





LUXEMBOURG
**TOURISM
AWARDS**

The art of hospitality

The Directorate General of Tourism launches the Luxembourg Tourism Awards 2021. It is an initiative that celebrates hospitality, culture and innovation and showcases the diversity and quality of the tourism sector in the Grand Duchy.

VISIT 
LUXEMBOURG

Why the Tourism Awards?

We want to **reward tourism stakeholders** in their respective sectors and help **revive activity while highlighting the quality of Luxembourg** as a tourist destination: a cosmopolitan country at the heart of Europe.

Based on defined criteria, a multidisciplinary jury will reveal all the laureates, the finalists and the winners in each category.

SHOWCASING THE QUALITY AND DIVERSITY OF THE TOURISM SECTOR IN LUXEMBOURG

We wish to highlight the diversity of an exciting sector and its vast offer in terms of tourism. It has proved highly adaptable in attracting both foreign and local customers, especially during the COVID-19 pandemic.

As the national tourist offer is continuously evolving and improving to increase its attractiveness, it is our great pleasure to draw attention to the sector's endeavours

The Tourism Awards 2021

SPOTLIGHT ON A SECTOR IN SEARCH OF EXCELLENCE

The 2021 Tourism Awards **revolve around the notion of "excellence"** and relate to **projects that have been developed and set up to expand the existing tourist offer during the past three years.**

Luxembourg's tourism sector has continuously adapted the quality of its offer and services, whilst responding to the needs of a highly diverse clientele.

The aim of the Luxembourg Tourism Awards is to acknowledge **the sector's capacity to excel, adapt to specific expectations in terms of tourism and enhance the existing offer and services.**

Reflecting the diversity of the tourism sector, stakeholders can participate in the categories that best reflect their project.

In order to broaden the scope of achievements, the Tourism Awards will take into consideration projects from 2018 up to 2020. This allows us to welcome a large number of participants and showcase the richness of a dynamic and innovative sector.

The art of rewarding oneself

"The highest reward for a person's toil is not what he gets for it, but what he becomes by it." ~ John Ruskin

In the 2021 Tourism Awards edition, each project is unique and powerful in its own way and highlights the efforts to strive for greater excellence in difficult times. Prizes are awarded to the most attractive projects.

THE DIFFERENT CATEGORIES REPRESENTED

Hotels

Camping sites

Gîtes, Bed & Breakfasts, Youth hostels

Facilities (museum, playgrounds, adventure parks, etc.)

Tourist services (valet parking, dog walking, etc.)

Digital tourism offering

Gastronomic offering hotel/restaurant

AWARDS

An Award of Excellence and a Coup de Cœur in each category

A «Commendable» municipality award across all categories

A Coup de Cœur public vote across all categories

(vote via the website www.tourismawards.lu)

Terms and conditions

LUXEMBOURG TOURISM AWARDS 2021

1. COMPETITION

Luxembourg Tourism Awards 2021 is a competition which aims to reward stakeholders in the tourism sector. It is open to all stakeholders who have set up an innovative tourism-based project or have enhanced an existing tourism-based project. The purpose of the project submitted must provide tangible, measurable or demonstrable added value; the project must have been carried out in 2018, 2019 or 2020.

The projects submitted to the competition must be up and running and operational. All projects implemented in 2018, 2019 and 2020 can be submitted to the competition. Projects, ideas or concepts which are ongoing or in the planning phase are excluded from the competition.

The competition is divided into seven categories:

- Hotels
- Camping sites
- Gîtes, Bed & Breakfast, Youth hostels
- Facilities (museum, playgrounds, adventure parks, etc.)
- Tourist services (valet parking, dog walking, etc.)
- Digital tourism offer
- Gastronomic offering hotel/restaurant

Each applicant may submit an application in one or more categories.

For each application, the applicant is assigned an ID number specific to their application. This ID number must be stated in all correspondence.

2. ORGANISER

The General Directorate for Tourism of the Ministry of the Economy (hereinafter the "Organiser") is organising the competition referred to as the Luxembourg Tourism Awards 2021 (hereinafter "LTA 2021").

3. APPLICANTS

Any commercial company, foundation, public institution, non-profit organisation, municipal administration or natural person active in the field of tourism and hav-

ing their main activity and registered office in the Grand Duchy of Luxembourg is eligible to submit an application.

4. DURATION OF THE COMPETITION

The competition runs for a limited period. The opening date of the competition, its timeline and the closing date of the competition can be viewed on the website www.tourismawards.lu.

5. JURY

The Organiser shall set up a jury composed of five people. Applications fulfilling the conditions defined in points 1. and 3. of these regulations shall qualify as laureates. From amongst the laureates, the jury shall select up to five finalists per category, based on the criteria set out in the document "LTA 2021 assessment criteria" which can be viewed on the website www.tourismawards.lu. The Organiser shall inform the laureates that they have been selected as finalists. The selection and assessments of the jury shall not be divulged to applicants. Subject to prior notice, the Organiser reserves the right to visit the applicant in order to assess the submitted project on site; see the document "Annex to the LTA 2021 regulations" which can be viewed on the website www.tourismawards.lu.

The jury is headed by a chairman appointed from among the members of the jury on the day of its initial deliberations and whose role is to ensure the smooth functioning of the deliberations. In the event of a tie, the chairman shall have the casting vote.

The jury's judgement is final; there is no right of appeal.

6. JUDGING CRITERIA

The judging criteria are based on the assessment chart listed in the document "LTA 2021 assessment criteria". These criteria shall apply to both laureates and finalists.

7. AWARDS

The jury shall choose one winner per category based on the criteria listed in the document "LTA 2021 assessment criteria". Each category winner shall be awarded the Award of Excellence in that category.

The jury can award a 'Coup de cœur' in each category.

The winners of the Award of Excellence and the 'Coup de cœur' shall receive a plaque that can be displayed at the entrance to their establishment or at a suitable location. The winners of the Award of Excellence and the 'Coup de cœur' shall receive a trophy.

The names of laureates, finalists and winners and their projects will be published on the LTA 2021 website www.tourismawards.lu.

The laureates, finalists and winners shall receive an LTA 2021 label. This label is intended for corporate communication purposes and to provide information on their status within the LTA 2021. The LTA 2021 label can be used on any media support, for example in e-mail signature, in company magazines, on their website, on social networks and on their promotional material. Graphic use of the LTA 2021 label is regulated by the LTA 2021 Graphic Charter and shall be communicated to the laureates, finalists and winners once they are awarded their respective status.

Finalists and winners may use the LTA 2021 logo for advertising purposes for two years from the date of publication of the LTA 2021 winners.

A special 'Commendable Municipality' prize shall be awarded by the jury to the best project submitted by a municipal administration. The selection for the special Commendable Municipality award shall across all categories based on the criteria listed in the document "LTA 2021 assessment criteria".

A special 'People's Coup de cœur' prize shall be awarded to the project that obtains the highest number of votes on the website www.tourismawards.lu. In the event of a tie, the jury shall choose the winner based on the criteria set out in the document "LTA 2021 assessment criteria".

8. APPLICATIONS

For an application to be eligible, it must meet the criteria set out in points 1. and 3. of these regulations. The documents submitted with the applications must also be uploaded to the website www.tourismawards.lu before the application closing date.

The Organiser reserves the right to extend the application period. Any extension of said period will be announced on the website www.tourismawards.lu.

The application form is available online on the website www.tourismawards.lu. It can be completed in English, French or German.

All correspondence addressed to the Organiser must bear the ID reference number listed on the confirmation e-mail that the applicant receives after completing the online application on www.tourismawards.lu.

Applicants are responsible for the accuracy of the data provided by them during the competition. The information given must be truthful.

There is no fee for participating in the competition.

Submitted material and documentation shall not be returned to the applicant. Where applicable, the applicant may not submit documents relating to the project without the agreement of the legal owner.

9. AUTHORISATION TO USE THE SUBMITTED MATERIAL

The applicant expressly agrees that the Organiser can itself use and make available the material submitted to any institution and body linked to the Organiser (such as Luxembourg for Tourism, regional tourist offices, Luxembourg City Tourist Office, etc.) for reproduction and public display (including brochures, posters, press releases, websites, social networks, etc.) without any compensation to the applicant. If a photograph or document refers to other persons, the applicant must obtain the authorisation of these persons in order to allow the Organiser to use this photograph or document.

The Organiser reserves the right to record, film, photograph and publish any content in connection with an award ceremony.

10. WITHDRAWAL, CANCELLATION AND EXCLUSION FROM THE COMPETITION

The applicant may withdraw from the competition up until the day of the closing of applications, except in the event of force majeure. The applicant must send an email to info@tourismawards.lu stating the ID refer-

ence number received when making the online application.

The Organiser reserves the right to cancel or end the competition at any time without notice and without giving any reason. The Organiser shall make use of this option in particular if the proper execution of the competition cannot be guaranteed for technical reasons (due for example, to a virus in the computer system or mishandling, or hardware or software errors) or for legal reasons. The Organiser reserves the right to cancel the competition if fewer than ten eligible candidates apply.

The Organiser reserves the right to exclude applicants who violate the competition rules. Any applicant who provides false information or who obtains an advantage through manipulation shall also be excluded.

The jury, Organiser employees and family members thereof are excluded from taking part in the competition.

11. PROCESSING OF PERSONAL DATA

The personal data collected is processed exclusively by the Organiser for the purposes of participation in the competition. The data is treated in a strictly confidential manner and in accordance with Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (GDPR). The data will not be communicated to third-party recipients, unless specifically instructed to do so by the applicant and subject to the applicable legal or regulatory requirements.

Personal data shall be kept in a form enabling the identification of the persons concerned for a period not exceeding that necessary for the purpose for which the data is processed. In accordance with GDPR, applicants have rights of information, access, rectification, erasure and portability in relation to their personal data. They also have the right to restrict and/or the right to object to the processing of their information by sending a request to the following address: Ministry of the Economy, General Directorate of Tourism, 19-21 boulevard Royal, L-2449 Luxembourg.

12. PARTICIPATION IN THE COMPETITION AND ACCEPTANCE OF THE RULES

Any submission of an application implies the pure and simple acceptance of these rules as they are, with no possibility of complaint as regards the results. Any disputes as to the interpretation or application of these regulations will be settled by the Organiser in the spirit that prevailed when designing the undertaking. No claims will be entertained.

13. LEGAL DEPOSIT

These regulations can be viewed on www.tourismawards.lu. In exceptional circumstances, the Organiser reserves the right to modify these regulations at any time, in whole or in part, provided that the participants are informed by an announcement on www.tourismawards.lu.

How to participate in the «Tourism Awards»

Subscribe online by submitting your project about the past three years and help boost your business and the tourism sector.

EXTERNAL COMMUNICATION

Official website
tourismawards.lu

Email
info@tourismawards.lu



LUXEMBOURG
**TOURISM
AWARDS**



VISIT 
LUXEMBOURG



tourismawards.lu