



## PRESS RELEASE

maiden-voyage.com scoops two prestigious travel innovation awards  
[www.maiden-voyage.com](http://www.maiden-voyage.com) | Leeds, England

15 February 2010 | maiden-voyage.com wins double innovation award

NEWS: FOR IMMEDIATE RELEASE

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maiden-voyage.com, the business travel network for professional women scooped two innovation awards at the Business Travel and Meetings Show held at Earls Court London on the 9<sup>th</sup>, 10<sup>th</sup> February.

- The Traveller Support Services Innovation Award
- The Gold Innovation Award

The purpose of the annual Innovation Awards is to recognise those business travel & meetings suppliers who create highly innovative products, services and processes for travel & meeting bookers, buyers and arrangers or business travellers.

maiden-voyage.com won the Traveller Support Services award after being short listed by an expert industry panel which included the Financial Times, the Times and The Business Travel Magazine. Finalists won a stand at the innovation awards arena. The winner was then determined by a voting process both online and at the show.

maiden-voyage.com then went on to win the coveted Gold Award, which recognises the most innovative solution across all categories, beating off tough competition from established players such as American Express, Sabre and Carlson Wagonlit Travel.

Launched in 2009, [www.maiden-voyage.com](http://www.maiden-voyage.com) is the brainchild of Leeds businesswoman and IT executive Carolyn Pearson, who came up with the idea while travelling alone on business.

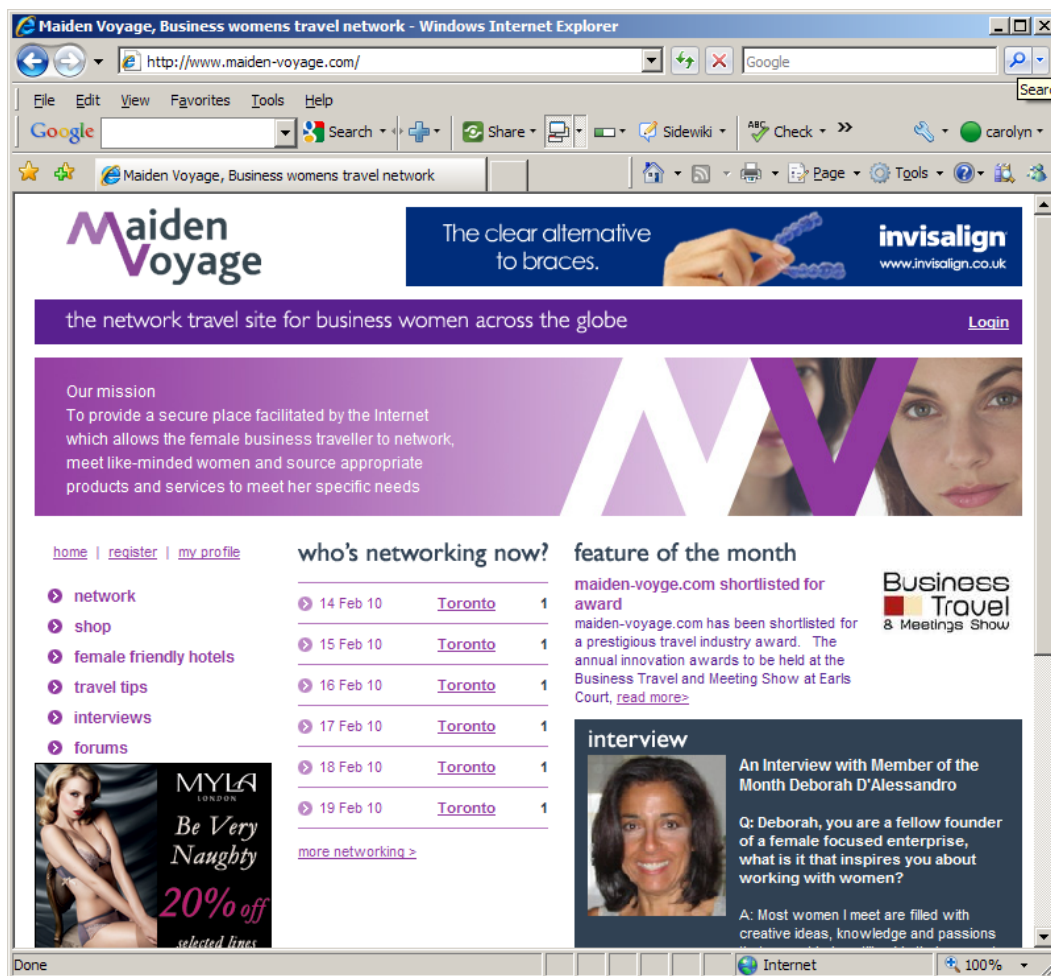
Pearson said "I'm both astounded and delighted to have won both of these awards. Social networks continue to become part of our daily lives and fit naturally with the travel business. I'm especially delighted that the judges were open to an entry from a relatively new start-up. Maiden-voyage.com is the culmination of my passion for travel, great hotels, the safety and security of female passengers, technology and networking.

I'd like to thank those hotels that had the faith and insight to be some of our first advertisers because they are also passionate about female friendly travel. Special thanks go to everybody who voted for us."

Maiden Voyage is a global social network for the travelling professional woman. It offers a free, secure online environment to which professional women can subscribe. Once registered, individuals can set up a profile and register their industry and interests. Unlike pure online social networks, maiden-voyage.com members travelling to the same city actually meet in person to network and socialise usually for dinner or to see a show.

The site also works with vetted female friendly hotels, provides essential travel safety tips for women and is affiliated with numerous travel companies and luxury female brands.

Last month Pearson was runner up in the technology innovator category at the Shine Awards which recognise women in Travel, Tourism and Hospitality.



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