



World Sustainable Travel & Hospitality Awards announces Terra, Expo City Dubai as Official Venue Partner for 2025 Ceremony

Dubai, 12 March 2025

[World Sustainable Travel & Hospitality Awards](#) has announced that its 2025 Ceremony will take place at [Terra, Expo City Dubai](#). Leaders in sustainable tourism will gather for the VIP reception on 29 October for the unveiling of the 2025 winners.

Expo City Dubai is a globally connected destination, strategically located between Dubai and Abu Dhabi. With a dedicated metro station, two on-site hotels, and a focus on accessibility and sustainable transport, it provides seamless connectivity for visitors from around the world. The iconic Terra building has played host to world-class events, such as COP 28, which was held at Expo City Dubai.

The building is a showcase of sustainable best practices, with innovative solutions enabling Terra to achieve the highest available accreditation for sustainable architecture, LEED Platinum certification.

Designed by Grimshaw Architects, Terra stands as Expo City Dubai's sustainability centrepiece, seamlessly blending innovative architecture with cutting-edge environmental solutions. Its pioneering design supports the UAE's Net Zero ambitions, serving as a global model for sustainable urban development.

The partnership between Expo City Dubai and World Sustainable Travel & Hospitality Awards underscores a shared commitment to sustainability and reflects the collective drive of the travel and hospitality sector to reach net positivity.

Justin Cooke, Executive Vice President, World Sustainable Travel & Hospitality Awards, says: "We are thrilled to host the 2nd annual World Sustainable Travel & Hospitality Awards at Terra, Expo City Dubai. Its visionary approach to sustainable development makes it the perfect venue to celebrate the pioneers shaping a net-positive future for travel and hospitality."

A standout attraction that welcomed millions of visitors during Expo 2020 Dubai, Terra continues to captivate visitors with its immersive experiences that challenge perceptions and inspire action for a sustainable future. From the breathtaking 'Under the Ocean' and 'Under the Forest' exhibits to its thought-provoking storytelling, Terra offers a journey that deepens our understanding of the planet and our role in protecting it.

Marjan Faraidooni, Chief of Education and Culture and Founding Member of Terra, explains: "Terra is more than just an architectural landmark, it's a catalyst for change, designed to inspire action. We challenge visitors to rethink their relationship with the natural world. Hosting the World Sustainable Travel & Hospitality Awards here reinforces our shared mission to accelerate solutions for a more sustainable planet. We look forward to welcoming the industry's changemakers to Terra as we celebrate the innovations shaping the future of travel."

The Awards programme is run in partnership with the World Sustainable Hospitality Alliance, whose partners and members represent over 66,000 hotels, 8 million rooms globally, 300 brands, and over 100 supply chain and strategic partners.

Glenn Mandziuk, CEO, World Sustainable Hospitality Alliance, says: "Sustainability is not just a goal – it is a necessity for the future of travel and hospitality. Hosting the World Sustainable Travel & Hospitality Awards 2025 at Terra, Expo City Dubai, underscores the industry's commitment to driving meaningful change. Terra is a shining example of what is possible when innovation and sustainability come together, making it the perfect venue to celebrate those leading the way towards a Net Positive future."

Key Dates:

2025 Call for Entries

28 April – 30 June

Voting Window

14 July – 30 August

Gala Ceremony, Terra, Dubai

29 October

The 2025 Awards programme will cover the full spectrum of the sustainable travel and tourism economy, from community initiatives and eco hotels to food sourcing and clean water. The winners will be revealed at the Gala Ceremony on 29 October.

Launched in 2023 at COP 28 in Dubai, the Awards serves to recognise, celebrate, and share the stories of individuals and organisations that are accelerating change and making an impactful contribution in sustainable travel and tourism. The inaugural ceremony, held in Belize in September 2024, brought together the global leaders of sustainable tourism.

For further information about the World Sustainable Travel & Hospitality Awards, please visit wstha.com.

—ENDS—

Media Information



For further information about the World Sustainable Travel & Hospitality Awards, contact pr@wstha.com

About World Sustainable Travel & Hospitality Awards

World Sustainable Travel & Hospitality Awards serves to recognise, celebrate, and share the stories of individuals and organisations that are accelerating change and making an impactful contribution in sustainable travel and tourism.

About World Sustainable Hospitality Alliance

The World Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.