

**Seatrade
Cruise
Awards**

16 September 2026

20TH
ANNIVERSARY

Criteria and Instructions for Applicants

Las Palmas de Gran Canaria, Spain
on the occasion of Seatrade Cruise Med



Hosted by

SeatradeCruiseMed

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TURA



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General Instructions for Submission

Format for Submissions:

Please carefully review the following submission guidelines to ensure your application meets the requirements:

Submission Format

- Required for Entry: **Statement to Support Nomination** (minimum of 200 words/maximum of 500 words)
- Optional: Supporting Materials must be provided as **1 PowerPoint file**. The PowerPoint file should include **6 slides or fewer**.
- On the optional materials/slides, you may also include:
 - **Photos** (if applicable)
 - **Links** to additional resources or supporting materials (optional)
 - **Structured content** that corresponds to the award criteria.

Key Considerations

- Ensure your slides are clear, concise, and directly address the award criteria.
- Submissions should be designed to help judges evaluate your application efficiently.
- Deadline for submissions is 31 July 2026



Submission Deadline:

All nominations must be submitted by
31 July 2026

Award Nomination Platform Access

- Submissions must be completed online using this link: <https://awards.judgify.me/SCA2026>
- **New/First-Time Users:** Create your Judgify account by clicking "Register," then log in to submit nominations.
- **Existing Users:** Log in with your username and password to access the nomination portal.
- **Need Help?** Contact jacqui.pressinger@informa.com for assistance.

Confidentiality

- All proprietary or sensitive information submitted will remain strictly confidential and will be used solely for the purpose of evaluating entries for this year's awards.

General Instructions for Submission

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Judging Process

- The judging panel consists of impartial professionals from the leading organisations in the cruise industry. Chosen for their expertise and commitment to fairness, the judges carefully review and evaluate each submission based on the established criteria and the quality of information provided. Votes are cast independently to uphold integrity and ensure a fair and balanced selection process.
- By submitting, applicants confirm that they have reviewed the Seatrade Cruise Awards criteria and understand that all nominations will be assessed independently and confidentially by an impartial panel of industry experts based on the established guidelines.
- All submissions will be assessed during early August. A shortlist will be drawn up and voted on by the judges. The judges' decision, which is final, will be announced during Seatrade Cruise Med 2026 in Las Palmas de Gran Canaria, Spain.
- No correspondence/or conversations as to the reason why a particular entry was not successful can be entered into following the announcements of finalists or winners.
- As the judging committee's evaluation can only be based on evidence provided, it cannot be extended or interpreted beyond the purposes of the Seatrade Cruise Awards scheme, to give guarantees to any subsequent commercial usage.
- Winners will NOT be advised before Seatrade Cruise Med 2026. However, entrants will be notified if they have been made finalists.

Procedure

- All entry forms must be fully completed, and full details submitted and all fields entered or else the entry will not be considered valid.
- Entries must provide sufficient information relevant to the criteria to enable the judges to have a clear understanding of the process, product, individual or procedure involved, its/their merits and resulting benefits.
- No entry less than 200 words will be sent to the judges for consideration. (500 word maximum)

Award Categories

Port of the Year

Who is this award for?

A port authority, port management company, cruise terminal operator which has made significant improvements to its operational facilities/cruise tourism infrastructure over the past 12 months*

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including relevant data and evidence/examples to back up your entry.
- Outline and elaborate on activities and/or investments made to achieve improvements to operational assets and infrastructure.
- Highlight the benefits to cruise line customers, guests and the local community and how the latest developments have improved, extended or expanded services.

Destination of the Year

Who is this award for?

A region/tourism body/association which has made significant strides in promoting cruise tourism over the past 12 months*

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including relevant data and evidence/examples to back up your entry.
- Highlight the value to cruise lines customers, guests and the local community.
- New initiatives, services or activities that have led to the destination either increasing cruise tourism and/or improving the experience for cruise lines/cruise guests
- Focus on activities in period (1 August – 31 July 2026)

Award Categories

Innovative Shorex of the Year

Who is this award for?

Any cruise line, company or individual who has created, sourced, or introduced an innovative shore excursion over the past 12 months*

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including a clear description of your excursion, highlighting its uniqueness and newness.
- Showcase successes and achievements of the excursion.
- Focus on a positive impact on local communities and commitment to sustainable practices.
- Focus on activities in period (1 August, 2025 – 31 July, 2026)

Expedition Cruise Initiative of the Year

Who is this award for?

Any company, organisation or individual who has introduced an innovative concept, product, ship, shore excursion, or service specifically tailored to/for the expedition cruise sector over the past 12 months*

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including relevant data and evidence/examples to back up your entry.
- Areas to highlight may include itinerary development, Shorex initiatives, innovative products, or experiential activities.
- Outline achievements and benefits provided to others, as well as any partnerships and/or collaborations involved.
- Showcase sustainable credentials, demonstrating environmental responsibility and contributions to sustainability.
- Focus on activities in period (1 August, 2025 – 31 July, 2026)

Award Categories

Product of the Year

Who is this award for?

This award will recognise the development and/or application of a new product or innovative technology for the cruise sector in this past year*.

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including a clear description of your product, its functions, and purpose.
- Explain how it helps your customers and whether it fulfils its purpose.
- Provide details on its growth, and the market gap it addresses.
- Highlight the successes and advantages your product has brought, supported by specific data, with a focus on activities in period (August 1, 2025 – July 31, 2026)

Sustainability Initiative of the Year

Sponsored by CruiseBaltic

Who is this award for?

To any company, organisation or individual who has shown that it puts sustainability, both socially and environmentally, at the forefront of its business operations over the past 12 months*

To put forward a nomination for this year, please note you will be judged on the following criteria:

- The quality and the context of the entry, including specific examples showcasing the initiative, include data and standout features, and what sets your initiative apart.
- Describe the fundamental values and goals driving the initiative, detail its positive impact and highlight clear successes and achievements.
- Focus on activities in period (1 August, 2025 – 31 July, 2026)

Award Categories

Seatrade Cruise Personality of the Year

Sponsored by  V.SHIPS
Leisure

This award is for an individual who has gone above and beyond in their particular sector or industry, representing the best in their field, and embodying the values we want to celebrate.

To be selected by Seatrade Cruise and V.Ships Leisure from nominations received.

Seatrade Cruise Outstanding Achievement Award

This award is for an individual who made an outstanding contribution to continuous growth and innovation of cruise industry.

To be selected by Seatrade Cruise from nominations received.



Condition of Entry

- You may submit nominations in more than one category. If submitting the same entry in more than one category, each application must be individually completed.
- 2025 winners are exempt from entering the 2026 Awards Scheme in the category they won in 2025.
- Seatrade Cruise reserves the right to publish, in whole or part, details of any entries submitted for the Seatrade Cruise Awards 2026, following the announcement of the finalists.
- All entries for the Seatrade Cruise Awards 2026 must be received by end of day on the 31 July 2026. There will be no extension of this deadline.
- Entrants must use the official entry platform.
- No correspondence will be entered into concerning the eligibility of any application.
- The screening panel and judges shall have sole and absolute discretion in determining whether or not an application meets the requirements of, or is in accordance with, these rules and conditions.
- Entry to the scheme is free of charge.
- 2026 awards entries cover the 12 months from 1 August, 2025 – 31 July, 2026

