

HOSPITALITY, RECREATION, TRAVEL AND TOURISM DESIGN AWARD

Introduction: The A' Hospitality, Recreation, Travel and Tourism Design Competition is a unique design competition open to submissions of offerings, venue and services design in the hospitality, recreation and travel business worldwide.

This award is especially given to excellence in design within the hospitality, tourism and travel sectors that includes lodging, restaurants, theme parks, entertainment centers, bars, transportation for tourism, cruise line, airlines and additional fields within the tourism industry. It is not an award for interior decoration, graphics, communication or architecture, but it is an award that covers the whole design; both the interior design, architectural design, communication design, graphics and service design within the hospitality, recreation and tourism industries.

The A' Design Award for Hospitality, Recreation, Travel and Tourism Design is not just an award, it is the indicator of quality and perfection in hospitality management, the award is recognized worldwide and takes the attention of design oriented audience, media, professionals and interest groups. Winning the A' Award is a certificate of excellence for your business, an important milestone for your brand. Having the A' Award attracts the eyes of professionals worldwide, winners will be able to find better and higher profile audiences, clients and consumers.

The winners of the Hospitality, Recreation, Travel and Tourism Design Award are provided extensive and exclusive marketing and communication services to promote the success of winning the A' Award. Furthermore, the winning portfolios will appear on the A' best designs book which is available worldwide, this book is furthermore distributed to the high-profile magazine editors, design oriented companies and relevant parties. The winning designs are also exhibited at our museum, and the best designs will be picked for the permanent exhibition. The winners appear on magazines, newspapers, webzines and many other publishing mediums.

The Jury is composed of both Academic and Professional participants worldwide, such as chief executive officers or head designers of companies and faculty heads or professors. In addition, the A' Award features the focus group jury, which is composed of ordinary people to normalize the scoring by eliminating the bias on aesthetics and form sections, the votes of Professional, Academic and the Focus Group are weighted to determine the final result. Furthermore a Shadow customer could potentially review your offering.

Aims and Visions: The Aim of the Hospitality, Recreation, Travel and Tourism Design Award is to attract the attention of media and design oriented frequent travelers to your business by means of creating publicity and dissemination and also to separate you from the rest of the actors in the tourism industry by honoring your institution with a prestigious award.

What to Present? The Hospitality, Recreation, Travel and Tourism Design Award, different from other design award categories considers your offering on all aspects. We are expecting you to present us a pdf-brouchure of your offering, a representative image of your offering (such as hotel, restaurant, bar, cruise-line, theme-park etc) and a video advertisement of your offering.

Awarding Criteria: The Hospitality, Recreation, Travel and Tourism entries are judged by our criteria that checks five key points: 1. Originality: Does your offering have a unique / individual style with a distinctive vision and language in presentation i.e. how is your guest experience; comfort and services provided to the guests and how your services enhances the guest experience. 2. Consistency: Do you have a developed methodology / management guide for your services. 3. Innovative Content: What makes your offering unique, for physical hospitality fields such as hotels, bars and restaurants also the intelligent use of space and materials, Social Responsibility: Sensibility to heritage, sustainability and environment. 4. Operational Structure: Overall management of the facilities and/or services. 5. Involvement: What else do you provide to your guests?

Judge's / Shadow Customer Experience: Shortlisted entrants might be expected to cover the Shadow Customer or Judge's accommodation and transportation fees (national or international flight and one night's accommodation) to your venues.

Optional Registry to Distinguished Designer Program: A' Design Award offers a distinguished designer program that rewards the award winning designers in 4 tiers. Winners of the Hospitality, Recreation, Travel and Tourism award are encouraged to provide the discounts to distinguished program members based on their tier. In return we will also list your institution in the distinguished program page. Alternative to discounts you could offer additional services as well.

Eligibility: To be eligible for this award, you should be a representative / manager or owner of an enterprise or business in Hospitality, Tourism or Travel sectors. Only a single entry per sub category is allowed each year.

No Further Fees: Unlike some other design awards and competitions, you are not obliged to make any further fees for winning the award and everything listed in the winners benefits will be provided free of charge.

Award Categories

- ☐ Airline Loyalty Program
- ☐ Backpacker Accommodation
- ☐ Best Airline Award
- ☐ Best Conversation Award (Heritage)
- ☐ Best Conversation Award (Wildlife)
- ☐ Best Low Carbon Initiative
- ☐ Best Service Award
- ☐ Best Travel Transportation
- ☐ Deluxe Accommodation
- ☐ Hospitality Product of the Year
- ☐ Hosted Accommodation
- ☐ Hotel Loyalty Program
- ☐ Innovation Award
- ☐ Luxury Accommodation
- ☐ Luxury Boutique Hotel Award
- ☐ Responsible Tourism Award
- ☐ Specialized Tourism Services
- ☐ Standard Accommodation
- ☐ Tourist & Caravan Parks
- ☐ Travel Product of the Year
- ☐ Unique Accommodation
- ☐ Worlds' Leading Airline
- ☐ World's Leading All Inclusive Offering
- ☐ World's Leading Beach Resort
- ☐ World's Leading Boutique Resort
- ☐ World's Leading Budget Hotel Brand
- ☐ World's Leading Business Car Rental Company
- ☐ World's Leading Business Hotel Group
- ☐ World's Leading Business Travel Agency
- ☐ World's Leading Business Travel Destination
- ☐ World's Leading Car Hire
- ☐ World's Leading Car Rental Company
- ☐ World's Leading Casino
- ☐ World's Leading Casino Resort
- ☐ World's Leading Conference Centre
- ☐ World's Leading Conference Hotel
- ☐ World's Leading Conversation Company
- ☐ World's Leading Cruise
- ☐ World's Leading Cruise Brand
- ☐ World's Leading Cruise Destination
- ☐ World's Leading CSR Program
- ☐ Worlds' Leading Design Hotel
- ☐ World's Leading Destination
- ☐ World's Leading Dest. for Adventure Tourism
- ☐ World's Leading Dest. for Arts
- ☐ World's Leading Dest. for Business
- ☐ World's Leading Dest. for Culinary Culture
- ☐ World's Leading Dest. for Design
- ☐ World's Leading Dest. for Discovery
- ☐ World's Leading Dest. for Fun
- ☐ World's Leading Dest. for History
- ☐ World's Leading Dest. for Honeymoon
- ☐ World's Leading Dest. for Indigenous Tourism
- ☐ World's Leading Dest. for Marine Environment
- ☐ World's Leading Dest. for Mountain Environment
- ☐ World's Leading Dest. for Nature
- ☐ World's Leading Dest. for Nightlife
- ☐ World's Leading Dest. for Relaxation
- ☐ World's Leading Dest. for Romance
- ☐ World's Leading Dest. for Sports
- ☐ World's Leading Entertainment Center
- ☐ World's Leading Event
- ☐ World's Leading Festival
- ☐ World's Leading Game Reserve
- ☐ World's Leading Heritage Hotel
- ☐ World's Leading Historic Hotel
- ☐ World's Leading Hotel
- ☐ World's Leading Hotel Brand
- ☐ World's Leading Hotel Group
- ☐ World's Leading Jet Charter
- ☐ World's Leading Landmark Hotel
- ☐ World's Leading Landmark Hotel
- ☐ World's Leading Lifestyle Hotel
- ☐ World's Leading Low-Cost Airline
- ☐ World's Leading Luxury All Suite Hotel
- ☐ World's Leading Luxury Bar
- ☐ World's Leading Luxury Bar
- ☐ World's Leading Luxury Business Hotel
- ☐ World's Leading Luxury Car Rental
- ☐ World's Leading Luxury City Hotel
- ☐ World's Leading Luxury Cruise Line
- ☐ World's Leading Luxury Eco Lodging
- ☐ World's Leading Luxury Family Resort
- ☐ World's Leading Luxury Hotel
- ☐ World's Leading Luxury Lodge
- ☐ World's Leading Luxury Restaurant
- ☐ World's Leading Luxury Tour Operator
- ☐ World's Leading Meetings Hotel
- ☐ World's Leading Palace Hotel
- ☐ World's Leading Presidential Suite
- ☐ World's Leading Private Island
- ☐ World's Leading Railways
- ☐ World's Leading Residential Apartments
- ☐ World's Leading Resort Brand
- ☐ World's Leading Shopping Mall
- ☐ World's Leading Ski Resort
- ☐ World's Leading Spa
- ☐ World's Leading Sports Center
- ☐ World's Leading Theme Park
- ☐ World's Leading Theme Resort
- ☐ World's Leading Theme Resort
- ☐ World's Leading Tour Operator
- ☐ World's Leading Tourism Development Project
- ☐ World's Leading Tourism Property Development
- ☐ World's Leading Tourist Attraction
- ☐ World's Leading Tourist Board
- ☐ World's Leading Travel Agency
- ☐ World's Leading Travel Management Company
- ☐ World's Leading Villa Resort & Spa
- ☐ World's Leading Watervilla