

2010

READER'S CHOICE

Awards

You voted...and the results are in! Congratulations to our 2010 Reader's Choice winners, selected by readers of Leisure Group Travel. Subscribers voted by mailing in their Reader Service Card or going online at leisuregrouptravel.com.



About This Year's Award Winners

Our readers this year must have heard the call of the wild as Alaska came out No. 1 (Platinum) in the Domestic Destination category. The Last Frontier didn't even place in the top 3 last year, though it did earn Gold in 2008. The emergence of Branson and Pigeon Forge as runners-up must be music to the ears of tour planners who fancy packaging down-home mountain culture with state-of-the-art performance venues. These destinations contrast with the urban cast of last year's winners (New York City and Washington, D.C. ranking No. 1 and 2).

Ireland, Italy and Switzerland took honors in the International Destination sweepstakes. While Ireland and Italy are frequent past winners, Switzerland is a newcomer in reader preferences.

South Dakota's Mount Rushmore looms largest this year in the Attraction category (up from Silver last year), while another all-American icon, Arizona's Grand Canyon, took Gold. Gettysburg National Military Park came in third, showing up in the awards for the first time (no doubt because of its new visitor center). These three distinctively American attractions dislodged Disney World and Holland, Michigan's Tulip Time Festival, which had dominated recent rankings.

Top Theater honors went to Wisconsin's Fireside Dinner

Theatre, which had placed No. 2 last year. Sight & Sound rebounded to second place after not making last year's list for the first time in a while. Newly recognized was Ford's Theatre in Washington, which won Silver.

Marriott, a perennial favorite, tied with Hampton for Silver this year, relinquishing the Hotel Chain top spot it had enjoyed in recent years. Comfort Inn, which had never made the top 3, took home Platinum, while Hilton was right behind at Gold. In Gaming Establishment, long-time favorites Harrah's Las Vegas and Connecticut's Mohegan Sun came in No. 1 and 2, followed by newcomer Pechanga of California.

When it comes to Tour Operator, readers of Leisure Group Travel for the fourth year in a row gave the Platinum and Gold to Collette Vacations and Globus, respectively. Diamond Tours returned to its 2008 Silver slot (after being knocked out by Tauck World Discovery last year). The Cruise Line competition also saw familiar players, but this time Princess was No. 1 and Holland America No. 3, a reversal of their rankings in 2008 and 2009. Carnival placed second.

Thanks to all who cast their ballots in the Reader's Choice Awards. For the first time, more of you voted online than mailed in cards. If you disagree with this year's results, ensure your opinion is voiced in our 2011 Awards—voting starts next August.

ATTRACTION

HOTEL CHAIN



Mount Rushmore • *Platinum*
 Grand Canyon • *Gold*
 Gettysburg National Military Park • *Silver*

Comfort Inn • *Platinum*
 Hilton • *Gold*
 Hampton/Marriott (tie) • *Silver*



CASINO

INTERNATIONAL DESTINATION



Harrah's Las Vegas • *Platinum*
 Mohegan Sun, CT • *Gold*
 Pechanga, CA • *Silver*

Ireland • *Platinum*
 Italy • *Gold*
 Switzerland • *Silver*



CRUISE LINE

THEATER



Princess • *Platinum*
 Carnival • *Gold*
 Holland America • *Silver*

Fireside Dinner Theatre • *Platinum*
 Sight & Sound • *Gold*
 Ford's Theatre • *Silver*



DOMESTIC DESTINATION

TOUR OPERATOR



Alaska • *Platinum*
 Branson, MO • *Gold*
 Pigeon Forge, TN • *Silver*

Collette Vacations • *Platinum*
 Globus • *Gold*
 Diamond Tours • *Silver*



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