

Cebu is 3rd Best Island in Asia - Global Nation, 8th Feb 2010



Travel+Leisure magazine 2010 poll: Cebu improves ranking

Cebu has done it again.

It has made it as one of the best islands in Asia, climbing one notch higher than its previous rank last year.

Discovery Shores, a resort on world-renowned Boracay Island in Aklan, also made it to this year's list as one of the Best Resorts in Asia.

Travel + Leisure magazine recently released the results of its World's Best Awards 2010, a listing of the best hotels, airlines, cruises islands and cities all over the world.

Cebu got a rating of 87.50 points up by 8 points of last year's 79.68 points to climb to the number three spot from fourth last year.

Discovery Shores was ranked at no. 14 with a rating of 90.35 – a feat considering that last year, no Philippine resort made to the listing.

Cebu trailed behind Bali (88.70) and Maldives (88.00) which maintained their last year's ranking. Following Cebu are the islands of Koh Samui (84.63) and Phuket (80.80), both in Thailand.

Cebu was shut out from the coveted list of Top Islands Overall.

Galapagos (90.25) dislodged Bali (which came in first last year) on the top position with Kauai (89.00) and Cyclades (except Santorini, Greece) (88.89) behind. Bali came in fourth at 88.70 points.

Rounding the Top Islands Overall are Hvar, Croatia (88.60), Santorini, Greece (88.46); Sicily (88.39), Maui (88.16), Maldives (88.00) and Big Island, Hawaii (87.71).

Cyclades, Hvar, Santorini and Sicily were not among the top-ranked last year.

“The spirit of exploration also prevailed in the choice of the Galápagos as Best Islands in the World,” says Nancy Novogrod, editor-in-chief of Travel + Leisure.

Bangkok, the capital city of Thailand, was named the World's Best City Overall.

But Novogrod explained that “it's worth noting that our survey took place before the political upheaval in Bangkok began in May, and that the U.S. travel warning has now been lifted.”

The Best Islands awards were divided into geographical categories: Continental US and Canada; Hawaii; the Caribbean; Mexico and Latin America; Europe; Asia; and Australia, New Zealand and the South Pacific.

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Two Manila-based city hotels made it to the Top 25 City Hotels in Asia: Makati Shangri-La (at no. 13 with 91.03) and The Peninsula (at no. 15 with 90.82).

A questionnaire developed by the editors of Travel + Leisure, in association with ROI Research Inc., was made available to Travel + Leisure readers at TLWorldsBest.com from Dec. 15, 2009, to March 31, 2010.

Readers were invited to participate through Travel + Leisure magazine (January, February, and March issues), and online at TravelandLeisure.com.

Respondents were asked to rate the islands with the following categories and characteristics: natural attractions, activities and sights, restaurant and food, people and value.

For hotels, respondents were asked to rate on rooms/facilities, location, service, restaurants/food and value. Hotel types were determined using the number of rooms and suites. Resorts have 40 rooms or more. Large city hotels have 100 rooms or more while small city hotels have fewer than 100 rooms.

For each characteristic, respondents were asked to rate a candidate on a scale of 1 to 5 where "1" means poor and "5" means excellent. Required component ratings were then averaged, creating an overall score.

A minimum number of responses were necessary for a candidate to be eligible for inclusion in the World's Best Awards listings.

In the Condé Nast Traveler annual Readers' Choice Survey, Cebu has occupied the seventh spot in the best island destination in Asia/Indian Ocean four times: last year at 72.6; in 2008 at 70.9 which is two points short of 2007's 72.3 points and 2004's 72.8 points.

Twice, it has been ranked 8th best island destination: in 2006 with 71.0 points and in 2005 with 69.5 in the same magazine survey.

Both Travel + Leisure Magazine and Condé Nast Traveler are American publications based in New York.