

# WTTC launches 'Call for Entries' for 2010 Tourism for Tomorrow Awards

**24 August 2009 - London, UK** - The World Travel & Tourism Council (WTTC) is now inviting tourism companies and organisations from around the world that can demonstrate best practice in sustainable tourism development to submit their applications for the 2010 Tourism for Tomorrow Awards. The deadline for applications is Wednesday 2 December 2009.

To quote Jean-Claude Baumgarten, President & CEO of WTTC: "The Awards, now in their sixth year under WTTC's stewardship, exemplify the Council's multi-stakeholder vision set out in the Blueprint for New Tourism that looks beyond short-term considerations and focuses on benefits not only for the people who travel, but also for people in the communities they visit, and for their respective natural, social and cultural environments."

"The Travel & Tourism industry as a whole has radically changed the way it views sustainability, moving it from the sidelines to centre stage," says Costas Christ, Chairman of Judges of the Tourism for Tomorrow Awards.

The finalists and winners will:

- be publicly recognised and will meet government and industry leaders at the Awards ceremony which takes place at WTTC's annual Global Travel & Tourism Summit
- receive outstanding, international media exposure thanks to WTTC's extensive media partnerships
- be endorsed by a panel of judges comprising internationally acclaimed experts in sustainable tourism.

The Awards are known for their rigorous judging process that follows a three-step approach. To quote Costas Christ: "They are the only global accolade in the field of sustainable travel practices that includes an on-site verification process. This is really the signature key of these Awards."

The Awards are determined in four categories, including:

- **Destination Stewardship Award:** This award goes to a destination - country, region, state, or town - which comprises a network of tourism enterprises and organisations that show dedication to, and success in, maintaining a programme of sustainable tourism management at the destination level, incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement.
- **Conservation Award:** Open to any tourism business, organisation or attraction, including lodges, hotels, or tour operators, able to demonstrate that their tourism development and operations have made a tangible contribution to the conservation of natural heritage.
- **Community Benefit Award:** This award is for a tourism initiative that has effectively demonstrated direct benefits to local people, including capacity building, the transfer of industry skills, and support for community development.
- **Global Tourism Business Award:** Open to any large company from any sector of Travel & Tourism - cruise lines, hotel groups, airlines, tour operators, etc - with at least 200 full-time employees and operating in more than one country or in more than one destination in a single country, this award recognises best practices in sustainable tourism at a large company level.

The Tourism for Tomorrow Awards are endorsed by WTTC Members, as well as other organisations and companies. They are organised in association with two Strategic Partners: Travelport and The Leading Travel Companies' Conservation Foundation. Other sponsors/supporters include: Adventures in Travel Expo, BEST Education Network, the Daily Telegraph, Friends of Nature, Rainforest Alliance, Reed Travel Exhibitions, Sustainable Travel International, Travesias, USA Today and the World Heritage Alliance.

**ENDS**

For further information about the Tourism for Tomorrow Awards or for details on how to apply, please contact Susann Kruegel, Manager e-Strategy and Tourism for Tomorrow Awards at [info@tourismfortomorrow.com](mailto:info@tourismfortomorrow.com) or by phone on +44 (0) 20 7481 8007, or visit our website at [www.tourismfortomorrow.com](http://www.tourismfortomorrow.com)