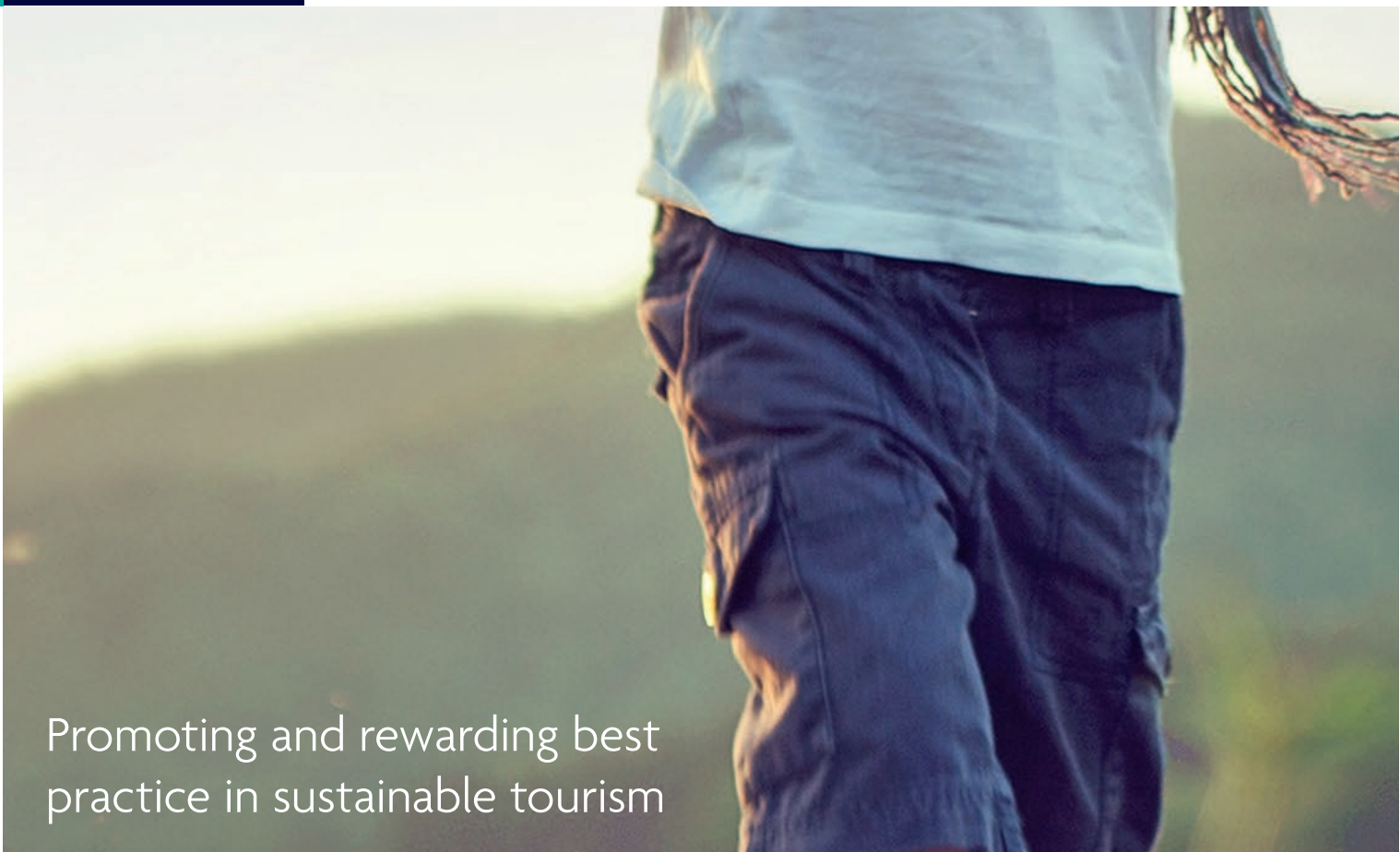




WORLD
TRAVEL &
TOURISM
COUNCIL

TOURISM *for* TOMORROW

AWARDS 2017



Promoting and rewarding best
practice in sustainable tourism



TOURISM FOR TOMORROW IS ONE OF WTTC'S STRATEGIC CAMPAIGNS

Tourism for Tomorrow is WTTC's vision for the sustainable future of the Travel & Tourism sector, based on integrating the needs of 'people, planet, and profits', and has been crucial in meeting the objectives of our mission. WTTC understands the importance of balancing growing demand with shrinking natural resources, highlighting industry impact and responsibility in the process.

The WTTC sustainability agenda reflected in Tourism for Tomorrow is about commitment to the principles of best sustainable tourism practice by impacting natural and cultural heritage in a positive way. Sustainable tourism provides social and economic benefits to all sectors of society, developing a skilled workforce and using innovative solutions while stimulating consumer interest and understanding of sustainable tourism practice. One way in which WTTC exemplifies that vision is through the Tourism for Tomorrow Awards.

TOURISM FOR TOMORROW AWARDS

Under WTTC stewardship since 2003, the Tourism for Tomorrow Awards is an annual programme aimed at recognising examples of best practice in sustainability from Travel & Tourism across the world.

Each year we look to reward businesses and organisations whose commitments to sustainability and long-term vision have not only helped to shape international standards for environmentally and socially responsible tourism, but also have demonstrated how tourism can be a force for good. These businesses benefit local people, support cultural diversity, and advance biodiversity conservation, all within a viable and profitable business model.

Over the years we have recognised all types of businesses from small eco-lodges to large corporate organisations from around the world.

TOURISM FOR TOMORROW DEFINITION

Tourism for Tomorrow is defined as "tourism which optimises the economic, environmental, social, and cultural impacts of the sector. It serves to engage both Travel & Tourism businesses and tourists with the people and the places they visit and acts as a force for good."

Tourism for Tomorrow:

- Creates economic benefits from its practices
- Creates environmental benefits from its practices
- Creates social and cultural benefits from its practices
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates leadership through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice
- Engages residents and employees in the sustainable management of Travel & Tourism in the company and at the destination

THE JUDGING PROCESS

The robust and independent three stage judging process is at the heart of the Tourism for Tomorrow Awards.

- 1 Applications are reviewed by a committee of sustainable tourism experts, who decide the finalists for each category.
- 2 Finalists are visited on-site by experts who verify the claims made in their application.
- 3 A panel of leading sustainable tourism experts review the applications and evaluations to decide on the category winners.

AWARDS CEREMONY

Each year, winners and finalists are honoured at a special Awards Ceremony during WTTC's Global Summit - one of the highest-profile events in Travel & Tourism. In front of a global audience of industry leaders we showcase companies and organisations that are models of best practices in sustainable tourism development around the world.

We truly believe that the world needs to know more about our fabulous finalists and winners, so our promotion of best practice does not end after the Summit. We are proud to give them recognition by working with the media to communicate our finalists' outstanding sustainable tourism efforts in a variety of ways including social media, email newsletter, and web promotion.

2016 HEADLINE SPONSOR



THE AWARD CATEGORIES

COMMUNITY AWARD

Recognises organisations committed to sustainable tourism leadership in local community development, empowerment, and cultural heritage. Organisations must demonstrate a commitment to capacity building for Travel & Tourism in destination areas including fair wages, opportunities for local community input and empowerment on tourism development planning, as well as training and educational opportunities that result in economic and social benefits for local communities, including career advancement.

2016 SPONSOR **VALUE RETAIL.**

DESTINATION AWARD

Recognises destinations which show commitment to supporting and delivering sustainable tourism best practices. We welcome any type of destination – country, region, state, or town – which comprises tourism enterprises and organisations working together to support and deliver sustainability at a destination level. This includes multi-stakeholder engagement and tangible social, cultural, environmental, and economic benefits.

2016 SPONSOR **Vegas**
CONVENTION AND VISITOR AUTHORITY

ENVIRONMENT AWARD

Recognises organisations achieving environmental best practice through biodiversity conservation, protection of natural habitats, addressing climate change, and green operations. Any tourism business, organisation, or initiative from any sector which demonstrates that the tourism product and its operations have resulted in measured and tangible benefits to the environment is able to submit an entry.

2016 SPONSOR **ECOLAB**

INNOVATION AWARD

Recognises future solutions to current sustainability challenges faced by Travel & Tourism. Organisations must be able to demonstrate the cutting-edge features of their project. The kind of innovation can relate to the process, product, delivery, or financing of the approach and should be new to the world and not simply new to an organisation or destination.

2016 SPONSOR **AMADEUS**

PEOPLE AWARD

Recognises organisations dedicated to the development of capacity building, training, and education to build a skilled tourism workforce for the future. This category is designed for any Travel & Tourism organisation, or partnership of organisations, that are working to enhance the capacity of individuals and groups of people to enter the sector, to aid the recruitment and retention of under-represented groups, to develop skills for those already employed to advance in the sector, and to offer fair employment practices.

2016 SPONSOR **enterprise**
rent-a-car

SUPPORTERS

Adventure Travel Trade Association
African Travel and Tourism Association
BestEn Travel
Considerate Hoteliers
Fair Trade in Tourism South Africa (FTTSA)
GreenHotelier/International Tourism Partnership
PATA
Rainforest Alliance
The EUROPARC Federation
The Global Sustainable Tourism Council
The Long Run
Tony Charters & Associates
Travelife

MEDIA PARTNERS

Australian Financial Review
BBC World News
Breaking Travel News
Business Day Financial Mail
Canadian Travel Press
Conde Nast Traveler
Elite Traveler
eTurbo News
Financial Times
FVW Mediengruppe
Ladevi Ediciones
Mercado e Eventos
Nikkei Europe
People's Daily Online
Saffron Synergies (Travelbiz and Hospitality Biz)
Spotlight on Sustainable Tourism
Time & Fortune
Travel Journal (Japan)
Travel Weekly Northstar (US)
Travel Weekly UK
TravelMole
Travesias
TTG Asia
TTN Middle East
TTN Taiwan
Ultratravel Limited
Washington Post

/WTTC

Tourism for Tomorrow

@WTTC

2016 WINNERS & FINALISTS



WINNER

COMMUNITY AWARD

EXPEDICIONES SIERRA NORTE, PUEBLOS MANCOMUNADOS
Mexico

FINALIST

SAPA O'CHAU
Vietnam

FINALIST

YAYASAN EKOWISATA INDONESIA
Indonesia



DESTINATION AWARD

PARKSTAD LIMBURG
Netherlands

SWISS PARKS NETWORK
Switzerland

V&A WATERFRONT
South Africa



ENVIRONMENT AWARD

WILDERNESS SAFARIS
South Africa

ALCATRAZ CRUISES
USA

LINDBLAD EXPEDITIONS
USA



INNOVATION AWARD

'CARMACAL' B2B CARBON CALCULATOR
By ANVR The Netherlands Travel Trade Association
Netherlands

'MEASURING TOURISM'S IMPACT'
By PwC, Travel Foundation & TUI Group
United Kingdom

REGENERATIVE PLUG-IN HYBRID PROPULSION SYSTEM
Northsailing
Iceland



PEOPLE AWARD

YOUTH CAREER INITIATIVE (YCI)
United Kingdom

JUS' SAIL
Saint Lucia

KINYEI INTERNATIONAL
Cambodia

CALL for ENTRIES

OPEN
1 SEPT 2016 -
14 NOV 2016

THE WORLD TRAVEL & TOURISM COUNCIL'S 2017 TOURISM FOR TOMORROW AWARDS OPEN FOR ENTRIES 01 SEPT - 14 NOV 2016

Enter one of the most recognised and respected programmes in the global Travel & Tourism sector and give your business the chance to be rewarded and get the credit it deserves. **Applications are free.**

WHO SHOULD APPLY?

Are you passionate about sustainable practices? Are you innovative and have great ambitions? Do you work on promoting entrepreneurship, youth employment, and/or people inclusiveness within the tourism sector? Does your business promote the involvement of the community in responsible tourism initiatives? Do you endorse best practice and responsible tourism initiatives in your destination? **Then these Awards are for you.**

WHAT ARE THE TOURISM FOR TOMORROW AWARDS?

WTTC's Tourism for Tomorrow Awards are the world's top accolade in sustainable tourism; they recognise the highest ethical standards in the sector and are respected by industry leaders, governments, and international media alike.

They involve an independent and international judging panel and a transparent and stringent application process; for many years they have been the only sustainable tourism Awards in the world to include an on-site inspection of all Finalists by independent experts. This makes them the global best practice benchmark, setting the standards for others to follow.

WHY APPLY?

Becoming a finalist means:

- Corporate endorsement by a panel of judges comprising internationally acclaimed experts in sustainable tourism
- An invitation to the Awards Ceremony at the 17th WTTC Global Summit in Bangkok, Thailand on 26-27 April 2017
- Complimentary flights and accommodation to the Ceremony
- The opportunity to present your project to sustainable tourism leaders at the Tourism for Tomorrow day
- Outstanding international media exposure
- The opportunity to network with the leaders of the Travel & Tourism sector

APPLY ONLINE AT WTTC.ORG/TOURISM-FOR-TOMORROW-AWARDS/APPLY

THE AUTHORITY ON WORLD TRAVEL & TOURISM

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