

16 APRIL 2009

**EMBARGOED TILL 16 APRIL 2009
9.30PM SINGAPORE TIME**



News Release

TTG CHINA TRAVEL AWARDS 2009 CEREMONY & GALA DINNER

The industry celebrates as 50 outstanding organisations clinch the prestigious award

TTG China Travel Awards 2009 dubbed the 'Oscars of China's Travel Industry' was presented tonight at the Shanghai World Financial Centre to 50 exemplary travel organisations who have made an indelible mark on readers of TTG China, TTG Asia, TTGmice and TTG-BTmice China.

The heavyweights of China's travel and tourism industry came together for a night of celebration at the second TTG China Travel Awards. These 50 winners have emerged as the crème de la crème of the industry, even as competition stiffens, with new travel organisations joining the playing field yearly.

Taking place in Shanghai, China's largest city, TTG China Travel Awards 2009 saw over 370 esteemed travel trade professionals wining and dining the night away, with the backdrop set against the magnificent view of Shanghai's cityscape.

For the duration of 2 months since January till March, the voting exercise for the awards saw more than a total of 15, 800 nominations pouring in, which translates into an increase of 20.25% in response rate as compared to 2008. Voters comprised of readers from TTG China, TTG Asia, TTGmice and TTG-BTmice China across 17 countries in the Asia-Pacific and Greater China region.

New Additions Make For A More Inclusive Awards

The awards seek to constantly reflect the changes taking place in China's travel industry and to also ensure that it remains relevant and is regarded as the first choice of reference for travel agents and tour operators during their key decision process.

As a result, 2009 saw a total of 11 new awards, namely the Best Budget Hotel Brand in Greater China, Best Luxury Hotel in Guangzhou, Best Luxury Hotel in Shenzhen, Best Mid-range Hotel in Guangzhou, Best Mid-range Hotel in Shenzhen, Best Business Hotel in Guangzhou, Best Business Hotel in Shenzhen, Best Meetings & Conventions Hotel in Guangzhou, Best Meetings & Conventions Hotel in Shenzhen, Best New Hotel in Guangzhou, Best New Hotel in Shenzhen, Best Spa Resort in China, Best Boutique Hotel in China, Best Theme Hotel in China, Best City in China (Leisure Travel) and Best Overseas NTO in China promoting BT MICE.

This year's awards covers 7 categories. The complete list of winners for the TTG China Travel Awards 2009 is detailed in Annex A.

TTG Asia Media's Managing Director, Mr Darren Ng, said, "This year, we introduced 11 new awards, firstly to recognise travel suppliers from emerging cities in China such as Guangzhou and Shenzhen who have contributed significantly to the region's industry. Secondly, we have also noticed a growing trend in Spa Resorts, Boutique and Themed Hotels dotting the travel landscape of China. The TTG China Travel Awards strives to promote a healthy streak of competition amongst the travel organisations in China, encouraging them to keep up their high quality service standards and products"

-ENDS-

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 - IT&CMA ([Incentive Travel & Conventions, Meetings Asia](#)) and IT&CM China ([Incentive Travel & Conventions Meetings China](#)) are Asia and China's only dedicated MICE exhibitions. 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

For more information, please contact:

Sandee Goh

Marketing Services Executive

TTG Asia Media Pte Ltd

1 Science Park Road

#04-07 The Capricorn

Singapore Science Park II

Singapore 048580

DID: (65) 6395 7531

Fax: (65) 6536 2972

Email: sandee.goh@ttgasia.com