

An aerial photograph of a tropical coastline. On the left, a cliffside is covered in lush green vegetation. A resort with a large building featuring a blue corrugated metal roof and a swimming pool is nestled into the cliff. The cliff face is rugged and brown. To the right, the water is a vibrant turquoise color, transitioning to a darker blue further out. A small sandy beach is visible at the base of the cliff. A small red and yellow boat is moving across the water, leaving a white wake. The text "THE WORLD'S BEST AWARDS SURVEY" is overlaid in large, white, serif capital letters.

# THE WORLD'S BEST AWARDS SURVEY

OCTOBER 21, 2024—FEBRUARY 24, 2025

[TLWBAVOTE.COM](https://tlwbavote.com)





# LET THE VOTING BEGIN

**THE WORLD'S BEST AWARDS SURVEY, UPON WHICH THE TRAVEL + LEISURE  
WORLD'S BEST AWARDS ARE BASED, IS OPEN FOR VOTING OCTOBER 21, 2024—FEBRUARY 24, 2025.**

Travelers are exploring the world with more enthusiasm than ever, and our intrepid readers are leading the way—with help from trusted tips, guides, and aspiration from Travel + Leisure.

In its 30th year, the World's Best Awards continue to serve as a benchmark for excellence in the industry, playing a major role in travelers' decisions about every aspect of trip planning. The survey asks readers to share their insights based on their previous three years of travel.

As you create promotions for 2025, please refer to this booklet. The examples shown not only demonstrate adherence to the guidelines, but forms of creative outreach that can drive engagement from clients. We appreciate your support and thank you for taking the time to participate. You continue to embody what makes this franchise so outstanding.

**JACQUELINE GIFFORD, EDITOR IN CHIEF**  
**KATY BANO, VICE PRESIDENT, PUBLISHER**

## OVERVIEW + 2025 SWEEPSTAKES

The next Travel + Leisure World's Best Awards survey will be conducted online from **OCTOBER 21, 2024—FEBRUARY 24, 2025.**

Travel + Leisure readers will be invited to participate through Travel + Leisure magazine, T+L iPad® editions, online at [travelandleisure.com](https://travelandleisure.com), in newsletters and through T+L social media outreach. The survey website will be maintained, monitored, and kept secure by Proof Insights, Travel + Leisure's market research partner.

### **THE WORLD'S BEST AWARDS SURVEY SWEEPSTAKES 2025**

The official giveaway associated with the World's Best Awards Survey may be highlighted in the messaging.

For example: Enter for a chance to win a \$15,000 cash prize.

You may **not** offer your own separate giveaway in conjunction with the T+L World's Best survey.



## LOGO USAGE: 2025 VOTING



### OKAY TO USE

This logo may only be used from October 21, 2024–February 24, 2025, only in conjunction with promoting the T+L World's Best Awards survey.



**TRAVEL+  
LEISURE**

### DO NOT USE

No other Travel + Leisure logo may be used on any promotional materials.

## LOGO USAGE: PAST AWARDS

If you have won a T+L World's Best Award in the past, you may obtain the appropriate logo and secure a licensing contract through PARS International.

Contact: [TL-WorldsBest@parsintl.com](mailto:TL-WorldsBest@parsintl.com)

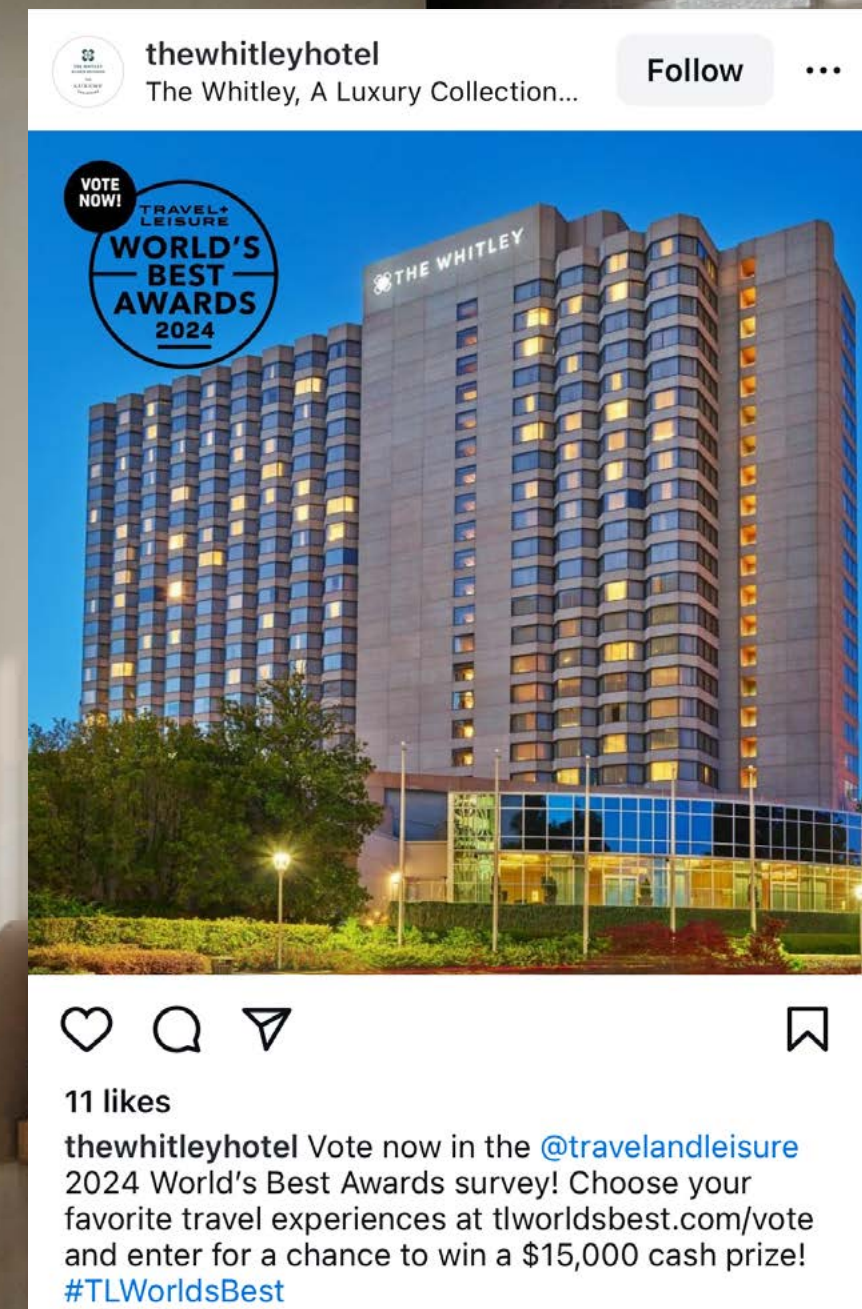
Pricing is dependent upon content used—logo, mention of win, or both—length of use, and the vehicle where content is used.





# PROMOTION EXAMPLES

## NOTABLE EXAMPLES OF PREVIOUS WORLD'S BEST AWARDS OUTREACH:



# WAYS TO PROMOTE

Throughout your materials/communication, please include the link to the survey: **TLWBAVOTE.COM**

## SOCIAL MEDIA



INSTAGRAM + TWITTER

Promote the survey using the survey link, [tlwbavote.com](https://tlwbavote.com), and the official hashtag, #TLWorldsBest.



FACEBOOK

Share and comment on World's Best Awards posts at [facebook.com/travelandleisure](https://facebook.com/travelandleisure).

## OTHER PROMOTION IDEAS

- Outreach to your client database
- Organize hotel room drops
- Add to email signatures, websites and receipts from your property/brand

## EXAMPLE OF AN ACCEPTABLE E-BLAST TEXT

Vote now in the Travel + Leisure 2025 World's Best Awards survey! Visit [tlwbavote.com](https://tlwbavote.com) to rate your favorite travel experiences and enter for a chance to win a \$15,000 cash prize, courtesy of T+L. Your vote will contribute to the results, which will be revealed in the August 2025 issue of Travel + Leisure.

**NOTE: IN YOUR OUTREACH, PLEASE DO NOT USE THE PHRASES "VOTE FOR US", "VOTE FOR [COMPANY NAME]", "WE HAVE BEEN NOMINATED" OR ANYTHING SIMILAR; INSTEAD USE MORE GENERIC MESSAGING AS SHOWN ABOVE IN THE ACCEPTABLE SOCIAL MEDIA POST AND ACCEPTABLE E-BLAST TEXT EXAMPLES.**

## EXAMPLE OF AN ACCEPTABLE SOCIAL MEDIA POST

Vote now for your favorite travel experiences at [tlworldsbest.com/vote](https://tlworldsbest.com/vote) and enter for a chance to win a \$15,000 cash prize! #TLWorldsBest

## INSERT A QR CODE

Download the complimentary QR code below to incorporate a direct link to the survey into your outreach.



DOWNLOAD





**GOOD  
LUCK!**

