TIPS FOR APPLYING

TOP TIPS FOR APPLYING FOR THE TOURISM FOR TOMORROW AWARDS

1. Make sure you are eligible

Two important rules are: your company must have been in operation for at least 3 full years and the sustainable tourism project submitted must be in operation for at least 1 full year. Also make sure to read your chosen category criteria to check you fit in.

2. Work the word count

Make sure to check your word count and that nothing is repeated. Concise rewording will provide more space for facts and achievements.

3. Details are key

List all the details and examples of your practices, processes, partners and organisations you work with, statistics and figures (if you have them). Never assume something you are doing is what everyone else does, you will be surprised!

4. Understand the Tourism for Tomorrow criteria

Read the definition of Tourism for Tomorrow before you start. It will help you organise your thoughts and help list all your businesses sustainable tourism practices.

5. Choose your category wisely

Look at your strengths and areas of big achievements. Think about what you are most proud of, where you excel, and choose an award category in which you can showcase you achievements best. Not sure where you fit in? Look at our previous winners for inspiration.

6. Be honest

No business is perfect, but try to be as honest as you can. All our Finalists are visited by an expert judge who carries out an on-site evaluation to later tell us all about your amazing work.

7. Understand the judging process

WTTC Judging Process is based on 3 steps: finalist selection, on-site evaluation of your project by an expert judge and, finally, winner selection. Our Animation explains these steps in more detail and tells about winner's journey.

8. Don't leave it to last minute – start today!

Whatever size or sector you are in, we know that running a business can be hectic and there are never enough hours in the day. Try allocating 10 minutes of your day today to start drafting an entry. Our Online Application Form allows you to save your answers and come back to finish it later. Just make sure to submit it on time!