

# National Geographic Traveller Reader Awards 2016, in association with Qatar Tourism Authority Shortlist Announced

Submitted by: APL Media (Absolute Publishing)

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The shortlist has been announced for the second annual National Geographic Traveller (UK) Reader Awards 2016, in association with Qatar Tourism Authority. The 2016 awards has seen an additional five categories added, and a record 7,957 responses — up nearly 2,000 from last year.

Readers of one of the UK's best-loved travel magazines voted for their favourite destination, airline, tour operator and more, with the winners announced during a ceremony in London on 29 November and in the Jan/Feb 2017 issue of National Geographic Traveller (UK).

Pat Riddell, editor of National Geographic Traveller, said: "We're very excited to reveal the shortlist for our second Reader Awards. Our readers are a knowledgeable, sophisticated, well-travelled bunch and it's really important for us to tap into their views as well as reward the destinations and companies that matter.

"The winners will be announced in just over a month but in the meantime I'd like to congratulate all the finalists for being so highly rated and coveted by thousands of our readers."

Voters were automatically entered into a prize draw. Holiday prizes included a seven-night cruise of northern Iceland on board a brand new, boutique 17-cabin yacht with Variety Cruises; and a seven-night ski trip to Austria, courtesy of VIP SKI. An Apple iPad mini 2, two Amazon Kindles and 20 National Geographic Traveller (UK) subscriptions were also up for grabs.

[natgeotraveller.co.uk/readerawards](http://natgeotraveller.co.uk/readerawards) (<http://natgeotraveller.co.uk/readerawards>)

## 2016 READER AWARDS SHORTLIST:

### SHORT-HAUL COUNTRY

France

Italy

Spain

### LONG-HAUL COUNTRY

Australia

New Zealand

USA

### SHORT-HAUL CITY

Amsterdam

Barcelona

Rome

#### LONG-HAUL CITY

New York  
San Francisco  
Sydney

#### SHORT-HAUL AIRLINE

British Airways  
EasyJet  
Ryanair

#### LONG-HAUL AIRLINE

British Airways  
Emirates  
Virgin Atlantic

#### OVERSEAS HOTEL GROUP

Four Seasons  
Hilton Hotels & Resorts  
Marriott

#### UK HOTEL GROUP

Hilton Hotels & Resorts  
Premier Inn  
Radisson Blu

#### OVERSEAS ATTRACTION

Angkor Wat, Cambodia  
Grand Canyon, USA  
Great Barrier Reef, Australia

#### UK ATTRACTION

British Museum  
Eden Project  
Edinburgh Castle

#### TOUR OPERATOR

Exodus  
Kuoni  
Virgin Holidays

#### TRAVEL TV PROGRAMME

Great Barrier Reef, David Attenborough (BBC)  
Greece, Simon Reeves (BBC)  
Walking the Himalayas, Levison Wood (Channel 4)

#### TRAVEL BOOK

Heat, by Ranulph Fiennes

London Overground, by Iain Sinclair

The Road to Little Dribbling, by Bill Bryson

#### TRAVEL BLOG

A Lady in London

Budget Traveller

Everything Everywhere

#### NEW GREEN INITIATIVE

ABTA – Make Holidays Greener campaign

TripAdvisor GreenLeaders

Wilderness Safaris – Rhino Conservation Project

#### RAIL JOURNEY

Glacier Express, Switzerland

Rocky Mountaineer, Canada

West Highland Line, Scotland

#### NEW CULTURAL EXPERIENCE

Lincoln Castle (renovation), UK

San Francisco Museum of Modern Art

The Musée de l'Homme, Paris

#### CRUISE LINE

P&O Cruises

National Geographic Cruises

Royal Caribbean

#### FAMILY TRAVEL COMPANY

Thomas Cook

Thomson

Virgin Holidays

#### OUTSTANDING CONTRIBUTION TO TRAVEL

To be announced

Sponsors of the National Geographic Traveller Reader Awards 2016 are:

#### HEADLINE SPONSOR

Qatar Tourism Authority

Qatar Tourism Authority (QTA) works with stakeholders to promote the development of a sustainable and mature tourism sector, positioning the country as a leading tourism destination.

qatartourism.gov.qa (<http://qatartourism.gov.qa>)

#### CATEGORY SPONSORS

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(<http://crystalcruises.co.uk>)

##### Barrhead Travel

Established in 1975, Barrhead Travel specialises in all types of travel, from far-flung worldwide adventures and cruises to city escapes and summer-sun getaways. [barrheadtravel.co.uk](http://barrheadtravel.co.uk)  
(<http://barrheadtravel.co.uk>)

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Bring your best holiday photographs and happiest travel moments to life in a beautiful CEWE PHOTOBOOK and create a personalised keepsake you'll always treasure. [cewe-photoworld.com/photo-books](http://cewe-photoworld.com/photo-books)  
(<http://cewe-photoworld.com/photo-books>)

##### Sw hype

Sw hype is the creative motion agency — experts in social video and film content for global brands and businesses. [swhype.com](http://swhype.com) (<http://swhype.com>)

##### LIVE 365

We treasure our members, ensuring they get their choice of the exclusive, quality products they desire at the very best price possible, guaranteed. Our exclusive member-only offers are industry leading and we allow members to earn 'savings credits' that they can use to save even more — all with the friendly, personalised service our esteemed members should expect. [live-365.global/en](http://live-365.global/en)  
(<http://live-365.global/en>)

For more information, please visit [natgeotraveller.co.uk/readerawards](http://natgeotraveller.co.uk/readerawards)  
(<http://natgeotraveller.co.uk/readerawards>)

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#### NOTES

National Geographic Traveller (UK) is published under license by APL Media Limited, from National Geographic Partners LLC in Washington, D.C. It was launched in December 2010, and is one of 17 local-language editions. The magazine is also available in Australia, China, Czech Republic, France, India, Indonesia, Israel, Italy, Germany, Hungary, Latin America, the Netherlands, Poland, Romania,

Russia and Spain. The 180-page travel and lifestyle magazine is packed full of you-are-there photography, authentic travel experiences and inspiring narratives. [natgeotraveller.co.uk](http://natgeotraveller.co.uk)  
(<http://natgeotraveller.co.uk>)

#### About National Geographic Travel (USA)

National Geographic Travel creates authentic, meaningful and engaging travel experiences through National Geographic Traveler magazine; National Geographic Expeditions; National Geographic Unique Lodges of the World; digital travel content; travel books; maps; and travel photography programmes. National Geographic Traveler (six issues per year) has 16 international editions. National Geographic Expeditions, the travel programme of the Society, offers a variety of unique travel experiences led by top experts to more than 80 destinations across all seven continents. National Geographic Travel books bring readers curated travel advice, photography and insider tips. [nationalgeographic.com/travel](http://nationalgeographic.com/travel)  
(<http://nationalgeographic.com/travel>)

#### About National Geographic Partners LLC

National Geographic Partners LLC, a joint venture between National Geographic Society and 21st Century Fox, combines National Geographic television channels with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic Studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, location-based entertainment, archival sales, catalog, licensing and e-commerce businesses. A portion of the proceeds from National Geographic Partners LLC will be used to fund science, exploration, conservation and education through significant ongoing contributions to the work of the National Geographic Society. [nationalgeographic.com](http://nationalgeographic.com) (<http://nationalgeographic.com>)

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