National Geographic Traveller Reader Awards 2015, in Association With Qatar Tourism Authority, Shortlist Announced

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The shortlist has been announced for the inaugural *National Geographic Traveller* Reader Awards 2015, in association with Qatar Tourism Authority. Readers of one of the UK's best-loved travel magazines voted for their favourite destination, airline, tour operator and more, with the winners announced during a ceremony in London this November and in the Jan/Feb issue of*National Geographic Traveller* (UK).

Pat Riddell, editor of *National Geographic Traveller* (UK), said: “These inaugural awards were the ideal platform for readers to air their views, have their say and let us know what they relish about travel the most. We're excited to see the results and look forward to celebrating with the category winners this month. A big thanks to all those who put forward their views and also to all our sponsors who have made this happen in our first event of this kind.”

Those who entered were rewarded with the opportunity to win a number of fabulous prizes including a seven-night escape to Morocco, courtesy of Rickshaw Travel; a week's winter luxury trip to France, courtesy of AliKats Mountain Holidays; and a long UK weekend, courtesy of Natural Retreats. Twenty *National Geographic Traveller*(UK) subscriptions and four Amazon Kindles were also up for grabs.

2015 READER AWARDS SHORTLIST:

SHORT-HAUL CITY

Barcelona

Paris

Rome

SHORT-HAUL COUNTRY

France

Italy

Spain

SHORT-HAUL AIRLINE

British Airways

easyJet

Ryanair

LONG-HAUL CITY

San Francisco

Sydney

New York

LONG-HAUL COUNTRY

Australia

USA

New Zealand

LONG-HAUL AIRLINE

Virgin Atlantic

British Airways

Emirates

OVERSEAS HOTEL GROUP

Mandarin Oriental

Hilton

Marriott International

UK HOTEL GROUP

Hilton

Premier Inn

Radisson Blu

OVERSEAS ATTRACTION

Grand Canyon

Great Barrier Reef

Machu Picchu

UK ATTRACTION

Edinburgh Castle

Stonehenge

Tower of London

TOUR OPERATOR

Thomas Cook

Thomson

Virgin Holidays

TV PROGRAMME

Caribbean with Simon Reeve

Italy Unpacked

The Mekong River with Sue Perkins

BOOK

Humans of New York

National Geographic: Around the World in 125 Years

National Geographic: World's Best Cities

DIGITAL

Airbnb

Skyscanner

TripAdvisor

GREEN

High Line

See Turtles

The Eden Project

OUTSTANDING CONTRIBUTION TO TRAVEL

To be announced

Sponsors of the *National Geographic Traveller* Reader Awards 2015 are:

Qatar Tourism Authority

Qatar Tourism Authority (QTA) works with stakeholders to promote the development of a sustainable and mature tourism sector, positioning the country as a leading tourism destination.

qatartourism.gov.qa

G Adventures
G Adventures' sustainable approach to small-group travel means the tour operator gives back wherever it goes. With eight travel styles on seven continents, G Adventures has a life-changing experience for everyone. gadventures.co.uk

Philippines Department of Tourism / Philippine Airlines
The tourism promotions board and the flag carrier of the Philippines have teamed up to sponsor the Reader Awards 2015.itsmorefuninthephilippines.com philippineairlines.com

Feefo
The global feedback engine is an award-winning consumer ratings and reviews platform. Offering a comprehensive solution that harnesses the power of customer reviews, using Feefo can enhance your online visibility, grow sales conversions and provide valuable customer insight. feefo.com

Exodus Travels

For over 40 years, Exodus Travels has been creating the best activity and adventure holidays on the planet, offering more than 450 trips to over 90 countries. exodus.co.uk

Swhype

Swhype is a creative motion agency based in London. They work with their clients to create film, motion graphics and original content for broadcast, digital and tablet. swhype.com

Franciacorta

Franciacorta signifies three things: the undiscovered region in the Northern Italian lakes, the production method and the wine. Franciacorta sparkling wines are arresting yet elegant, reflecting timeless and distinctive Italian style. franciacortawines.com

For more information, please visit***natgeotraveller.co.uk/readerawards***

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Notes

National Geographic Traveller (UK) is published under license by APL Media Limited**,** from the National Geographic Society in Washington, D.C. The magazine is also available in China, Spain, Russia, the Netherlands, Israel, Poland, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of outstanding photography, authentic travel experiences and inspiring narratives.*natgeotraveller.co.uk*

National Geographic Traveler (USA) is the world's most widely read travel magazine, created in 1984. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and outstanding photography to inspire readers to pick up and go, eschewing fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organisations. Founded in 1888 to “increase and diffuse geographic knowledge,” the Society's mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 33
local-language editions, is read by more than 40 million people each month. The National Geographic Channel reaches 370 million households in 34 languages in 168 countries. National Geographic Digital Media receives more than 15 million visitors a month. National Geographic has funded more than 9,600 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visitnationalgeographic.com

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