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## **Sterling Holidays wins Best 3 Star Luxury Hotel award at World Travel Brands Awards 2012**

*24 Dec 2012*

Sterling Holidays has won the World Travel Brands Award - 2012 for its Emerald Bay resort in Karwar, Karnataka. Sterling received the award in the category of 'Best 3 Star Luxury Hotel in Karnataka'.

The World Travel Brands Awards are recognised world over as authoritatively recognising powerful brands from travel, tourism and hospitality that have excelled in customer service and developed innovative ways to carve an identity for themselves. Awards are based on comprehensive profiling of the brands, quality of their services and consumer brand perception amongst several other criteria.

Commenting on the occasion, Ramesh Ramanathan, Managing Director, Sterling Holidays, said "We began operations in Karwar – Emerald Bay a little over a year ago with the goal of introducing our Vacation Ownership members and guests to a beautiful and unexplored leisure destination in India. Today, we are delighted that our efforts have been recognised leading to a prestigious World Travel Brands Award."