

Chinese Tourist Welcoming Awards 2026 open for application for the 20th time

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Companies and organisations providing excellent services and products for Chinese outbound tourists are invited to apply for the prestigious CTW Chinese Tourist Welcome Award 2026. The Award competition has been held annually by COTRI China Outbound Tourism Research Institute since 2004. It has established itself as the leading award programme for the Chinese outbound tourism market, having presented service quality prizes to more than 150 tourism service providers, Destination Management Organisations, National Tourism Organisations, retailers, hospitality, marketing and communication companies among others.

The CTW Award programme and its winners gain widespread exposure each year through a coverage in a wide range of international printed and digital media publications.

The 2026 CTW Award ceremony will be held on July 1st. After being presented as an offline ceremony for many years, the CTW Award will transition to an online format for the first time in 2026. This new approach aims to provide greater visibility to the winners and offers a unique opportunity for a global audience to participate and engage with the event.

Applications are evaluated by a jury of Chinese and Non-Chinese tourism experts. *Gold, Silver and Bronze* CTW Awards are awarded in five categories each:

- *Product Innovation*
- *Internet/Media*
- *Service Quality*
- *Marketing*
- *Overall Performance*

The 15 winners will receive a number of benefits, including receiving the most prestigious award with greater visibility and the right to use CTW Award 2026 winner logo in all communication.

The application is free of charge, the application form is available on the COTRI website <https://cotri.meaningfultourismcentre.org/> or can be requested by email using award@meaningfultourismcentre.org.

Prof. Dr. Wolfgang Georg Arlt, CEO of COTRI: “We are proud to celebrate for the 20th time innovation, quality and customised marketing for Chinese travellers visiting destinations outside of China. Gone are the days when shopping and sightseeing were most important for the unexperienced Chinese travellers. Today, the visitors from the biggest outbound tourism source market in the world are looking for transformative experiences. They are willing and able to spend more than the average tourist, however, they also expect quality and customised services catering for their special interests. Winners of the CTW Award 2026 will join a distinguished group of previous winners, which included many major NTOs, DMOs, hotel groups and airlines, but also smaller specialised service providers.”

The deadline for applications for the 2026 award is **June 20th, 2026**.

COTRI China Outbound Tourism Research Institute is a department of the Meaningful Tourism Centre (London & Kathmandu), email: info@meaningfultourismcentre.org, website: <https://meaningfultourismcentre.org>