# World Responsible Tourism Awards 2015 at WTM

**Monday 27 July, 2015**

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National Geographic Traveller (UK) is delighted to announce it is the exclusive media partner for the People's Choice category in the World Responsible Tourism Awards 2015 at WTM — the only publically voted category in the Awards. The winner will be announced live at the World Responsible Tourism Awards ceremony during World Travel Market on 4 November 2015, in front of an audience of tourism officials, professionals, ministers and media.

The finalists include an NGO educating the tourism industry and putting a stop to the unnecessary use of wild animals in tourism, an adventure park in rural Brazil redefining the meaning of truly accessible tourism, and an off-grid luxury beach resort near Zanzibar which has been conserving a fragile marine park and successfully supporting local students through education and into employment.

*National Geographic Traveller* has partnered with Responsible Travel to become one of the official media partners for the Awards — the world's most prestigious and largest event for responsible tourism.

Pat Riddell, editor of *National Geographic Traveller* (UK), said: "We feel privileged to partner with Responsible Travel and act as the official media partner for these prestigious awards. National Geographic Traveller seeks to champion sustainable and responsible travel and as such we are excited about hosting the voting for the Peoples Choice for Responsible Tourism in the global search for the most inspirational and enduring responsible tourism experiences in the world."

Justin Francis, managing director of Responsible Travel, the founders and organisers of World Responsible Tourism Awards at WTM said "One of the main aims of the Awards is to inspire travellers and the tourism industry by what is possible to achieve with responsible tourism.

"The People's Choice Award is a real celebration of the best of the best globally. These diverse organisations are previous winners, already proven to be the leaders and innovators driving positive changes in the tourism industry, but we now want to know which of these provides the real inspiration to the travelling public.

"*National Geographic Traveller* UK's readers, with their keen interest in authentic, engaging travel experiences are perfectly placed to vote."

Those who vote will be automatically entered into a prize draw to win a walking holiday to the Amalfi Coast, Italy for two worth £2,400, courtesy of Exodus Travels

Readers can vote for their favourite finalist from the following list:

· Adventure Alternative, UK

· Campo & Parque Dos Sonhos, Brazil

· Chole Mjini, nr Zanzibar, Tanzania

· Echidna Walkabout Nature Tours, Australia

· Hotel Verde, Cape Town, South Africa

· Kutch Adventures, India

· Thomson Airways

· V&A Waterfront, Cape Town, South Africa

· World Animal Protection

Voting closes for the People's Choice Award Friday 21st August 2015.

For more information, please visit ***natgeotraveller.co.uk worldresponsibletourismawards.com***

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Notes

**The World Responsible Tourism Awards**For more information on the World Responsible Tourism Awards visit www.worldresponsibletourismawards.com Now in their 12th year, the World Responsible Tourism Awards were founded by Responsible Travel in 2004 to celebrate the most inspiring stories in responsible tourism.The Awards are organised by Responsible Travel and ICRT (International Centre for Responsible Tourism). The Awards ceremony is hosted by World Travel Market, the leading global event for the travel industry, during World Responsible Tourism Day, the world's largest event for responsible tourism which this year takes place on Wednesday 4th November. This year, the Awards feature 13 categories covering a variety of topics, which reflect the hottest issues currently debated in the world or responsible and sustainable tourism.

**National Geographic Traveller (UK)** is published under license by APL Media Limited**,** from the National Geographic Society in Washington, D.C. The magazine is also available in China, Spain, Russia, the Netherlands, Israel, Poland, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of outstanding photography, authentic travel experiences and inspiring narratives.*natgeotraveller.co.uk*

**National Geographic Traveler** (USA) is the world's most widely read travel magazine, created in 1984. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and outstanding photography to inspire readers to pick up and go, eschewing fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

**The National Geographic Society**is one of the world's largest nonprofit scientific and educational organisations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 33 local-language editions, is read by more than 40 million people each month. The National Geographic Channel reaches 370 million households in 34 languages in 168 countries. National Geographic Digital Media receives more than 15 million visitors a month. National Geographic has funded more than 9,600 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visitnationalgeographic.com

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