

The Search Is on for the Best in Responsible Tourism

wtm world
responsible
tourism day
9 Nov 2011



World Travel Market, the leading global event for the travel industry, is helping search for the most inspiring and innovative examples of responsible tourism throughout the world.

The hunt is part of the nominations process for the Virgin Holidays Responsible Tourism Awards 2011, founded by responsibletravel.com and sponsoring partner World Travel Market.

The deadline for nominations is Friday 17 June.

The award winners are revealed immediately after WTM World Responsible Tourism Day's opening ceremony on Wednesday 9 November at ExCeL London.

The day marks the world's most ambitious movement to educate, motivate and encourage the international industry to make a year-round contribution to more responsible tourism. The award presentation is followed by a challenging programme of presentations, seminars and debate, concluding with a Networking Reception.

Thousands of delegates that week and other industry professionals across the world will mark the day of action with special events, press conferences, trade fairs, promotions and family entertainment.

Fiona Jeffery, chairman of World Travel Market and pioneer of responsible tourism is one of the judging panel.

She said: "We are seeking exceptional people who are doing exceptional things, bringing responsible tourism into their everyday working lives."

Since the awards began eight years ago, more than 10,000 nominations have been made and a total of 201 companies and organizations from 51 countries have been honoured.

More than one hundred large and small companies have already applied to use the official 2011 WTM WRTD logo ahead of the actual day in November and are now being processed.

Applications are being assessed to ensure that they meet WTM World Responsible Tourism Day's criteria.

Once approved, successful applicants can use the official WTM WRTD logo for this year on its sales, marketing, letterhead, direct mail and PR materials as well as enjoy considerable global business, publicity and profiling benefits.

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Date: 2011-06-08

Article link:

<https://www.tourism-review.com/wtm-london-2011-the-search-is-on-for-the-best-in-responsible-tourism-news2800>