

# THE WORLD'S BEST AWARDS SURVEY

OCTOBER 23, 2023—FEBRUARY 26, 2024

[TLWORLDBEST.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 23, 2023—FEBRUARY 26, 2024.**

Travelers are exploring the world with more enthusiasm than ever, and our intrepid readers are leading the way—armed with trusted information and inspiration from Travel + Leisure.

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**  
**KATY BANO, VICE PRESIDENT, PUBLISHER**

## OVERVIEW + 2024 SWEEPSTAKES

The next Travel + Leisure World's Best Awards survey will be conducted online from **OCTOBER 23, 2023—FEBRUARY 26, 2024.**

Travel + Leisure readers will be invited to participate through Travel + Leisure magazine, T+L iPad® editions, online at [travelandleisure.com](http://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 2024**

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: 2024 VOTING



### OKAY TO USE

This logo may only be used from October 23, 2023–February 26, 2024 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](mailto: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

NOTABLE EXAMPLES OF PREVIOUS WORLD'S BEST AWARDS OUTREACH:



triplecreekranch Triple Creek Ranch - Relais & Châteaux

**VOTE NOW**  
TRAVEL + LEISURE  
**WORLD'S BEST AWARDS 2023**

135 likes

triplecreekranch Just a reminder ✨, if you haven't gotten a chance yet, head over to #VOTE now in the Travel + Leisure 2023 World's Best Awards survey! Visit [tlworldsbest.com/vote](https://tlworldsbest.com/vote) 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 2023 issue of Travel + Leisure.



The Ritz-Carlton New York, NoMad @RCNYCNoMad · Dec 1, 2022

Vote now for the @TravelLeisure World's Best Awards survey. Visit [tlworldsbest.com/vote](https://tlworldsbest.com/vote) to rate your favorite travel experiences and enter for a chance to win a dream trip courtesy of T+L.

#TLWorldsBest



# WAYS TO PROMOTE

Throughout your materials/communication, please include the link to the survey: [TLWORLDBEST.COM/VOTE](https://tlworldsbest.com/vote)

## SOCIAL MEDIA



INSTAGRAM + TWITTER

Promote the survey using the survey link, [tlworldsbest.com/vote](https://tlworldsbest.com/vote), 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 2024 World's Best Awards survey! Visit [tlworldsbest.com/vote](https://tlworldsbest.com/vote) 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 2024 issue of Travel + Leisure.

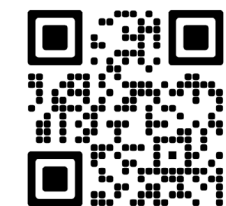
**NOTE: IN YOUR OUTREACH, PLEASE DO NOT USE THE PHRASES "VOTE FOR US", "VOTE FOR [COMPANY NAME]", "WE HAVE BEEN NOMINATED" OR ANYTHING SIMILAR; INSTEAD USE MORE GENERIC MESSAGING AS SHOWN ABOVE IN THE ACCEPTABLE SOCIAL MEDIA POST AND ACCEPTABLE E-BLAST TEXT EXAMPLES.**

## 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!**

TRAVEL+  
LEISURE  
**WORLD'S  
BEST  
AWARDS**  
2024