauguration in 2008.

This year, the awards ceremony and gala dinner were held at the Shanghai World Financial Centre on 14 April 2011. The acclaimed annual event commends China's finest travel and tourism organisations. Starting with 39 awards, 2011 now witnesses a total of 60 awards conferred to international and Chinese organisations that have contributed to China's tourism landscape.

Winners are voted in by readers of TTG China, TTG Asia, TTGmice and TTG-BTmice China via an online and print voting poll held over a period of two months.

For more information, visit www.ttgchina.com/ttg-awards

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