



Press release  
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## Creative Tourism Awards 2023: discover this year's winners!

**The winners of the Creative Tourism Awards 2023 were unveiled on Friday 17 March at the Paris World Tourism Fair, the must-attend event for professionals and enthusiasts. This rich list of winners testifies to the vitality of creative tourism around the world and to the profound changes taking place in the travel industry.**

Created by the Creative Tourism Network® in 2014, these prestigious awards aim to reward companies, projects and destinations that promote creative tourism in all its forms and convey its regenerative values for local communities.

This year, the Creative Tourism Awards jury, made up of international experts in tourism marketing and the creative economy, had the difficult task of selecting the winners from among 152 candidates from 28 countries - an unprecedented level of participation in these awards. This enthusiasm demonstrates the growth of creative tourism in recent years, embodying a virtuous tourism model that is adaptable to a wide range of contexts, actors and territories.

Among the selection criteria for this 9th edition are the originality in the design of the proposed experiences, the commitment to create an ecosystem in a local landscape and the consideration of sustainability principles. Whether it's a village of a hundred inhabitants or a megalopolis, an ecolodge or a 5-star hotel, the Creative Tourism Awards focus on authenticity, value creation, and the interest of promoters in involving locals and tourists in the co-creation of their experiences.

For Caroline Couret, Director of the Creative Tourism Network®, "this success of participation and the diversity of projects and their geographical areas, testify to the liveliness and relevance of this tourism, which proposes a sustainable model, adaptable to any type of territory".

In addition to the recognition conferred by these awards, the winners will benefit from the international promotion orchestrated by the Creative Tourism Network®, as well as from collaborations and strategic synergies with other members of the network and partner organizations.

Internationally recognized for its commitment to a more virtuous and innovative tourism, the Creative Tourism Network® brings together destinations with very different profiles, located all around the world, which are developing on the creative tourism segment to satisfy new travel demands, and thus create a sustainable value chain on their territories.



## **WINNERS OF THE 9TH EDITION OF THE CREATIVE TOURISM AWARDS**

### **Best Creative Destination**

#### **Kingston**

Jamaica

#### **What made the difference with the Jury**

Kingston Creative project is distinguished by its desire to create an Art District in Downtown Kingston, an area of the city that for many years was neglected and stigmatized, that residents, artists and entrepreneurs can reclaim and where they can experiment with tourists. It demonstrates a highly innovative approach that combines art, culture and technology for the benefit of the entire community.

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### **Best Strategy for Creative Tourism Development**

#### **Semaine du Tourisme économique et des savoir-faire**

Fédération des Offices de Tourisme de Bretagne

France

#### **What made the difference with the Jury**

This initiative highlights the industrial heritage and know-how of local companies that make up the identity of Brittany. It is supported by a particularly ambitious strategy to revitalize the economic fabric, as it is carried out on the scale of an entire region, and is inclusive, intended for both local residents and national tourists.

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## **Best Creative Experience**

### **La Fille de la Mer**

Magdalen Islands, Canada

#### **What made the difference with the Jury**

An authentic and sensory experience that allows everyone to discover the manufacturing secrets of this artisanal soap factory and to leave with their own creations made from local Magdalen Islands products.

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## **Best Creative Lodging**

### **Cerdeira Home for Creativity**

Portugal

#### **What made the difference with the Jury**

A unique experience in the heart of Portugal, in a protected rural environment, which combines comfort and tradition, creativity and well-being, thanks to its cultural project that allows travelers to participate in creative workshops with the artists in residence.

## **Ex-aequo with**

### **La RéCréation**

Magdalen Islands, Canada

#### **What made the difference with the Jury**

The originality of this accommodation - a former township school rehabilitated according to the principles of the circular economy - goes hand in hand with the creative spirit that inhabits it and invites visitors to enjoy a variety of cultural experiences, in a spirit of sharing and conviviality.

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## **Best Creative Travel Agency**

### **Olé Spain Tours**

Barcelona, Spain

#### **What made the difference with the Jury**

Cultural tourism in its most creative forms, backed by the highest quality: programs validated by decades of experience and excellence, especially in Performing Tours, Educational Journeys, Gourmets Tour, and Experiences of a Lifetime!

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## **Special Mention of the Jury**

### **Travel KOMOREBI**

Kerala, India

#### **What made the difference with the Jury**

A project based on a holistic approach to travel, where travelers are invited to collaborate with local businesses, interact with communities by learning about their customs and the sustainable solutions they have developed to sustain themselves.

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## About the Creative Tourism Network®

The [Creative Tourism Network®](http://www.creativetourismnetwork.org) (CTN) is the international organization responsible for the development of creative tourism in the world. It was created in 2010 as a non-profit organization with the support of the European Union, to promote destinations of all types that rely on creative tourism, both to meet the growing demand of travelers for unique experiences and to create a value chain in their territories.

The CTN collaborates regularly with the World Tourism Organization, UNESCO, as well as Ministries at the global level to structure this growing sector.

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