

TRAVEL MEDIA AWARDS 2026

PAST SPECIAL CONTRIBUTION AWARD WINNERS



Simon Calder,
travel journalist and broadcaster



Sir Michael Palin CBE,
actor and broadcaster



Pippa Jacks,
editorial director, TTG



Rick Stein OBE,
chef and TV presenter



Lisa Minot,
head of travel, *The Sun*



Hilary Bradt,
founder of *Bradt Travel Guides*

INTRODUCTION

TRAVEL MEDIA AWARDS 2026

ABOUT THE AWARDS

Launched in 2015, the Travel Media Awards has recognised excellence across travel writing, broadcasting and photography for over a decade. Known as one of the most prestigious events in the travel media calendar, the awards attract hundreds of entries from the UK's most talented travel journalists, editors and photographers across consumer and trade titles. The finalists at the 2025 Travel Media Awards produced work for *JRNY Travel Magazine*, *EasyJet Traveller*, *BBC*, *Radio Times*, *Cruise Trade News*, *Daily Mirror* and *The Sunday Times*, to list just a few.

ENTERING THE AWARDS

Entering the Travel Media Awards is quick and easy. In 2025 it received a record number of entries across 25 categories, including the new and revamped categories: Cruise Travel Writer of the Year, Content Creator of the Year and Broadcast Programme of the Year, which was split into Audio and Video subcategories.

The Travel Media Awards continues to commend those reporting on pressing matters impacting the sector, including diversity and inclusion, accessibility and sustainability. The Awards also highlights the Travel Media Awards Step Up internship scheme, which supports young people from underrepresented backgrounds entering the travel media industry.

AWARDS CEREMONY

Over 300 guests attended the 11th anniversary Travel Media Awards at the Pan Pacific London in Shoreditch on 13 October 2025. The evening highlighted key figures in the industry and concluded with a speech from Simon Calder, travel journalist and broadcaster, after he was awarded the Special Contribution Award. For decades, Simon's reporting, insight and straight-talking advice have helped millions navigate the dynamic world of travel.



INTRODUCTION

TRAVEL MEDIA AWARDS 2026

JUDGING

In 2025, there were more than 60 judges for the awards, who shortlisted and selected the finalists and winners. For each category, the panel comprised of two senior and experienced travel industry executives and one media figure, be it an editor, writer or broadcaster, each bringing a refreshing approach to the judging process.

Notably, media judges only review non-conflicting categories, while no judge who took part in the previous year's awards can judge the same category two years in a row. This ensures every entry is approached by different people with alternative perspectives. Furthermore, the Travel Media Awards is committed to ensuring at least 25% of the judging panel for the awards hasn't acted as a judge before,

providing a variety of viewpoints every year. In 2025, this target was exceeded, with 60% of the judges doing so for the first time.

Details of all the judges for the 2026 awards can be found on the Travel Media Awards website, travelmediaawards.com

TRAVEL MEDIA AWARDS ADVISORY BOARD

The advisory board plays an integral role in shaping the awards, both in 2026 and for future Travel Media Awards. The board consists of six, leading figures across travel business and PR companies, including easyJet holidays, FINN Partners, MMGY Global, Axis Travel Marketing and Lotus, alongside APL Media.



AWARD CATEGORIES

TRAVEL
MEDIA
AWARDS

2026

**Accessible Travel Writer
of the Year**

**Broadcast Programme
of the Year – Audio**

**Broadcast Programme
of the Year – Video**

**Consumer Magazine Section
of the Year**

**Consumer Publication
of the Year – Online**

**Consumer Publication
of the Year – Print**

Consumer Writer of the Year

Content Creator of the Year

Cruise Travel Writer of the Year

Customer Content of the Year

**Guide of the Year – Book,
Online, App**

**National Consumer Feature
of the Year**

**National Broadsheet Newsprint
Section of the Year**

**National Tabloid Newsprint Section
of the Year**

Photography Award

**Regional Publication Feature
of the Year**

Specialist Travel Writer – Domestic

Emerging Writer of the Year

**Specialist Travel Writer
– Region**

**Specialist Travel Writer
– Sector**

Special Contribution Award

**Sustainability Travel Feature
of the Year**

**Sustainability Travel Writer
of the Year**

Trade Publication of the Year

Trade Writer of the Year

THE AWARDS:
IN PICTURES

TRAVEL
MEDIA
AWARDS
2026



2026 SPONSORSHIP OPPORTUNITIES

TRAVEL MEDIA AWARDS

2026

HEADLINE SPONSORSHIP

Just one opportunity exists for a business or destination to be the Headline Sponsor at the 2026 Travel Media Awards.

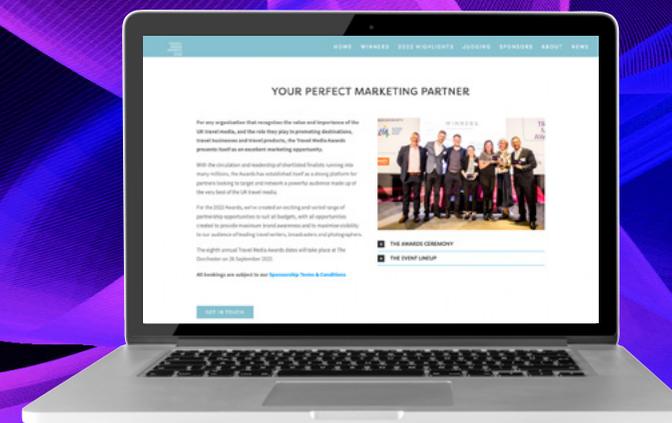
A host of benefits is associated with this leading and highly prominent sponsorship opportunity:

Naming rights, with the event branded as 'The 2026 Travel Media Awards sponsored by [your company/destination]'

- Dedicated PR regarding your company's support of the awards as the headline sponsor.
- Solus e-newsletter to our extensive database of travel writers, broadcasters and photographers.
- Selection of awards photographs for future usage.
- Social media post of your company's support of the Awards to over 6,000 followers across X, LinkedIn, Facebook and Instagram.
- Prominent logo branding on the homepage of the dedicated awards' website with supporting hyperlink.
- Logo branding on all Travel Media

Awards promotional material to include stage backdrop, event e-tickets, ticket sales mailings and event programme.

- An exclusive opportunity to show a video at the start of the awards, with a maximum length of 45 seconds.
- A verbal announcement and introduction of your support for the event (60 seconds) by the awards' master of ceremonies on the night.
- High-profile brand visibility and increased recognition via the chance to present five leading awards on stage at the 2026 Travel Media Awards, including the Special Contribution Award.
- Five complimentary tickets to attend the awards.
- Awards programme front cover logo branding plus supporting editorial.
- Dedicated headline sponsor page in the programme, which can be used for editorial or as a full-page advertisement.



2026 SPONSORSHIP OPPORTUNITIES

TRAVEL MEDIA AWARDS 2026

PARTNER SPONSORS

Just two award partner opportunities exist at the awards, focused on either trade or consumer media. Sponsorship benefits for these two leading opportunities include:

- Logo branding on all Travel Media Awards promotional material. Includes stage backdrop, event e-tickets, ticket sales mailings and event programme.
- Social media post of your company's support of the Awards to over 6,000 followers across X, LinkedIn, Facebook and Instagram.
- Logo branding and copy on the dedicated awards website, *travelmediaawards.com*, with supporting hyperlink.
- E-newsletter focusing on sponsors distributed to our extensive database of travel writers, broadcasters and photographers.
- Logo branding plus supporting

editorial content within the awards programme, distributed to all attendees on arrival.

- Verbal announcement of your support for the event by the master of ceremonies at the awards.
- High-profile brand visibility and increased recognition via the chance to introduce and present three of the leading trade or consumer media awards on the night.
- Three complimentary tickets to the awards.
- Selection of all awards photographs for your future use.



2026 SPONSORSHIP OPPORTUNITIES

TRAVEL MEDIA AWARDS 2026

CATEGORY SPONSORSHIP

The individual categories available for sponsorship are:

- Accessible Travel Writer of the Year
- Broadcast Programme of the Year
 - Audio
 - Video
- Consumer Magazine Section of the Year
- Consumer Publication of the Year
 - Online
 - Print
- Consumer Writer of the Year
- Content Creator of the Year
- Cruise Travel Writer of the Year
- Customer Content of the Year
- Emerging Writer of the Year
- Guide of the Year – Book, Online, App
- National Consumer Feature of the Year
- National Broadsheet Newsprint Section of the Year
- National Tabloid Newsprint Section of the Year
- Photography Award
- Regional Publication Feature of the Year
- Specialist Travel Writer – Region
- Specialist Travel Writer - Domestic
- Special Contribution Award
- Sustainability Travel Feature of the Year
- Sustainability Travel Writer of the Year
- Trade Publication of the Year
- Trade Writer of the Year

at the awards comes with the following benefits:

- Logo branding and copy on the awards' dedicated website, travelmediaawards.com
- Verbal announcement of your support of the event by the master of ceremonies at the awards.
- Social media announcement of your company's support via social media (over 6,000 travel media followers across Facebook, LinkedIn, X and Instagram).
- Logo branding and copy within a dedicated e-shot that's then distributed to our extensive database of travel writers broadcasters and photographers.
- Awards e-ticket logo branding.
- High-profile brand visibility and increased recognition via the chance to introduce and present your award category.
- Awards programme logo branding plus supporting editorial.
- Two complimentary tickets to attend the awards.
- Portfolio of all awards photographs for your use.



Sponsoring an individual category

Please note all category sponsorships are subject to availability at the time of request

2026 SPONSORSHIP OPPORTUNITIES

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WELCOME CHAMPAGNE RECEPTION

Sponsorship of the Welcome Champagne Reception at the 2026 Travel Media Awards offers a great opportunity to start the evening in style. The Champagne Reception opens the event at around 6.30pm and runs until the commencement of the awards at 7.15pm.

With around 350 guests expected to attend this year's awards, including the best of the UK's travel media, this is an excellent opportunity to promote your brand to this niche and highly influential audience.

Sponsoring this part of the evening comes with several associated sponsorship benefits. They include:

- Logo branding and copy on the awards' dedicated website, travelmediaawards.com
 - Verbal recognition of your sponsorship from the master of ceremonies at the Travel Media Awards.
 - Social media announcement of your company's support via social media (over 5,000 travel media followers across Facebook, LinkedIn, X and Instagram).
 - Dedicated e-shot that's distributed to our extensive database of travel writers, broadcasters and photographers.
 - Two complimentary tickets to the awards.
 - Portfolio of awards photographs for your future use.
- Logo branding on the following promotional material for the Travel Media Awards: dedicated awards website; event e-ticket; and event programme.



2026 SPONSORSHIP OPPORTUNITIES

TRAVEL MEDIA AWARDS 2026

AWARDS PROGRAMME ADVERTISING

A dedicated full-colour awards programme will be produced for the event featuring details of media, finalists, judges and sponsors.

Every finalist and guest attending the awards will receive a copy of the programme on arrival, with guest numbers anticipated at 350.

Two complimentary tickets are included with each advertising opportunity.

GUEST BADGES/LANYARDS

Feature your logo in full colour alongside the 2026 Travel Media Awards logo – just one opportunity exists for this highly visible branding opportunity.

Two complimentary tickets to attend are included with this sponsorship opportunity.



TRAVEL MEDIA AWARDS

GET IN TOUCH

For more information on sponsoring
the 2026 Travel Media Awards, please contact:

ANTHONY LEYENS

T: 07768 711718

E: anthony@aplmedia.co.uk

GILES HARPER

T: 07771 812372

E: giles.harper@travega.co.uk

travelmediaawards.com

Sponsorship terms and conditions

All sponsorship agreements at the 2026 Travel Media Awards are subject to the terms and conditions of the awards organiser, and are available upon request.