



GLOBAL TRAVEL AWARDS UNVEILED

23 Jan 2020

Global Travel Media Alliance (GTMA), unveiled the inaugural **Global Travel Awards** at TravMedia's International Media Marketplace (IMM) held in New York today.

The GTMA awards will honour the 2020 Global Travel Writer, Global Travel Photographer, and Global Travel Communicator.

The GTMA is a collaboration between the Society of American Travel Writers (SATW), the British Guild of Travel Writers (BGTW) and the Australian Society of Travel Writers (ASTW). In September 2018, the three organisations, which represent the top travel writers, photographers, and PR professionals in three regions of the world, signed an agreement to identify synergies, to share best practices, and to collaborate on bi-national projects. The Global Travel Awards, open to members of SATW, BGTW and ASTW, represents a significant initiative.

2020 Global Travel Writer is sponsored by **AccorHotels**. The prize includes a five-night stay at the legendary Raffles Singapore. Originally opened in 1887, the Raffles Singapore reopened last August following a painstaking, two-and-a-half-year restoration. The winner will be among the first to experience this new chapter for an

iconic hotel, now a flagship property for Accor.

Gaynor Reid, Vice President Communications and CSR Accor Asia Pacific, said that Accor is delighted to be involved in the inaugural Global Travel Awards because it will bring together the very best travel writers from around the world and help to inspire people to travel more and experience more of this beautiful planet. “With 5,000 hotels and resorts globally, including almost 1,200 in Asia-Pacific, Accor is the most diverse hotel operator in the world with the broadest geographical footprint. We are always keen to help support great storytelling around the wonders of travel.”

2020 Global Travel Photographer is sponsored by **Abercrombie & Kent**, which will award an exciting Arctic Cruise Adventure to the winning photographer. The 15-day trip for two aboard the luxurious, all-balcony 'Le Boreal' will journey in search of the polar bear — from the Svalbard Islands to the remote east coast of Greenland on to the West Fjords of Iceland – in the company of an award-winning Expedition Team of scientists, historians and a dedicated photo coach.

Geoffrey Kent, Founder and Co-Chairman, Abercrombie & Kent said: “As the world's leading luxury and adventure travel company with over 55 offices in more than 30 countries, we are pleased to sponsor this new global award to honour the best travel photography of the year. Distinctive images that capture authentic experiences inspire curiosity and fuel the desire to travel.”

2020 Global Travel Communicator is sponsored by **TravMedia**, the travel industry's global media networking platform. TravMedia will award a PR firm or individual for their work in PR communications focused on sustainable travel. The three organisations are committed to the promotion of responsible, sustainable and balanced tourism, and this award is designed to

reward that effort on a global level. The winner will receive a \$5,000 Apple gift card.

Owner and CEO of TravMedia, Nick Wayland, said they are thrilled to be supporting the collaboration of the travel media organisations spread across three regions of the world. “Awards highlight the hard work and dedication of individuals in our industry, and it's exciting to see our colleagues recognized for their contribution in promoting both great destinations and sustainable travel.”

Judging will be by an independent panel, three per category (nine total) of top travel editors, photographers, and PR professionals representing the US-Canada, Great Britain, and Australia. Contest rules are on the awards website, GTMAlliance.com (<http://www.GTMAlliance.com>), and entries will be accepted from January 31 - February 28, 2020. Winners will be announced on May 12, 2020.

#GTMAawards

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