



Press Release

BVI TOUTED AS ONE OF THE BEST PLACES ON EARTH

Road Town, Tortola, November 27, 2009 – In the December issue of *ISLANDS Magazine*, the British Virgin Islands will be recognised as one of the 12 best places on earth.

The Territory will be featured in the magazine's travellers *Wish List* for winter. However, the promotion will not end in the December issue. The editors of the magazine will travel to the BVI in early 2010 to do a full feature on the BVI experience for its March issue.

Acting Director of the BVI Tourist Board, Hadassah Ward, said such a declaration will be good for the entire tourism industry. "To be named one of the best places to visit on earth we estimate will bring a number of curious visitors to our islands. The entire tourism industry, from restaurants, villas, hotels, charter companies and transport services stands to benefit from such an accolade."

Ward adds that the promotion will specifically target travellers that will appreciate the Territory's refined offerings in resorts, villas and high-end appeal. She said, "Of *ISLANDS* readership, over 80% are international travellers with an average house hold income of \$235,790. Its readers comprise of the top travellers to the Caribbean, Asia and South Pacific islands. With travellers that can afford different experiences, we know the Territory will offer a pleasant surprise that truly warrants being promoted as one of the best places on earth."

ISLANDS Magazine has a readership of over 520,000. The BVI will also be featured in the magazines 2010 calendar, which is distributed to over 10,000



travel enthusiasts. The December edition of the magazine is presently on international newsstands.

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