



Regulations of the event

1 – Object of the prize

The Luxury Tourism Awards are organized by Promax Communication SA, Organization Board of the International Luxury Travel Exhibition, with the aim of recognizing and awarding the best luxury tourism destinations of the world.

The prize is awarded to those territories and destinations that have distinguished themselves for particular merits, and have the capacity of offering a real luxury experience, with high quality standards and excellent offer.

The award has six categories:

1. best mountain destination;
2. best seaside destination;
3. best spa destination;
4. best cultural destination;
5. best naturalistic destination;
6. best entertainment destination.

For each category a single winner will be elected.

2 – Candidacy procedure

The candidacy is opened to destinations coming from all over the world, that have to be represented by local boards and authorities.

The Scientific Committee, after a preselection phase, sends an official invitation and a candidacy proposal to the local official board, indicating the deadline for candidacy acceptance.

Candidacy requests that will arrive after this deadline won't be accepted by the Committee.

The candidacy acceptance has to be sent together with a detailed dossier containing the destination presentation, some videos and pictures and some peculiar information on each "general and specific criteria".

In order to guarantee transparency to the selection procedures, all dossiers are published on the official event website <http://www.luxury-tourism-awards.com> a month before the event.

3 – Selection criteria

1. Transport (accessibility of destination, the mobility of the region with the means that meet the expectations of this segment)
2. Receptivity (no. of suitable hotels that meet the expectations of this segment, in absolute value and in proportion to the number of businesses)
3. Restoration (no. of suitable restaurants that meet the expectations of this segment, in absolute value and in proportion to the numbers of businesses)
4. Support and services for tourists, visitors security (quality tourist offices, tourist guides, additional services)
5. Quality landscaping and care of the area (beauty of the place, construction and maintenance, outdoor furniture, cleaning, etc.)
6. Quality, environmental protection and sustainable development (management of air, water, the presence of protected areas, biodiversity, the quality of life of the local population)
7. Care and development of its identity and cultural heritage (safeguard artistic, architectural, archaeological, traditions, presence of UNESCO sites, museums and so on)
8. Activities offered (hiking, wellbeing, sports that meet the expectations of this segment, in absolute value and in comparison to the total on offer)



9. Program of events and nightlife (program of cultural events, shows, clubs that meet the expectations of this segment, in absolute terms and in comparison to the total on offer)

10. International image (ability to create and maintain an image of a luxury destination)

The pre-selection checks for these minimum requirements: to be included in the segment, each location must be evaluated positively in at least 7 of 10, of the aforementioned criteria. Particular circumstances will be taken into account in the application of the criteria, for example in the case of the natural destinations specified below. Each destination, is also included in a **particular category**. The categories are:

- Mountain Destination
- Seaside Destination
- Spa Destination
- Naturalistic Destination
- Cultural Destination
- Entertainment Destination

The actual selection process is carried out by an external committee from the same Organisation that develops the two consecutive stages and assesses the candidates on the following "specific criteria":

Mountain Destination

- Shopping
- Trails and systems
- Guides and schools for winter sports

Seaside Destination

- Shopping
- Beach services
- Marina (the availability and quality of services offered)

Spa Destination

- Shopping
- Spa services and personal care (quality of health and beauty treatments)

Cultural Destination

- Shopping
- Museums and archaeological sites (accessibility, care, possibility of booking online)
- Architectural and artistic heritage
- Itinerary (extensive selection of offers, quality, organisation, the presence of a thematic itinerary)
- Guide (planning, organising)

Naturalistic Destination

- Itinerary (extensive selection of offers, quality, organisation)
- Guide (planning, organising)

Entertainment Destination

- shopping
- Casino and other entertainment sites
- Attractions and events (high profile incentive, big prestigious events)



* **N.B.** For this category, the absence of certain requirements (shopping, *nightlife*, transportation etc.) can be considered of added value, if it is clearly attributable to an environmental protection development strategy, it will be given particular weight in the assessment criteria of 5 and 6.

4 – Evaluation Procedure

The participants evaluation has two phases. The first phase is done by a group of evaluators, made up of professional buyers and specialized journalists, that selects the three finalists for each category.

The finalists are then examined by a Jury of independent experts that elect the winner of each category.

Each juryman assigns a value from 1 to 10 for each single general and specific criteria.

The average of the scores makes the final value. The Prize is assigned to the destination that has reached the maximum average score.

The 6 winners (one for each category) will receive the Golden Peacock. The jury might also ask for further documents and information, in case the destination dossier might not be sufficient. The Jury decision is final.

5 – Results and Award consignee

The selection results are declared during an official ceremony that will take place in Lugano, at the presence of the candidates, organizers, jury and evaluators.

6 – Awards

The winners receive an official prize that represents the Golden Peacock. All the winners can also use the event Logo in their official website for three years. They also get great visibility through media and publications.