

World Travel Awards introduces new 'Green' Awards

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The World Travel Awards (WTA) will be announcing the winners of its newly launched Green Awards during the European Awards Ceremony to be held at The Sage Gateshead in the North East of England on 9 October.

The new awards reflect the industry's growing awareness for the need for sustainable and ecologically-friendly travel practices. The categories include world's leading eco-friendly airport, eco-lodge, green hotel, green destination, green resort, green tour operator, green transport solution and responsible tourism website. Among the nominees are Silverjet, Fairmont Hotels and Resorts, Thompson and The Banyan Tree, who have each taken active steps to minimise the environmental impact of tourism.

"Climate change, combined with a booming demand for travel worldwide, is presenting the travel industry with new environmental challenges," said Manon Han, Vice President of the World Travel Awards.

"As a responsible authority for the travel industry, the World Travel Awards are keen to encourage creativity and leadership that will lead to a sustainable future. The 'green' categories are a new and exciting way for us to do this. The introduction of these new categories will ultimately help green-conscious travellers make a more informed decision on eco-friendly products and services," Han added.

The WTA celebrate the achievements of travel and tourism members in the industry and is the world's most comprehensive awards celebration with more than 1,000 different categories to be awarded each year.

For more information, please visit www.worldtravelawards.com.



The graphic features a red-to-white gradient background. At the top left is a globe icon with the text "Branded Newsletter" in a script font. Below this is a small thumbnail of a newsletter layout. To the right of the thumbnail, the text reads: "A professional, corporate email newsletter for you to send to your clients every week!". At the bottom right, there is a black button with the text "Click for details".



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