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British Travel Awards

TrekAmerica has been named by the [British Travel Awards](#) as one of the shortlisted contenders for the Best Special Interest Adventure Tour Operator and Best Tour Operator to the USA 2010.

Based in London as well as the east and west coast USA, TrekAmerica has been bringing together groups of explorers from all over the world since 1972 and have criss-crossed the continent countless times. From big cities to small towns and deep into the spectacular National Parks, [TrekAmerica](#) lets small groups see and do more than you ever dreamed possible, offering 18-38s the freedom of the open road and the adventure of a lifetime.

BTA's chief executive Lorraine Barnes Burton said: "The [British Travel Awards](#) are widely considered to be the "Oscars" of the travel industry! It's the largest awards programme in the UK created to reward travel companies and the winning accolade is the benchmark for excellence when it comes to finding out who really is the best in the business of travel for the UK consumer."

Companies were nominated by travel industry professionals and a selection of the previous year's consumer voters, and the shortlisted companies now go to the consumer voting stage. In 2009 over 100,000 votes were cast with the results scrutinized and audited by Deloitte LLP. The winners of the 2010 British Travel Awards will be announced at a glittering ceremony on 4 November at the Battersea Evolution in Battersea Park, London.

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NOTES TO EDITORS

The British Travel Awards is the largest awards programme in the UK created to reward the best companies in travel. Recognised by consumers and travel professionals throughout the UK, The British Travel Awards are widely referred to as the "Oscars" of the travel industry and are easily the most recognisable of all travel industry accolades amongst consumer and industry professionals alike. With categories spanning 100 types of holiday experience - transport, destination, cruise, customer service, holiday extras, and accommodation - The British Travel Awards is quite simply the benchmark for excellence when it comes to finding out who really is the best in the business. The 2010 British Travel Awards will take place at a Gala Dinner on 4 November at Battersea Evolution in Battersea park, London SW11 4NJ.