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**Ambergris Caye is Trip Advisor's #1 Emerging Destination in 2014**

**Belize City, Belize – December 12, 2014** – Trip Advisor has released their 2014 Travel Roundup & Trends Forecast for 2015. The Belize Tourism Board (BTB) is pleased to share that, as per the 2014 Outbound Travel Report, Ambergris Caye was the #1 Emerging Destination for 2014.

“We are very proud of this acknowledgement of our destination. I am sure we can all agree that Ambergris Caye, and by extension, Belize, is deserving of this recognition. The work and investment put in by our private and public sector partners show the commitment to our Tourism Industry. With Trip Advisor being the world’s largest travel site which offers trusted reviews from real travelers and a variety of travel choices with planning features, I am sure that there will be even more interest in Belize which will translate into increased overnight arrivals for the destination as we move forward in 2015,” says BTB’s outgoing Director of Marketing & Industry Relations, Alyssa Carnegie.

Congratulations to our industry partners and people of Ambergris Caye! The BTB thanks you for your continued dedication and stewardship of our flagship industry.

Earlier this year, Ambergris Caye was named Trip Advisor’s ‘Number 1 Island in the World,’ for a second year in row. In addition, a host of properties were awarded Trip Advisor’s Travelers Choice awards in various categories.

The article also includes information on Travel Spend, Economic Conditions, and 2015-Trends Forecast. The full article can be found at <http://bit.ly/1zYOSDV>.

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***About the Belize Tourism Board***

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture, and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture, and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country’s unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instill high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit [www.travelbelize.org](http://www.travelbelize.org).

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