

# **New “Destination Awards” to Honor Travel and Tourism PR and Marketing Programs**

## **WORLDCOM Public Relations Group to Launch Awards Program To Spotlight Excellence Within The Travel/Tourism Industry - Globally**

**Barcelona, 1<sup>st</sup> February 2012** – The world’s leading partnership of independently owned public relations counseling firms, WORLDCOM Public Relations Group, announced today that it is launching a [Destination Awards](#) program. Developed by Worldcom’s Travel and Tourism Practice Group, the professional awards will honor public relations and marketing programs that demonstrate the highest standards within the international travel and tourism industry.

Winning organizations will be selected from the following six distinct categories: events with budgets of less than \$100K; events with budgets of more than \$100K; programs of less than \$200K; programs of more than \$200K; crisis management; and originality in public relations. Those that wish to vie for an award, can submit their entries on the Destination Awards website, where they will be voted upon by the larger community. Community members will have the opportunity to vote anonymously for finalists of their choice, within each category. Judges from the Worldcom Travel and Tourism Practice Group, as well as selected professionals from the international travel and tourism industry, will choose the winners of the Destination Awards from the list of finalists, as determined by the community’s votes.

“Worldcom’s Destination Awards will put a spotlight on great international marketing and PR programs within this industry,” said Norman Stowe of the Pace Group, Vancouver, Canada and Chairperson of Worldcom’s Travel and Tourism Practice Group. “As leaders in the field of public relations, Worldcom is witness to remarkable programs all over the globe and we feel compelled to give innovative and creative organizations the accolades they deserve,” adds Stowe.

The Destination Awards will accept entries today and voting can begin anytime thereafter. The deadline for submissions will be on April 30, 2012. Following the judging process, The Worldcom Travel and Tourism Practice Group will announce the six category prizewinners on May 15, 2012.

### **ABOUT WORLDCOM PUBLIC RELATIONS GROUP**

Established in 1988, Worldcom Public Relations Group is the world’s leading partnership of independently owned public relations counseling firms, with 107 partner agencies worldwide, in 91 markets, in 46 countries, across six continents. With more than 2,100 employees, and revenue of more than US \$260 million, partners collectively serve national, international and multi-national clients seamlessly, while retaining the flexibility and client-service focus inherent in independent local agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from

professionals who understand the language, culture and customs of the geographic arenas in which they do business.