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BERMUDA RETURNS TO THE #1 SPOT AT THE 22nd ANNUAL
CONDÉ NAST TRAVELER READERS' CHOICE AWARDS
Bermuda Voted Best Island for the 15th Time Since 1994

HAMILTON, BERMUDA, October 19, 2009 – Bermuda once again took home the award for Best Island in the Caribbean/Atlantic region for the 15th time last Thursday night at the Conde Nast Traveler's 2009 Readers' Choice Awards. The Readers Choice Awards gala was held on Thursday, October 15th in New York City at the IAC Building and was hosted by Stanley Tucci and Mary Louise Parker. Accepting the award on behalf of Bermuda was Dr. the Hon. Ewart F. Brown, Bermuda's Premier and Minister of Tourism and Transport. Also in attendance were Bermuda Department of Tourism's Director, William Griffith and Global Director of Operations, Ann Shutte.

"This distinction is especially meaningful in that these awards are voted on by the public," said Premier Brown. "Condé Nast Traveler readers are known to be extremely discerning, and for Bermuda to consistently be honored reinforces the message to travelers that Bermuda is one of the world's top destinations."

Also taking home an award last Thursday was The Reefs, Bermuda. The newly refurbished resort was voted Top Resort Atlantic Ocean.

The Condé Nast Traveler Readers' Choice Awards, considered to be one of the top honors in the travel industry, celebrate the best-of-the-best in hotels, airlines, resorts, cruise lines, cities, and islands. The Reader's Choice Awards are derived from the oldest and largest independent poll of travel consumers ever conducted. Readers were invited to evaluate over 10,000 travel properties, destinations, airlines, cruise lines and car rental agencies. The number and depth of the responses makes the Readers' Choice results the most reliable measurement of the consumer preferences in the world of travel. To attain results this year, organizers compiled 25,008 responses to questionnaires available to all readers through a secure Web site. The awards appear in the November issue (on newsstands October 20) and are derived from the Condé Nast Traveler Readers' Choice survey.

"The big news is that, undaunted by tough times, our readers are still out there, discovering the coolest experiences and reaffirming an enduring passion for travel," said Condé Nast Traveler Editor in Chief Klara Glowczewska. "It's clear that our readers are as devoted to the worldwide diversity of travel as ever."

Visitors to Bermuda can attest that there is a reason it has won the award for Best Island in the Caribbean/Atlantic region 15 times since 1994 with its rich history, diverse cultures, friendly people and exceptional beauty.

About Bermuda:

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. For more information, visit www.bermudatourism.com.

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