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

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The winners have been announced for the inaugural *National Geographic Traveller* Reader Awards 2015, in association with Qatar Tourism Authority.

TV presenter Tim Shaw hosted the glittering awards ceremony at Le Méridien Piccadilly in London on 24 November. Winners were selected by nearly 6,000 readers, who voted online for their favourite destination, airline, tour operator and more. The industry's top executives attended the ceremony to accept their trophies. The winners will be featured in the Jan/Feb 2016 issue of *National Geographic Traveller* (UK).

Pat Riddell, editor of *National Geographic Traveller* (UK), said, “Congratulations to all the well-deserved winners and finalists, and thanks to everyone who took the time to vote and share their favourites in travel with us. Our readers are a well-travelled, opinionated and discerning bunch and it's an honour to present these awards on their behalf to some of the best in the business. We look forward to featuring many of them in the magazine over the coming year.

“A special mention to Paul Theroux who received the Outstanding Contribution to Travel award. He remains an inspiration to millions of travellers around the world.”

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 weekend break in the UK, courtesy of Natural Retreats. 20 *National Geographic Traveller* (UK) subscriptions and four Amazon Kindles were also up for grabs.

2015 READER AWARDS WINNERS:

SHORT-HAUL CITY: Barcelona

SHORT-HAUL COUNTRY: Italy

SHORT-HAUL AIRLINE: British Airways

LONG-HAUL CITY: New York

LONG-HAUL COUNTRY: USA

LONG-HAUL AIRLINE: British Airways

OVERSEAS HOTEL GROUP: Marriott International

UK HOTEL GROUP: Premier Inn

OVERSEAS ATTRACTION: Grand Canyon

UK ATTRACTION: Tower of London

TOUR OPERATOR: Virgin Holidays

DIGITAL: TripAdvisor

GREEN: The Eden Project

BOOK: National Geographic: World's Best Cities

TV PROGRAMME: The Mekong River with Sue Perkins

OUTSTANDING CONTRIBUTION TO TRAVEL: Paul Theroux

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

Philippine 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, Feefo can enhance your online visibility, grow sales conversions and provide valuable customer insight. feefo.com

Exodus

For over 40 years, Exodus 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. It works with its 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 non-profit 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, visit nationalgeographic.com

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