

Honoring ASEAN's Best in Tourism Excellence.
Your Story.
ASEAN's Stage

39th ASEANTA AWARDS --- FOR EXCELLENCE 2026

Promoting Unity, Creativity & Excellence in
Southeast Asian Tourism



1. BEST ASEAN TRAVEL ARTICLE

DESCRIPTION

- This award recognizes an outstanding article that effectively promotes Southeast Asian destinations, highlighting their diverse attractions and offering compelling insights for potential travelers.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of article, Author/Publisher name, Publication date, Title of publication & Audience's type

RULES & REGULATIONS

- Entries for this award may be submitted by the publisher or journalist themselves or an ASEANTA Member.
- The article must be in English and published in 2025
- No restriction on number of entries to be submitted
- Each entry must be accompanied by Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous year's ASEANTA Tourism Award Competition must not be re-entered
- Judges will be appointed by ASEANTA which reserves the right not to award if, in the judges' opinion entries are not of sufficient standard
- All entries must be electronically submitted by email to: **secretariat@aseanta.org** by **31st of October 2025**

A scenic photograph of a tropical island with a small boat on the water. The island is covered in lush green vegetation and has a steep, rocky cliff. The water is a clear, vibrant blue. A small boat with a person on board is visible in the foreground, near the shore. The sky is a clear, light blue.

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FOR EXCELLENCE

2026

2. BEST ASEAN TOURISM PHOTO

DESCRIPTION

- This award honors a published photograph that exceptionally captures the essence of a Southeast Asian destination, effectively promoting its beauty, culture, or unique experiences.

WRITE YOUR ENTRY PARTICULARS HERE

- Title, Theme, Photographer name, Circulation & Types of audience

RULES & REGULATIONS

- Entries for this award may be submitted by the publisher or journalist themselves, or an ASEANTA Member
- The campaign must be in English and published in 2025
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
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3. BEST ASEAN MARKETING & PROMOTIONAL PROGRAM

DESCRIPTION

- This award recognizes an exceptional marketing and/or promotional program, executed by any entity within or outside Southeast Asia, that significantly increased awareness and appeal of the ASEAN region as a unified travel destination.

WRITE YOUR ENTRY PARTICULARS HERE

- Program name, Country/Region where the program was launched/primarily targeted, Detailed Program Description (max 500 words)

RULES & REGULATIONS

- Entries for this award may be submitted by the program's organizing entity or an ASEANTA Member.
- The campaign must be primarily in English or have significant English components.
- The program must have been active or concluded its primary promotional period in 2025.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
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4. BEST ASEAN NEW TOURISM ATTRACTION

DESCRIPTION

- This award recognizes a new attraction or a significant addition to an existing destination, launched from 2019 onwards, that has demonstrated a measurable positive impact on tourism growth within the Southeast Asian region.

WRITE YOUR ENTRY PARTICULARS HERE

- Attraction, Country, Year of Launch/Opening or Significant Addition, Detailed Attraction Description (max 300 words)

RULES & REGULATIONS

- Entries for this award may be submitted by the attraction's management or an ASEANTA Member.
- The attraction must have been officially launched or completed its significant addition in 2019 or later.
- The primary promotional language for the attraction should include English.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
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5. BEST ASEAN AIRLINE PROGRAM

DESCRIPTION

- This award recognizes an exemplary airline program, offered by an airline operating within or outside the region, specifically designed to promote and enhance travel to Southeast Asia as a primary destination.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of airline program, Airline name, program price, program details

RULES & REGULATIONS

- Entries for this award may be submitted by the publisher or journalist themselves, or an ASEANTA Member
- The campaign must be in English and published in 2025
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
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6. BEST ASEAN CULTURAL PRESERVATION EFFORT

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DESCRIPTION

- This award acknowledges an impactful initiative aimed at protecting, conserving, and promoting heritage, culture, or history within any Southeast Asian destination.

WRITE YOUR ENTRY PARTICULARS HERE

- Project name, Country & Project description (max 400 words)

RULES & REGULATIONS

- Entries for this award may be submitted by the organization/entity responsible for the effort or an ASEANTA Member.
- The effort must be actively ongoing or have demonstrated significant impact in 2025.
- Relevant promotional or descriptive materials should be available in English.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
- Judges will be appointed by ASEANTA, which reserves the right not to award if, in the judges' opinion, entries are not of sufficient standard.
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7. BEST ASEAN HOTEL PACKAGE

DESCRIPTION

- This award recognizes an exceptional hotel package, promoted directly by a hotel or group operating within Southeast Asia, that uniquely features the destination's attractions and is complemented by the hotel's products and services.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of Hotel Package, Hotel Name(s), Package Price, Detailed Package Description (max 300 words)

RULES & REGULATIONS

- Entries for this award may be nominated by the hotel(s) or an ASEANTA Member.
- The package must be promoted in English.
- The package must have been actively promoted and available for booking in 2025.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
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8. BEST ASEAN CRUISE PROGRAM

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DESCRIPTION

- This award recognizes an outstanding cruise program, promoted by a cruise company, travel agent, or airline, that is dedicated to promoting two or more Southeast Asian destinations.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of cruise program, Cruise program name, Cruise price, Detailed Program Description (max 300 words), including key destinations visited.

RULES & REGULATIONS

- Entries for this award may be nominated by the cruise company, travel agent, or an ASEANTA Member.
- The program must be promoted in English.
- The sailing/cruise itinerary must be active in 2025
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
- Judges will be appointed by ASEANTA, which reserves the right not to award if, in the judges' opinion, entries are not of sufficient standard.
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9. BEST ASEAN TOUR OPERATOR

DESCRIPTION

- This award recognizes an exceptional tour operator program promoted by a tour company or travel agent, within or outside the region, that is dedicated to promoting two or more Southeast Asian destinations.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of tour package or program, detailed Program Description (max 300 words), including key destinations and experiences offered.

RULES & REGULATIONS

- Entries for this award may be nominated by the tour operator or an ASEANTA Member.
- The program must be promoted in English.
- The tour itinerary must be active for bookings or departures in 2025.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous years' ASEANTA Tourism Award Competition must not be re-entered
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10. BEST ASEAN ECO-LODGE

DESCRIPTION

- This award recognizes an eco-lodge that exemplifies sustainable tourism practices while effectively promoting Southeast Asian destinations and offering unique, environmentally conscious experiences.

WRITE YOUR ENTRY PARTICULARS HERE

- Title of eco-lodge program, program name, program price, detailed Eco-Lodge and Program Description (max 400 words)

RULES & REGULATIONS

- Entries for this award may be nominated by the eco-lodge management or an ASEANTA Member.
- Promotional materials for the eco-lodge should be available in English.
- The eco-lodge must be operational in 2025 and demonstrate ongoing sustainable practices.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
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11. BEST ASEAN SUSTAINABILITY PROGRAM

DESCRIPTION

- This award honors a program that significantly contributes to environmental sustainability within Southeast Asia, focusing on responsible resource use, waste reduction, and fostering a greener tourism ecosystem

WRITE YOUR ENTRY PARTICULARS HERE

- Title of sustainability program, Organization/Company Name responsible for the program. Detailed Program Description (max 500 words)

RULES & REGULATIONS

- Entries for this award may be nominated by the organizing entity or an ASEANTA Member.
- The program must be primarily documented or promoted in English.
- The program must have been active or demonstrated significant impact in 2025.
- No restriction on the number of entries to be submitted
- Each entry must be accompanied by an Official entry form (which may be scanned and emailed)
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12. BEST ASEAN CONVENTION CENTRE

DESCRIPTION

- This award recognizes a convention center in Southeast Asia that offers an exceptional venue for events, equipped with state-of-the-art technology and services, contributing significantly to the MICE (Meetings, Incentives, Conferences, Exhibitions) tourism sector in the region.

WRITE YOUR ENTRY PARTICULARS HERE

- Name of Convention Centre. Country where the convention center is located. Detailed Description of Facilities and Services (max 400 words)

RULES & REGULATIONS

- Entries for this award may be nominated by the convention center management, hoteliers, or an ASEANTA Member.
- Promotional materials and communication should be available in English.
- The convention center must be operational and actively hosting events in 2025.
- No restriction on number of entries to be submitted
- Each entry must be accompanied by Official entry form (which may be scanned and emailed)
- Entries which have been submitted to ASEANTA for consideration in previous year's ASEANTA Tourism Award Competition must not be re-entered
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