



Iceland scoops prize at the Sunday Times Travel Magazine Readers Awards

Tuesday 29 November 2011: Iceland has been named as 'Best Adventure Travel Destination' at the annual *Sunday Times Travel Magazine* Readers Awards 2011. The awards were announced at the St Pancras Renaissance Hotel in Kings Cross on Monday 28 November.

Iceland scooped the top prize for 'Best Adventure Travel Destination,' beating stiff competition from runners up Norway and Switzerland. The country was praised for its 'lunar landscapes' and wide range of adventure activities on offer.

The award comes hot on the heels of two other recent accolades for the country, with Iceland having been awarded 'Best in Travel' in the annual *Lonely Planet* 'Reader's Choice Awards,' as well as being included in *National Geographic Traveler's* pick of the 'Best of the World 2012.'

Commenting on the win, Sigga Groa from Promote Iceland said: "We are delighted to have won the award and to be recognised for our fantastic adventure activities – particularly because these awards are based on public votes.

"This is a great end to a successful year for Iceland and we look forward to welcoming more *Sunday Times Travel Magazine* readers to our country in 2012."

Iceland's impressive awards win will be featured in a special Readers Awards 2011 supplement in the January edition of the *Sunday Times Travel Magazine*.

Ends

Media Information

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