



**Sugar Bay Barbados Wins British Airways Holiday's Customer Excellence Award,
Two Tripadvisor Travellers' Choice Awards including a "Best of the Best" Award for
Romance and Hotels.com's "Loved by Guests" All-Inclusive Award**

Sugar Bay Barbados Recognized Among Best Worldwide Based on Exceptional Traveller Reviews

Bridgetown, Barbados – May 18, 2021 – Sugar Bay Barbados is delighted to announce that it has received a British Airways Holidays Customer Excellence Award for 2020 as well as two 2021 Travellers' Choice Awards including a Best of the Best award for Romance and a Hotels.com 2021 "Loved by Guests" All Inclusive Award.

The awards were based on unbiased guest reviews and recognise superior services, facilities and customer experiences offered by hotels around the world.

Sugar Bay Barbados received an overall score of **9.1/10** from British Airways Holidays based on reviews collected from genuine customers via Reevo (an independent and impartial third-party company). Customers are asked to score hotels based on location, service, cleanliness, and sleep quality, as well as provide an overall score out of ten.

The Tripadvisor Traveller's Choice Award places Sugar Bay Barbados in the top 10% of hotels worldwide as determined by travelers and in the top 1% worldwide for Romance.

Throughout a challenging year, Sugar Bay Barbados stood out to travelers and provided an amazing experience despite unprecedented circumstances.

General Manager of Sugar Bay Barbados, Morgan Seale said "We are very happy to receive these prestigious awards as it speaks to our commitment to excellence and to continuously improve our product and service. Our team is passionate about delivering unique vacations with unparalleled service and an authentically warm Bajan experience. Being recognised by British Airways Holidays, one of the UK's leading tour operators and being in the top 1% of hotels on Tripadvisor are great achievements and we are very proud to be recognised".

Congratulations were offered by these companies with British Airways saying, "We are delighted that Sugar Bay Barbados is one of our top-rated hotels for 2020. In a challenging year of uncertainty, this award is testament to the hotel's commitment to offering an exceptional customer experience. We look forward to continuing our relationship and together delivering unforgettable holidays for our customers."

About British Airways Holidays

<https://www.britishairways.com/en-gb/flights-and-holidays/holidays>

<https://www.britishairways.com/en-gb/flights-and-holidays/holidays/reviews>

<https://www.britishairways.com/en-gb/destinations/hotel-information/Barbados/Sugar-Bay-Barbados/BB-BGI-6221120>

About Tripadvisor

Tripadvisor, the world's largest travel platform*, helps hundreds of millions of travelers each month** make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 878 million reviews and opinions of 8.8 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries of Tripadvisor, Inc. (NASDAQ:TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps, including the following websites:

www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.bookatable.co.uk, and www.delinski.com), www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

* Source: SimilarWeb, September 2020

** Source: Tripadvisor internal log files

About Sugar Bay Barbados

Award-winning Sugar Bay Barbados, is one of Barbados' finest all-inclusive hotels. Boasting a gorgeous location in the UNESCO World Heritage Site of Bridgetown and the Historic Garrison, the resort is set on 5.5 acres of stunning beachfront with 150 meters of white, sandy beach and a tranquil ocean lagoon.

The elegant interiors are cool and airy with vintage furniture accentuated by a blend of contemporary and traditional touches. With exceptional service from the attentive staff that makes you feel at home, you're encouraged to indulge in relaxation as you lounge by the pool, sip cocktails at the swim-up bar or enjoy a siesta in one of the hammocks strewn between palms.

The all-inclusive resort offers a great selection of superb restaurants including Colin's Bar & Grill, a traditional rum shop; Reef Restaurant where you can sink your toes in the sand while enjoying gourmet themed buffets; Sizzle Steakhouse and UMI, an Asian-fusion restaurant. Along with amazing dining, Sugar Bay Barbados also focuses on health and wellness with a fully equipped gym, yoga and various exercise classes and Karma Spa, the resort's signature spa, which offers a luxurious retreat for those seeking a completely relaxing environment to refresh and rejuvenate the mind and body.

www.sugarbaybarbados.com

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Media Contact:

Morgan Seale, General Manager - morgan@sugarbaybarbados.com