

# Stena Line awarded 'Best Ferry Operator' accolade

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Leading ferry company Stena Line has clinched the title of 'Best Ferry Operator' at the prestigious 'Travel Bulletin Star Awards 2011'.

The 'Star Awards' are one of the most widely celebrated trade award programmes in the UK with voting conducted exclusively by the travel industry's 'true experts', the travel agents, to recognise and reward excellence across the travel and tourism industry.

Ross Carson, Sales & Ancillary Revenue Manager was thrilled to collect the award at a glittering gala awards ceremony in London. "It is always great to win an award but when the accolade comes direct from travel agents themselves it is extra special," said Ross.

"To be awarded 'Best Ferry Operator' by Travel Bulletin is an endorsement of our continued commitment to the travel trade and an acknowledgement that across the board, Stena Line (<http://www.stenaline.co.uk/ferry/>) is ahead of the competition," he continued.

"With a lot of exciting new developments on the horizon in terms of port, ship and route improvements, this is a position that we hope to continue and expand.

"We will continue to work with the travel trade to ensure that Stena Line provides as much support as we can to them and their customers. This was a great team effort across the company and I am delighted to accept the award on behalf of Stena Line," he concluded.

This November (2011) will be a watershed month for Stena Line with the launch of a new port, new route and new ferries (<http://www.stenaline.co.uk/ferry/our-ships/>). For the best part of the last 2 years, Stena Line has been working on developing a 27 acres site 8 miles north of their current port location in Stranraer, constructing a purpose built port and terminal facility which will see the company relocate to Cairnryan and establish a brand new route between Scotland and Northern Ireland.

As well as the new port and new route, Stena Line will also be introducing two new ships onto the service, the largest ships ever to have sailed between Scotland and Northern Ireland. The Stena Superfast VII and Superfast VIII will be equipped to accommodate 1 200 passengers, 660 cars or 110 freight units and when the service starts in November they will provide up to 12 daily departures between Cairnryan and Belfast (<http://www.stenaline.co.uk/ferry/routes/cairnryan-belfast/>) with a reduced crossing time of 2hrs 15min.

About Stena Line:

Stena Line is the market leader on the Irish Sea, offering the biggest fleet and the widest choice of routes between Britain and Ireland, including Stranraer to Belfast, Liverpool to Belfast (<http://www.stenaline.co.uk/ferry/routes/liverpool-belfast/>), Holyhead to Dublin Port, Holyhead to Dun Laoghaire and Fishguard to Rosslare. The ferry company carries over two million passengers on its Irish Sea routes each year, more than its rival ferry operators combined.

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