



## Press Release For Immediate Release

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### **BVI-GERMAN COLLABORATION WINS TELEVISION AWARD AT ITB 2010**

**Road Town, Tortola, March 22** – At the recently held International Tourism Bourse (ITB) in Berlin, Germany from March 10 – 14, the Caribbean Tourism Organisation (CTO) awarded its prize for best television/radio production to a television piece featuring the British Virgin Islands.

The German production company Blue Planet TV won for its programme featuring German actress Eva Habermann. *Das sind meine British Virgin Islands - These are my British Virgin Islands* was shot in July 2009 and told an interesting story of holiday opportunities in the Territory with images of the BVI along with stories by residents and partners in the tourism industry.

Chairman of the Tourist Board, Myron Walwyn said the Board is very pleased with this award. "For years the BVI has worked very closely with the German market to maintain visibility for our destination. This television production was just such another opportunity. Reports from our German office tell us that it has also helped to increase interest in the British Virgin Islands and that makes us very pleased."

Apart from showing off the Territory's warm vacationing adventures such as sailing, snorkeling, and diving, the programme also presented the opportunity for industry partners to share their knowledge about the Territory. Acting Director of the Tourist Board, Hadassah Ward said the close partnership the Board has maintained with tourism based businesses was key to the overall production of the television programme. "Our industry partners took the time to help us sell our destination, which didn't only have an impact on the German market but also



CTO awards judges. This is proof once again that our collaborative efforts better serve the entire destination.”

The television programme was aired during the holiday season and is scheduled to be re-aired this summer in Germany. Other nominees in the same category included programmes produced about Antigua & Barbuda, Saba and St. Lucia. An article written by Jasmin Jaerisch in the German dive magazine, *Tauchen*, was nominated for CTO’s print/magazine category. That article was a result of an international dive trip to the BVI in the summer of 2009. Other destinations featured in that category included, Dominica, Dominican Republic and Antigua & Barbuda. Johannes Stempel with his article on Dominca won that award.

ITB is considered the largest tourism trade show with more than 180,000 visitors, 108,000 trade visitors, and over 10,000 exhibitors from 180 countries. It is considered to be the leading business to business platform of all tourism industry offers. Presently the BVI Tourist Board is running a Territorial essay competition challenging researches to write and present articles on specific tourism topics. The winner of the competition will receive a trip to ITB 2011 in Berlin, Germany, scheduled for March 9 – 13.

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**Note to Editors:**