WORLD TOURISM AWARDS
The annual World Tourism Awards provide an opportunity to showcase the best of global tourism service providers as well as promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to world.

**WORLD TOURISM AWARDS**
- Encourages and celebrate excellence, quality, professionalism and innovation
- Provides a benchmark for best practice
- Encourages continuous improvement
- Publicly recognizes tourism excellence
- Assists as an excellent business planning tool
- Analyzes the effectiveness of your marketing activities
- Reviews goals and records achievements
- Provides a networking opportunity with other entrants, sponsors and the broader tourism industry

**CRITERIA**
1. You are encouraged to enter the category that best reflects your core business. If you are entering more than one category, a separate and complete nomination and submission must be submitted electronically for each category.

2. Achievements or activities referred to within your entry must relate to the qualifying period 1 January 2016 – 31 December 2016.

3. Entrants must operate in field of their nomination. To qualify for this exception the entrant must be able to demonstrate proof of membership in a relevant association or provide a letter from that state/territory tourism office confirming the entrant’s participation in marketing campaigns or activities.

4. An entrant, such as a chain or franchise that has multiple products, must enter each product individually if they want each business to be able to promote the achievement of winning a tourism award.

5. An entry cannot be moved into another category following the closing date for lodgment of submissions.

6. If at any time following submission of an entry the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the World Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.

7. There is no direct entry into the World Tourism Awards. Only nominees in categories 1 through 33 will automatically become a finalist in the World Tourism Awards.

8. The innovative aspects of the projects submitted will be taken into consideration.

9. The exemplary quality of the operation and its capacity to strengthen or expand will be taken into consideration.

10. Efficiency of actions taken in terms of economic benefits will be taken into consideration.
1. A description of your company in 100 words or less.
2. General contact details of the entrant(s), the involved organization and agency (if applicable).
3. What have been your most significant achievements in the past 12 months (1 January 2016 to 31 December 2016) in Service, Marketing and Financial Management? Please tell us about each of the three areas of achievement (a, b & c) in 200 words or less for each.
   a. Service (200 words) - consider covering:
      • The outstanding nature of your services.
      • Examples of any new services over the past 12 months.
      • Examples of innovation or use of technology.
      • Explain how you ensure a standard of quality in your customer service.
   b. Marketing (200 words) - consider covering:
      • Describe your target markets.
      • Explain outcomes of successful marketing strategies to reach these target markets.
   c. Financial Management (200 words) - consider covering:
      • Examples of new or innovative financial management tools or strategies.
      • Successful outcomes expressed as %.
4. Contribution to the region or industry. Please tell us in 200 words or less how your business has contributed to our region and your industry? For example:
   • Describe your business’ contribution to the development of the regional community and/or economy.
   • List any contributions made to business or community orientated groups, events or projects.
5. In 200 words or less, please outline the top three things you hope to achieve in the next 12 months.
6. In 200 words or less what special experience or services do you offer that makes your business / facility / service distinctive and the outstanding entry for this category?
7. Statement of Financial Position
8. Statement of Profit
9. Revenue in U.S Dollar
10. Number of employees working on the company.
11. Supporting material illustrating the success of your company supporting material includes, for example planning documents, press releases, press kits, pictures, brochures, Powerpoint presentations of no more than 10 slides, movies of no more than three minutes and any online material or another unique media.
   The following file formats are accepted:
   - For pictures: .jpg /.jpeg, .gif, .png (Ideally in print quality: 300 dpi)
   - For videos/movies: .mov, .flv, .avi, .mpg /mpeg (no larger than 50 MB, ideally max. duration of 3 minutes), or a link to the website where the video is posted
   - For presentations: .pdf, .ppt (Ideally convert .ppt into .pdf format, no larger than 5 MB)
EVALUATION
Participants will be assessed by an independent Jury Expert Board which consists of the experts of the world and local travel, culture and hospitality market. The Jury Members will give each nominee points based on the criteria relevant to the nomination. As a result, a list of finalists will be created. Finalists will be notified of their success by telephone and email. The winners will be announced at the World Tourism Awards Official Ceremony. The industry’s leaders will receive their awards in the World Tourism Awards ceremony to be held during the Gala Dinner, another event where we will show Turkish hospitality and culture to our guests within the scope of the Global Meeting 2017.

LEGAL TERMS AND CONDITIONS
World Tourism Forum announces its award categories for World Tourism Awards, organized to honor tourism & travel service providers, that are striving to gain excellence and perfection in service for their customers and that are chosen by special international jury. This international competition is an opportunity for tourism and travel service providers to promote their exemplary achievements in the following categories.
CATEGORIES
The awards are divided into 36 categories:

BEST FAMILY & LIFESTYLE HOTEL
The concept of the Lifestyle hotels has been trending over the past twenty years and has shown to be prominent in its key trait: developing with the ever-changing needs and wants of travelers. These hotels are clustered in cities, where the young and hip tend to congregate. This trophy will reward best family & lifestyle hotel demonstrating its excellence in service.
Tourism groups have to be devoted to satisfy people’s traveling dreams with ever-improving services. To meet people’s ever-growing traveling demand, tourism groups are gradually growing into a large modern tourism group covering multiple businesses such as aviation, hotel, tourism finance and traditional tourism, and IT.
BEST AIRPORT LOUNGE

World Tourism Awards will be proud to announce the winner for World’s Leading Lounge in the awards night. In the last decade, cities around the world have launched a new age of luxury travel, starting with new, exceptionally designed, well-functioning airports. Tourism authorities across the globe take part in the world’s largest international airline passenger satisfaction survey to decide the award winners. The Survey covers full-service and measures standards across key performance indicators of airline front-line product and service.
BEST DESIGN HOTEL
This Award will be attributed to a new concept of a hotel group, or a hotel which reflects the capacity of this sector to innovate and to renew itself. This concept brings forward a vision of comfort and/or a better quality of service for guests in terms of design.
BEST HOTEL GROUP

Best Hotel Group Award will be given to the best hotel group, which is offering guests increasingly exclusive experiences, for quality, excellence and innovation during the World Tourism Awards Ceremony, organized by World Tourism Forum. Industry professionals will vote for the best in the global tourism sector for this edition of the awards.
BEST AIRLINES

Best Airlines Awards are coveted quality accolades for the world airlines industry and a global benchmark of airlines excellence. Travelers from across the globe take part each year in the world’s largest airlines passenger satisfaction survey to decide the award winners.
BEST AIRPORT SERVICE COMPANY

Across the globe, passengers are demanding higher levels of service. Likewise, regulators are paying closer attention to airport service provision and quality of service delivery. Competition among airports has reached new heights as structural and ownership changes bring new stakeholders and business models into the industry. Gone are the days when airports were merely points of departure and arrival. Today, airports are complex, multifunctional travel centres offering a wide range of services.
MICE Agencies are full service corporate events management agencies offering companies assistance in delegate management, venue procurement, and event production. From sales conferences and award ceremonies to product launches and gala receptions, MICE agencies provide the desired event while effectively conveying your company’s message.
BEST LUXURY HOTEL

The Best Luxury Hotel Award is a recognized global award providing luxury hotels with recognition for their world class facilities and service excellence provided to guests. A number of factors that matter to any hotel matter to a greater degree and scale when it comes to luxury hotels: Amenities, Facilities, Location, Dining, and Service. These are relevant to a business or family hotel as much as they are to a luxury hotel. The nature of the above is what would set a luxury property apart. With a luxury hotel, they are expected to be of a higher, distinguishable standard.
BEST TOUR OPERATOR

Best Tour Operator should be committed to provide high quality travel solutions, which meet or exceed the customer’s expectations. Providing reliable, prompt, consistent and customer friendly services with well qualified and experienced staff to deliver the best service is essential for a tour operating company. Perfect planning in travels is the most important aspect for both the travelers and tour operators. There are often complicated trips, which require excellent planning, good contacts on the ground and close attention to detail. Best Tour Operator Award will be chosen among the tour operators that have proven itself to travelers’ evident satisfaction.
The topic of traveling in the world is becoming more and more important each day. New marketing channels started being used by both consumers and businesses and thus gaining more and more importance in form of social media, online reservation and traveling consultancy web sites. The travel company, who manage to make best technological innovations in its services will be rewarded at the ceremony.
BEST MOBILE APPLICATION
FOR TRAVEL

Best mobile apps in travel industry will be selected by the jury who review the entered mobile entries using the seven criteria below:
Creativity, innovation, impact, design, copywriting, use of the medium and user friendliness.
Historically, there has been a strong link between the quality and capacity of a country’s infrastructure and the success of its Travel & Tourism sector, as measured by the sector’s economic contribution. This link can be measured statistically by comparing the measured quality of infrastructure related to Travel & Tourism and the estimated economic contribution of the sector across countries. Best Tourism Investment Group will be awarded in World Tourism Awards.
BEST BOUTIQUE HOTEL

This trophy will reward an exceptional product or service provided by a boutique hotel that demonstrates its ability to invest in order to exceed the imaginations of the most demanding guests.
BEST CITY HOTEL

This award will reward an exceptional product or service provided by a city hotel that demonstrates its ability to invest in order to exceed the imaginations of the most demanding guests.
Travel can be stressful — especially when you’re flying with a significant other, or even just a buddy. But some airlines seats out there make flying the friendly skies even friendlier for people traveling. The Best Business Class Service, in terms of coziness, will be awarded in World Tourism Awards Ceremony.
BEST WEDDING HOTEL

With their breathtaking style, wedding hotels are the places couples celebrate their unforgettable moments. These are perfect places to celebrate your wedding, whether it is a small, intimate ceremony or a large, formal affair. Each wedding is an individual event and they all need detailed attention. The Best Wedding Hotel, in terms of excellence and perfection in service, will be awarded in World Tourism Awards Ceremony.
BEST ADVERTISEMENT SOLUTION

This Award will be presented to distinguish an advertisement campaign developed by a hotel group or a brand for its domestic and/or international market. It may include various communication tools: TV spots, radio, magazines, displays, Internet.
BEST WINTER HOTEL
During the chilly weeks of winter, when the color of the world is really in the imagination, however a beautiful winter hotel can color your life. We will put together a collection of winter hotels known for their fascinating locations, impeccable design, excellent service, and beautiful scenery, in order to choose the Best Winter Hotel in World Tourism Awards Ceremony.
BEST GOLF HOTEL

The great game of golf may have been born in Scotland, but there are magnificently challenging courses all over the world. Some golf courses are worth traveling the world for, whether you’re a professional golfer or simply enjoy the sport in your downtime. We will put together a collection of hotels with beautiful golf courses, known for their fascinating locations, impeccable design, rich history, and unparalleled views, in order to choose the Best Golf Hotel in World Tourism Awards Ceremony.
The topic of traveling in the world is becoming more and more important each day. New marketing channels started being used by hotels in order to interact with their customers and thus gaining more and more importance in form of social media. Hotel brand with best social media campaigns will be rewarded at World Tourism Awards Ceremony.
BEST AIRLINES RESERVATION SYSTEM

To keep your customers loyal, airlines need to be able to treat them uniquely at every touchpoint. To accomplish this, airline companies need an end-to-end, seamless approach to sales and service. Booking engine, call center, inventory control, loyalty system, data warehouse and departure control give airline companies the power to grow their business. Airlines brand with best reservation system will be rewarded at World Tourism Awards Ceremony.
EXCELLENCE IN SERVICE AWARD
Specifically targeting the accommodation sector, World Tourism Awards for Excellence in Service are highly respected awards for the hotel industry. Not only do the Awards reinforce World Tourism Awards as World’s pre-eminent hospitality industry association and service provider, they provide a platform for assessing and promoting industry excellence within your hotel. Hotel industry leaders, hoteliers, special guests and parliamentarians, who will attend the special evening in Istanbul to celebrate all aspects of global tourism sector, will applaud the winner of Excellence in Service Award category.
MOST EASY - TO - USE TRAVEL WEBSITE

The Web should make things easier for travelers, but the sheer volume of services out there is often more overwhelming than useful. Unfortunately, you don’t always know which outfits pay off until you’ve already invested your time. We will reward the most helpful travel website at World Tourism Awards ceremony.
BEST CONVENTION & CONGRESS HOTEL

According to business travelers a conference hotel needs to be easily accessible and this can often be a deciding factor. The hotel should also meet all the other criteria such as setting the right tone for a conference to ensure delegates leave with the right impression about the host and, an extra component that is becoming increasingly essential for a good conference venue. The Best Convention and Congress Hotel will differentiate by giving delegates an experience they would not forget.
With so many options, it can be hard to know which car rental service is best for you. Car rental company services with the most complete vehicle selection including SUVs, economy cars, hybrids and luxury will be evaluated for World Tourism Awards Ceremony. The companies that offer great deals on a range of styles, competitive prices and emergency services will be the candidates of the Best Car Rental Company Award. Since pricing is an important deciding factor, we will look for companies that offer competitive pricing.
BEST RESORT HOTEL

A luxury holiday in a five-star resort is an ideal way to guarantee you will return to daily life feeling relaxed and revitalized. Relax. Close your eyes, and breathe. Imagine you’ve arrived at the Best Resort Hotel in the world. You will feel soothed by its comforting air, you will have a life-enhancing, mood-improving, radiance-boosting afternoon of bliss. Best Resort Hotel, which promises the relaxing environment above, will be rewarded in World Tourism Awards Ceremony.
BEST EVENT SUPPLIER

As the global travel market continues to expand with yearly increasing flights among international destinations, creating events on the part of the major actors in this market are becoming more important. Events promoting foreign country tourisms are produced and distributed by the tourism authorities of those countries, so these events often serve as vehicles for tourism policies or depictions of the destination country’s desired foreign public perceptions. In this regard, Event Suppliers become more important than it was yesterday. Nominees for the Best Event Suppliers Award will be selected from submitted entries and judged by a panel of industry experts from across the world.
The Award for the world’s Best Low-Cost Airline represents the global ratings achieved by all low-cost carriers. As a quality distinction, the award is based upon customer satisfaction assessment of product and staff service standards supplied by the airline in both the cabin and airport environments.
BEST WEDDING DESIGN COMPANY

Company taking care of everything to create your perfect wedding event will receive the award given by World Tourism Awards jury. In addition to fabulous floral decor, stunning drapery and custom designed backdrops, a wedding design company provides various lighting options and completes ceremony, reception and stage decor. Collections of custom decor, including furniture, bars, dance floor covers, and much more... the possibilities are endless and only limited by couple’s imagination!
Online travel agencies need to evolve and adapt based on what the analytics and sales reports show them. But behind every bit of data there’s a real human story. Good online travel agencies understand the real needs and frustrations of online businesses and the travelers who use their site and focus on content and solutions that help them to achieve the next chapter of their growth. This award will contribute towards propelling the winner agency to be the number one in online travel industry.
Destinations are increasing brand awareness by sharing text, image, video and audio in social media channels. At each stage of the path to purchase, travelers use a variety of online sources to help them choose their holiday destinations, and to plan and book their holidays. A destination should consider a diversity of initiatives to reach travelers across online sources. Visitors are travelling to destinations, in order to enjoy the destination’s entertainment, nightlife, shopping and city activities, to experience an interesting culture and affordability. This award will contribute towards propelling the winner company to be the number one in destination management industry.
BEST B2B TRAVEL PROVIDER

B2B travel providers with friendly, expert and multilingual workers, studies to know you, your business, and your customers so they can provide tailor-make B2B travel programs that perfectly suit your and your business partner’s needs while maximizing your revenue. This award will highlight the Best B2B Travel Provider that has proven itself to travelers’ evident satisfaction.
BEST PRIVATE JET COMPANY
One of good private jet companies, who work directly with their customers to craft a personalized private aviation experience and serving their customers options according to their needs will be rewarded at the glamorous ceremony of World Tourism Awards.
JURY SPECIAL AWARD

This trophy will be awarded by the editorial team of World Tourism Awards to an international tourism & travel service providers, that are striving to gain excellence who have left its mark on the industry for its initiatives and professional path.
BEST MEDIA SUPPORTER
FOR TOURISM INDUSTRY
Media communications technologies are imperative for frontline investments for sustainable globalised tourism development indicators. The powerful effects of media communications can bring sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development.