



TRAVEL AWARDS 2026

CASE INCOMING EXCELLENCE AWARD

The **Incoming Excellence Award** recognizes the organization that has made an outstanding contribution to welcoming international visitors to Belgium in 2026. The award honours an incoming agency, DMC or travel organization that combines local expertise, creativity and operational excellence to deliver authentic and memorable experiences. The winner demonstrates how strong partnerships, tailor-made programmes and in-depth destination knowledge contribute to positioning Belgium as a high-quality destination for international meetings, events and leisure travel.

How to submit my case?

Two possibilities:

- Digital to bart@travmedia.be (including all possible attachments)
- Case physical submission can be made at the following postal address:
TRAVeMedia BeLux - Attn. Bart Matthijs - Luchthavenlaan 10 - 1800 Vilvoorde

You will receive a confirmation once we have received your case.

What is the deadline for submitting a case?

- Submit digitally (in PDF) before 19 September 2026.
- Case physical submission by post (or handed in personally) must reach us before 19 September 2026.

Please note: The date is closing. After 18 September 2026, the Travel Awards organization cannot accept any more cases.

Is there a cost for submitting a case?

Yes, participation in the Travel Awards requires a registration fee of €250. This amount ensures an independent and high-quality evaluation process by a professional jury. Your case will be assessed with care and objectivity.

Any questions?

Contact Bart Matthijs at bart@travmedia.be or +32472969998



CASE INSTRUCTIONS 2026

Please structure your submitted case around the five topics below. You are free to present your case in any way you wish. It may be submitted as a continuous text or in a creative format of your own choosing. Supporting materials – such as photographs, videos or any other relevant attachments – may be included if they strengthen your case. **Cases may be submitted in Dutch, French or English.**

1. **The programme** Describe the incoming project or programme you are submitting. What were the client's objectives and expectations? Explain how your organisation translated these into a tailor-made programme and what made the experience unique for the international visitors.
2. **Showcasing Belgium:** How did your programme highlight the strengths of Belgium as a destination? Describe how you combined iconic attractions with authentic local experiences, regional diversity or hidden gems to create a memorable stay.
3. **Local partnerships:** How did your organisation collaborate with local suppliers, venues, guides or other partners to deliver the programme? Explain how these partnerships contributed to the quality, authenticity and success of the project.
4. **Operational excellence:** Describe how your organisation managed the project from planning to execution. How did you ensure seamless logistics, flexibility and excellent service throughout the client journey? If relevant, explain how you dealt with unexpected challenges or last-minute changes.
5. **Client satisfaction:** What impact did the programme have on your client and the participants? Describe the results using elements such as client satisfaction, participant feedback, repeat business, destination awareness or other relevant indicators. If applicable, explain the key insights or learnings your organisation gained from this project.

Contact details of the person responsible for submitting the case

Name and first name:

Company name:

Function:

E-mail address:

Mobile Phone:

Postal address:

Invoicing address (if different from mailing address):

Email address for invoicing:

PO number (if applicable):

VAT number:

Peppol ID (if applicable):

Your data will not be shared with third parties in any way.