

**TO BE EMBARGOED TILL 8 APRIL 2010
9.30PM SHANGHAI TIME**



News Release

TTG China Applauds 55 Stellar Travel Organisations At Its Annual Awards Event In Shanghai

8 April 2010, Shanghai -- China's travel industry honoured the region's finest organizations at this evening's TTG China Travel Awards 2010 Ceremony & Gala Dinner, held at the Shanghai World Financial Centre. The prestigious awards were conferred upon 55 stellar travel organizations who had earned the approval of its industry peers as being amongst the best in the trade.

Attended by over 370 esteemed travel trade professionals, the TTG China Travel Awards 2010 Ceremony & Gala Dinner was celebrated in style with fine dining and stunning performances to boast.

The TTG China Travel Awards first made its debut in 2008, in recognition of the quantum progress and achievements that China and the Greater China region has and will continue to garner in the tourism industry. Further, it strives to be the choice reference for travel agents and tour operators in their key procurement process through a deliberate effort to continuously ascertain the relevancy, dynamism and credibility of its awards.

Already in its third run, the TTG China Travel Awards is a reflection of the burgeoning travel industry in Asia, especially with respect to China and the Greater China region. This year's honour roll sees the addition of 5 new awards, namely the Best Travel Agent in "Beijing", "Shanghai", "Guangzhou & Shenzhen" and "Hong Kong & Macau" as well as the Best Theme Attraction. In 2009, a total of 11 new titles were incorporated into the awards list to acknowledge China's emerging cities.

TTG Asia Media's Managing Director, Mr Darren Ng explains, "The awards are essential in rewarding and bringing to the forefront exceptional travel organisations who have created the benchmark for excellence and professionalism in China. This encourages the industry to upkeep high quality service standards and products amidst healthy competition."

At least 12 organisations have been honoured for the third consecutive year. This highlights how the industry has earmarked prominent international and Chinese organisations that have contributed significantly to enhance China's tourism landscape. Some noteworthy companies this year include Air China for *Chinese Airline for the Year*, Singapore Airlines as the *Best International Airline Serving China*, The Venetian Macao-Resort-Hotel for *Best Meetings & Conventions Hotel in Macau*, Shanghai as the *Best City in China (BT-MICE)* and Singapore Tourism Board as the *Best Overseas NTO in China Promoting BT-MICE*.

Between January to March 2010, some 28,000 readers of travel trade publications such as *TTG China*, *TTG Asia*, *TTGmice* and *TTG-BTmice China*, voted for all of this year's winners. These votes represent the voice of the region's trade professionals hailing from across 17 countries in the Asia-Pacific and Greater China region.

7 categories were covered in this year's awards. The complete list of winners for the TTG China Travel Awards 2010 is elaborated in Annex A.

-END-

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 2010 is in its third consecutive run since its inauguration in 2008. This year, the awards ceremony and gala dinner were held at the Shanghai World Financial Centre on 8 April 2010. The acclaimed annual event commends China's finest travel and tourism organisations. Starting with 39 awards, 2010 now witnesses a total of 55 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, please contact:

Fiona Heng (Ms)

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: fiona.heng@ttgasia.com

Carol Cheng (Ms)

Asst Manager, Administration & Marketing
TTG Asia Media Pte Ltd
11/F ING Tower
308 Des Voeux Road Central
Hong Kong
DID: (852) 2237 7272
Fax: (852) 2806 0646
Email: carol.cheng@hk.china.com