



THE WORLD'S BEST AWARDS SURVEY

OCTOBER 25, 2021 – FEBRUARY 28, 2022

[TLWORLDSBEST.COM](https://tlworldsbest.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 25, 2021 – FEBRUARY 28, 2022.

Throughout the past year, the travel industry has shown incredible resilience as businesses and destinations around the world have adapted to challenging (and frequently changing) circumstances. As the world began to reopen, T+L's passionate readers were among the first to get back out there, relying on us as a trusted resource for both information and inspiration.

The World's Best Awards continue to play a major role in travelers' decisions about every aspect of trip planning, as the results serve as a benchmark for excellence in the industry. The survey asks readers to share their insights based on their previous three years of travel, and they have continued to vote in record numbers.

As you create promotions, 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
GIULIO CAPUA, SENIOR VICE PRESIDENT, GROUP PUBLISHER

OVERVIEW + 2022 SWEEPSTAKES

The next Travel + Leisure World's Best Awards survey will be conducted online from **OCTOBER 25, 2021 – FEBRUARY 28, 2022**

Travel + Leisure readers will be invited to participate through Travel + Leisure magazine, T+L iPad® editions, online at travelandleisure.com, in newsletters and through T+L social media outreach. The survey website will be maintained, monitored, and kept secure by M&RR, Travel + Leisure's market research partner.

THE WORLD'S BEST AWARDS SURVEY SWEEPSTAKES 2022

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 dream trip.

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

LOGO USAGE: 2022 VOTING



OKAY TO USE

This logo may only be used from October 25, 2021-February 28, 2022 and only in conjunction with promoting the T+L World's Best Awards survey.

[DOWNLOAD](#)



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

Pricing is dependent upon content used (logo/mention of win, or both), length of use + vehicle where content is used.



PROMOTION EXAMPLES

EXAMPLES OF PREVIOUS WORLD'S BEST AWARDS OUTREACH:

 AIR TAHITI NUI	 JADE MOUNTAIN	 HILTON HEAD
 WALDORF ASTORIA LOS CABOS PEDREGAL	 THE BEVERLY HILTON	 THE GEORGES
 TAHITI	 ST. KITTS	 THE RANCH AT LAGUNA BEACH

WAYS TO PROMOTE

Throughout your materials/communication, please include the link to the survey:
TLWORLDBEST.COM/VOTE

SOCIAL MEDIA



INSTAGRAM + TWITTER

Promote the survey using the survey link, tlworldsbest.com/vote, and the official hashtag, #TLWorldsBest.

EXAMPLE OF AN ACCEPTABLE TWEET

Vote now for your favorite travel experiences at tlworldsbest.com/vote and enter for a chance to win a \$15,000 dream trip!

PROMOTION IDEAS

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

EXAMPLE OF ACCEPTABLE E-BLAST TEXT

Vote now in the Travel + Leisure 2022 World's Best Awards survey! Visit tlworldsbest.com/vote to rate your favorite travel experiences and enter for a chance to win a \$15,000 dream trip, courtesy of T+L. Your vote will contribute to the results, which will be revealed in the August 2022 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 TWEET AND ACCEPTABLE E-BLAST TEXT EXAMPLES.



FACEBOOK

#TLWorldsBest

Share and comment on World's Best Awards posts at facebook.com/travelandleisure.



**GOOD
LUCK!**

