



TRAVEL AWARDS 2026

CASE INNOVATION OF THE YEAR AWARD

The **Innovation of the Year Award** recognizes an initiative that has made a meaningful contribution to the travel industry through a new idea, product, service, process or approach. The award honours an organization that transforms innovation into tangible added value for travellers, travel professionals or business partners. Whether through customer experience, accessibility, operational excellence or business transformation, the winner demonstrates how innovation can create a lasting positive impact on the travel industry.

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:
TRAVelMedia 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 opportunity:** Describe the initiative you are submitting. What opportunity, challenge or unmet need in the travel industry inspired this innovation? Explain how the idea originated and why your organisation decided to develop it.
2. **The innovation:** Describe your innovation in detail. What makes it new or different? Explain how it works in practice and how it creates added value for travellers, travel professionals, business partners or the travel industry as a whole.
3. **From idea to reality:** How did you transform your idea into a successful solution? Describe the development process, the challenges you encountered, the partnerships or collaborations that contributed to the project and how you successfully implemented the innovation.
4. **Measurable impact:** What impact has your innovation achieved? Describe the results using examples such as customer satisfaction, operational improvements, increased efficiency, business growth, accessibility, user adoption or other relevant performance indicators.
5. **Future potential:** How do you see the future of this innovation? Explain how it can continue to evolve, be further developed or be applied within other parts of the travel industry. If relevant, describe the key insights or learnings your organisation has gained since the launch.

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.