Studienkreis
für Tourismus und
Entwicklung e.V.

Presse-Information
Nr. 07/2024

TO DO Award 2025: Record Participation!

47 projects from 24 countries demonstrate outstanding commitment to sustain-able and socially responsible tourism | Unbroken Relevance of the TO DO Award after 30 years TO DO Award 2025: Record Participation!

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Seefeld, 03.09.2024 – The submission phase for the TO DO Award 2025 concluded on July 31, 2024, with an impressive record: 47 projects from 24 countries submitted their applications, marking the highest participation in the 30-year history of the competition. Ecuador and Colombia lead with five submissions each, followed by Nepal with four. Three projects were submitted from India, Peru, Sri Lanka, and Tunisia each. For the first time, Bali, the Maldives, and Cyprus also participated in the competition.

Claudia Mitteneder, Managing Director of the Studienkreis: "This tremendous response and record participation affirm that the TO DO Award continues to be of utmost importance for concepts and visions of innovative, creative, and sustainable tourism after 30 years. These projects significantly contribute to creating and securing jobs in communities, reducing social disadvantages, strengthening cultural identity, and conserving resources."

Since 1995, the Studienkreis has been annually recognizing exemplary initiatives and projects that encompass the full spectrum of the tourism value chain. Awarded projects actively involve the local population in their development and implementation and promote intercultural dialogue. A special focus is placed on ecological, social, economic, and cultural sustainability.

This year's submissions reflect a wide range of concepts — from community-based tourism projects and local art projects enhancing urban areas to innovative online platforms enabling immersive travel.

From the diverse submissions, a preliminary jury will select the six most compelling projects, which will then be presented to an

independent expert jury for evaluation. Two outstanding projects will subsequently be nominated for final on-site review. This highlights the unique procedure of our competition, where projects are evaluated directly at their locations before the final award decision is made. The winners will have the opportunity to present their projects at ITB 2025 to an international audience and establish contacts with leading representatives of the tourism industry and in economic and development policy.

Cooperation partners: *German Federal Ministry for Economic Cooperation and Development, Bread for the World/Tourism Watch, forum anders reisen, ITB Berlin, Swiss Foundation for Solidarity in Tourism, Studiosus Reisen München GmbH*

Prize Money: *The Swiss Foundation for Solidarity in Tourism awards every TO DO Award winner with prize money of 5,000 Swiss Francs.*

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

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