



**WORLD
SUSTAINABLE
TRAVEL &
HOSPITALITY
AWARDS**

**Recognising, celebrating and sharing stories of
change and impact in sustainable travel and tourism
across the globe**

29 October 2025, Terra, Expo City Dubai

OFFICIAL VENUE PARTNER



OFFICIAL PARTNERS



FRESHONTABLE
LOCAL ROOTS



**FHS
WORLD**



“Sustainability is not just a goal – it is a necessity for the future of travel and hospitality. Hosting the World Sustainable Travel & Hospitality Awards 2025 at Terra, Expo City Dubai, underscores the industry's commitment to driving meaningful change.”

**Glenn Mandziuk,
CEO, World Sustainable Hospitality Alliance
Vice-Chair, World Sustainable Travel & Hospitality Awards Advisory Board**

STRATEGIC PARTNER

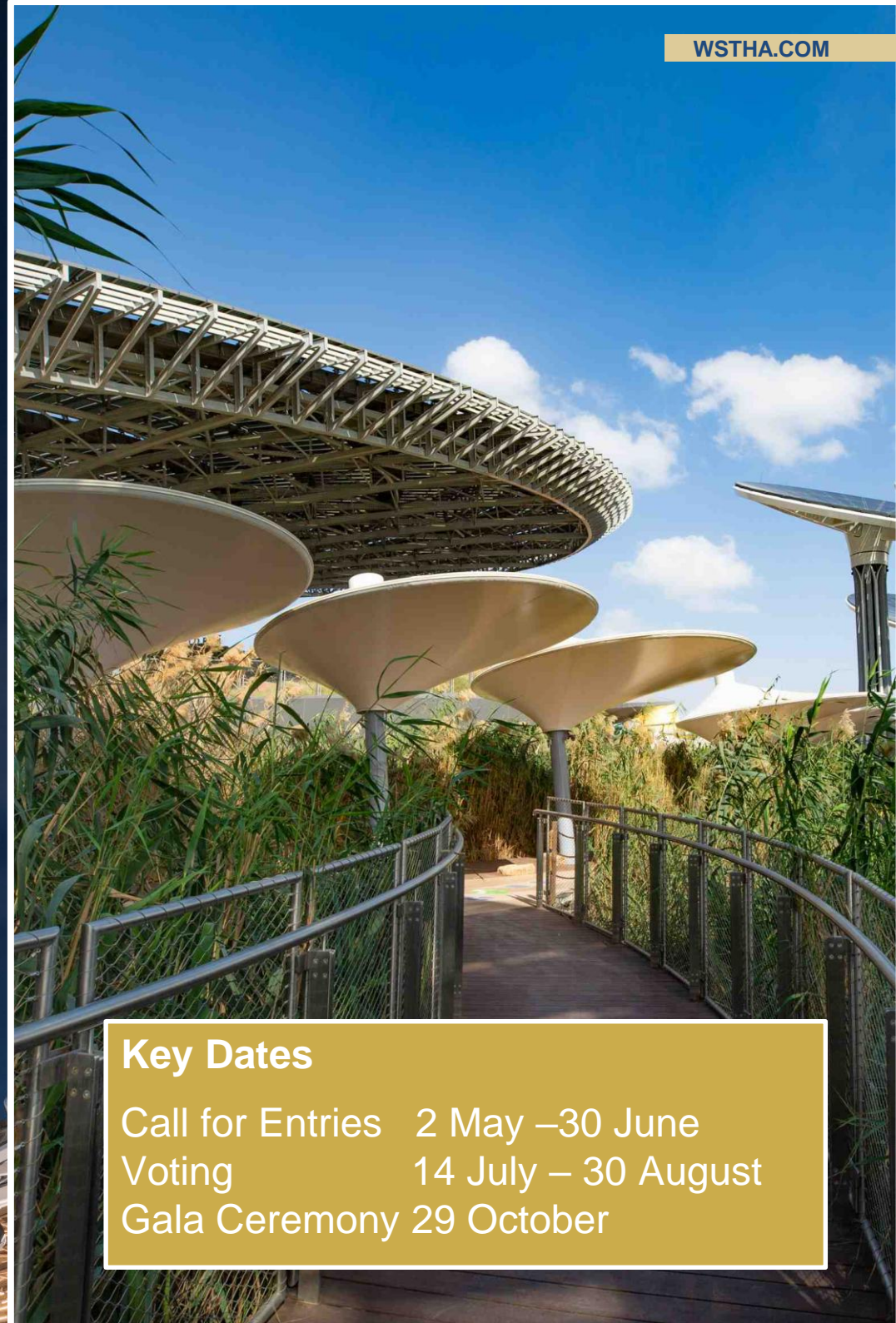




World Sustainable Travel & Hospitality Awards serves to recognise, celebrate and share the stories of individuals and organisations that are accelerating change and making an impact in sustainable travel and tourism.

Launched at COP28 in Dubai, it is part of the World Travel Awards family, established in 1993 to acknowledge excellence in travel, and now globally recognised as the highest industry accolade. The first annual World Sustainable Travel & Hospitality Awards Ceremony was hosted in Belize last September.

The second annual World Sustainable Travel & Hospitality Awards Ceremony will be hosted at Terra Sustainability Pavilion, Dubai Expo City on 29 October 2025.



Key Dates

Call for Entries	2 May – 30 June
Voting	14 July – 30 August
Gala Ceremony	29 October



“Hosting the World Sustainable Travel & Hospitality Awards at Terra reinforces our shared mission to accelerate solutions for a more sustainable planet. We look forward to welcoming the industry’s changemakers to Terra as we celebrate the innovations shaping the future of travel.”

Marjan Faraidooni
Chief of Education & Culture and Founding Member of Terra

OFFICIAL VENUE PARTNER

Terra





The Awards in Numbers

No. 1 ranking for “sustainable travel awards” on Google

75 – Net Promoter Score (11 points higher than Apple)

92 percent of Award attendees occupy leadership roles (CEO, Chairman, CFO)

15 global thought leaders on Advisory Board

World’s first sustainable trophy

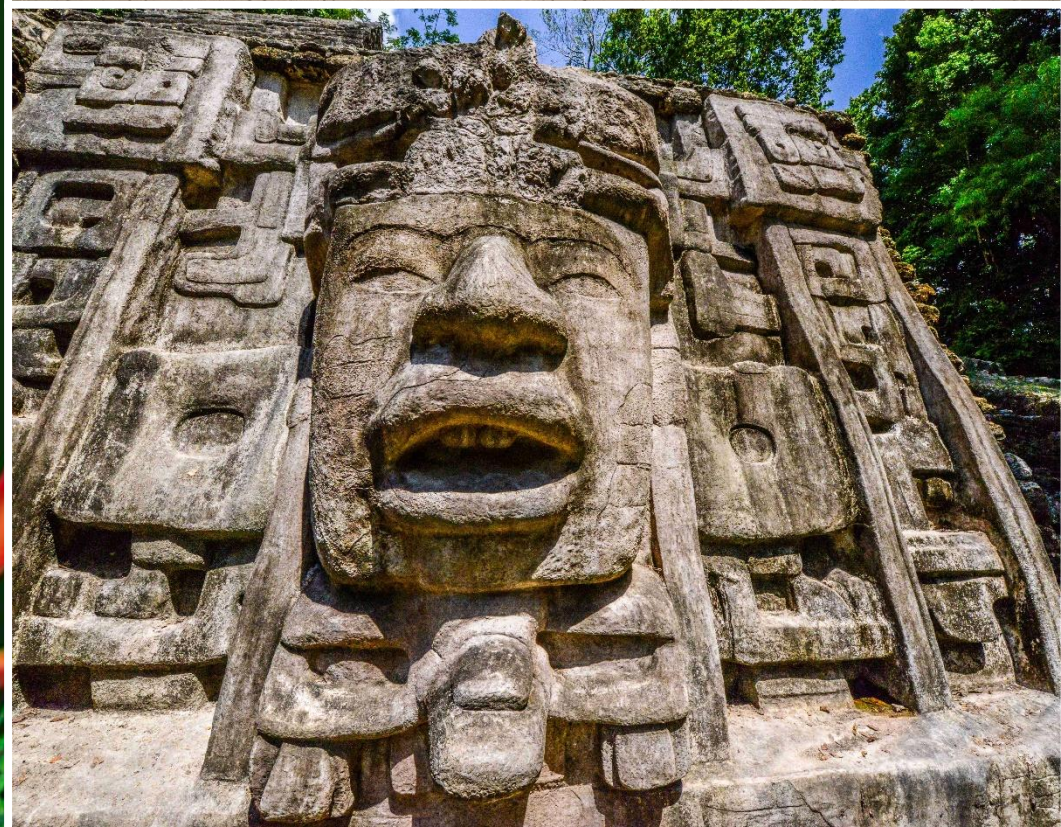
6.4 million – unique visitors to website

111 countries – source of voters in inaugural programme

23 million – readership reach generated in first year of media coverage

350 thousand travel execs reached via our partnership with TravelUni

66,000 hotels & **300** brands engaged through our strategic partner World Sustainable Hospitality Alliance



Categories & Processes

The Awards feature 30 categories that reflect the UN's Sustainable Development Goals (SDGs) and net positive framework of People, Planet, Place, Prosperity and Partnerships. Individuals and organisations can enter the programme for free. Entries are assessed by students of sustainable business at Nova School of Business and Economics in Lisbon, with the shortlist approved by the Advisory Board. Nominations are then open for global voting by millions of travel professionals around the world.

World's Leading Sustainable Organisation
World's Leading Small Sustainable Organisation
World's Leading Sustainable Partnership
World's Leading Sustainability Leader
World's Leading Sustainability Leader of Tomorrow
World's Leading Sustainable Employer
World's Leading Sustainable Destination
World's Leading Small Sustainable Destination
World's Leading Sustainable Hotel or Resort Development
World's Leading Indigenous Community Tourism Initiative
World's Leading Sustainable Guest Experience
World's Leading Conservation Programme
World's Leading Marine & Biodiversity Conservation Programme
World's Leading Climate Action Initiative
World's Leading Sustainable Energy Efficiency Initiative

World's Leading Sustainable Water & Waste Innovation
World's Leading Sustainable Circular Economy Initiative
World's Leading Sustainable Health & Well-being Initiative
World's Leading Sustainable Female Empowerment Initiative
World's Leading Sustainable Community Empowerment Programme
World's Leading Sustainable Accessibility & Inclusion Initiative
World's Leading Sustainability & Peace Impact Initiative
World's Leading Sustainable Education & Training Programme
World's Leading Sustainable Cultural Heritage Project
World's Leading Sustainable Finance Initiative
World's Leading Sustainable Supply Chain Programme
World's Leading Sustainable Technology Initiative
World's Leading Sustainable Policy Initiative
World's Leading Sustainable Food & Nutrition Initiative
World's Leading Sustainable Marketing Campaign



**WORLD
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Strategic Partners



**World
Sustainable
Hospitality
Alliance**

World Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world. Their members represent over 66,000 hotels spanning 300 brands – totalling over 8 million rooms – and include world-leading companies including Accor, Hilton, IHG, Marriott and Wyndham.

sustainablehospitalityalliance.org



Terra, Expo City Dubai

Expo City Dubai's sustainability centrepiece, the iconic Terra has played host to world-class events, such as COP 28. Designed by Grimshaw Architects, Terra seamlessly blends innovative architecture with cutting-edge environmental solutions, enabling it to achieve the highest available accreditation for sustainable architecture, LEED Platinum certification. Its pioneering design supports the UAE's Net Zero ambitions, serving as a global model for sustainable urban development.

expocitydubai.com



FRESHONTABLE
LOCAL ROOTS

Fresh On Table

Fresh On Table is an impact-driven AgriTech platform with a mission to promote local farms, sustainability and to assist the food security mission. Its ethos is to reduce carbon footprint by keeping the source of consumption and production closest to each other. FOT is working towards its vision to complete the circular economy sustainability loop by recycling food/farm waste.

freshontable.com



FHS World

Future Hospitality Summit – FHS World is a global platform where the world's most influential hospitality investment decision-makers connect, exchange knowledge and explore new partnerships. The summit connects investment opportunities and projects from the Middle East, Europe, Africa, Asia and the Americas to C-level hospitality decision-makers.

futurehospitality.com



World-Leading Governance

Integral to the programme is our **Advisory Board**, composed of leading authorities, academics and dignitaries in sustainable tourism who provide subject matter expertise and oversight on award categories, entry criteria and the nominee shortlist.



Glenn Mandziuk

CEO, Sustainable
Hospitality Alliance &
Awards Advisory Board
Vice Chair



Christopher Imbsen

Director of Sustainability,
World Travel & Tourism
Council



Susan Hooper

Co-Founding Director,
Chapter Zero



Juha Jarvinen

Chief Commercial Officer,
Virgin Atlantic



**Honourable Anthony
Mahler**

Minister of Tourism and
Diaspora Relations, Belize
Board Chair



**Patricio Azcárate
Díaz De Losada**

General Secretary,
Responsible Tourism
Institute



Fran Brasseur

Executive Director,
International Council
on Hotel, Restaurant &
Institutional Education



Prof. Dr. Willy Legrand

Department of Hospitality,
Tourism and Event
Management, IU
International University of
Applied Sciences Germany



Isabel Novoa

President, International
Social Tourism
Organization



Prof. Graham Miller

Chair of Sustainable
Business and Academic
Director, Nova School of
Business and Economics,
Lisbon

World-Leading Governance Advisory Board



Jonathan Worsley
Chairman & CEO,
The Bench | Future
Hospitality Summit



Atul Chopra
CEO,
Fresh On Table



Chief Frank Antoine
Founder, Moccasin Trails
& Board Chair, World
Indigenous Tourism
Alliance



Sheena Khan
Head of Environmental
Programmes,
Terra Expo City Dubai



Xenia zu Hohenlohe
Founding Partner &
CSO, Considerate Group





“We are honoured that Belize was chosen as Official Host Destination of such a successful inaugural World Sustainable Travel & Hospitality Awards Gala Ceremony.”

Honourable Anthony Mahler, Minister of Tourism, Belize

- Year-long focus positioning Belize as a pioneer of sustainable tourism
- Ceremony attended by global thought-leaders of sustainable tourism
- Breadth of Belize’s sustainability programmes showcased on and off line
- Media coverage in 85 outlets, reaching audience of 23 million
- Voters from 111 countries participated in 2024 programme





World Sustainable Travel & Hospitality Awards presents sponsors with a unique opportunity to demonstrate their commitment to recognising and supporting excellence and innovation in sustainable travel and hospitality.

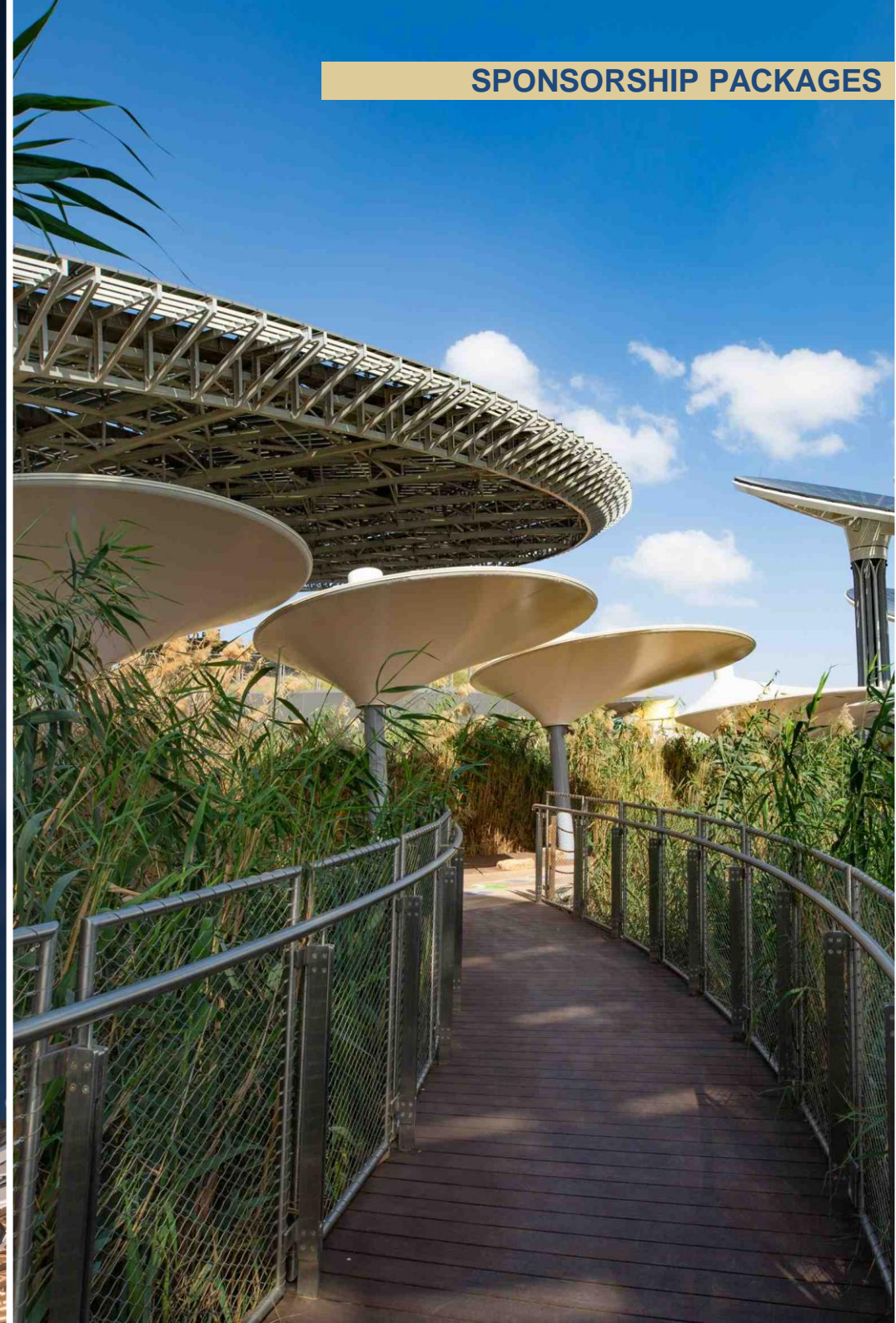
Headline Sponsorship

US\$20,000

As Headline Sponsor your brand will be globally positioned in an extensive digital marketing campaign in the run-up to, during and post event, affiliating your brand with the most reputable and time-honoured awards in sustainable travel and tourism; connecting with world leaders, enabling you to foster valuable relationships and partnerships for long-term gain.

The many specific benefits include headline sponsor branding across all event activity including photo walls, press and marketing campaigns, category sponsorship (see below), a VIP table with premium positioning, event gala brief remarks, commercial video during the event.

SPONSORSHIP PACKAGES





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Category Sponsorship

US\$10,000

Elevate your brand and become an awards category sponsor. By doing so, you not only align your organisation with excellence and innovation, but also support the individuals and initiatives that are driving the future of net positive tourism and hospitality.

Benefits include:

- Category sponsor positioning across entire event campaign
- Brief remarks and on-stage presentation to the winner of the category
- Advert and online feature in special Awards edition supplement
- In-depth feature and video interview with our media partners
- VIP table (10) to the gala ceremony



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Nominees Package

US\$375

Digital Nominee Pack which includes the following digital products:

- Nominee Shield
- Nominee Certificate
- Vote For Us Button
- Vote For Us Web Banners
- Vote For Us Web Page

NOMINEE PACKAGES





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Attendee Packages

Gala Ceremony Ticket US\$250

- A ticket at the exclusive gala ceremony to include cocktail reception, dinner and entertainment

Bronze Package US\$2,500

- 2 Tickets to include cocktail reception, gala dinner and entertainment
- Award Presentation on stage to include trophy and official photographs
- Breaking Travel News video interview
- Digital Winner Pack which includes digital winner shield and winner certificate

Silver Package US\$3,995

- 3 Tickets to include cocktail reception, gala dinner and entertainment
- Award Presentation on stage to include trophy and official photographs
- Breaking Travel News video interview
- Full Page Advert in digital Best in Travel Magazine
- Digital Winner Pack which includes digital winner shield and winner certificate



WINNER PACKAGES





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Attendee Packages

Gold Package US\$5,000

- 5 Tickets to include cocktail reception, gala dinner and entertainment
- Award Presentation on stage to include trophy, official photographs
- Breaking Travel News video interview
- Winner Video shown on stage during award presentation
- Full Page Advert in digital Best in Travel Magazine
- Breaking Travel News In-depth Feature
- Digital Winner Pack which includes digital winner shield and winner certificate



WINNER PACKAGES





Attendee Packages

Platinum Package US\$7,500

- 10 Tickets to include cocktail reception, gala dinner) and entertainment
- Award Presentation on stage to include trophy, official photographs
- Breaking Travel News video interview
- 10 Social Media Posts stage and photowall
- Winner Video shown on stage during award presentation
- 8 Page Advertorial in digital Gala Ceremony Programme/Best in Travel Magazine
- Breaking Travel News In-depth Feature
- Winner Email Campaign Digital
- Digital Winner Pack which includes digital winner shield and winner certificate



WINNER PACKAGES





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Optional Extras

Winner Trophy US\$995

Highly coveted World Sustainable Travel & Hospitality Awards™ trophy, sought after for displays at hotel receptions, executive offices, trophy cabinets and other public areas.

Winner Wall Plaque US\$850

Perfect for displaying anywhere you want the public to see that you have been voted a world leader in Sustainable Travel & Hospitality.

WINNER PACKAGES





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Digital Winner Pack US\$500

All the digital assets needed to showcase your victory across all marketing platforms which includes the following:

- Personalised Awards Winner Shield in a range of colours and formats
- Colour Awards Winner Certificate that can be printed and framed



WINNER PACKAGES





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Get involved

To find out more about the Awards contact awards@wstha.com

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