**Nominations for the 2017 Dubai Sustainable Tourism Awards to close in September**

***The new awards will recognise Dubai’s most sustainable hotels and reflect the city’s goal to become one of the world’s leading sustainable tourism destinations***

**Dubai, UAE, 14 August 2017:** Hotels and desert camps in Dubai have just one more month to enter the 2017 Dubai Sustainable Tourism Awards. Part of the Dubai Sustainable Tourism (DST) initiative, the awards will recognise hotels and individuals who are adopting tangible measures to contribute to enhanced sustainability within the Emirate’s tourism sector. Establishments can enter the awards via the Dubai Sustainable Tourism website; nominations will close on 14th September and winners will be announced at a ceremony in mid-November.

Inaugurated this year, the Dubai Sustainable Tourism Awards feature 20 categories; 13 main awards targeted towards different types of hospitality establishment, and seven special awards that recognise individuals who are true champions of sustainability. Winners of the seven special awards will be leaders and teams who truly embody the sustainability principles of DST, and who have inspired remarkable changes within their organisations.

The awards criteria have been designed to meet the challenges outlined in Dubai’s Carbon Abatement Strategy; issued by the Dubai Supreme Council of Energy, this commits to reducing carbon emissions by 16 per cent by 2021. The awards also support the UAE’s Green Growth Strategy that aims to build an economic system that has sustainability at its core. These initiatives in turn, are in line with Dubai Plan 2021 and Dubai Integrated Energy Strategy 2030.

The deadline for hotels to enter the Dubai Sustainable Tourism Awards is 14th September 2017. This will be followed by an evaluation process and approval by the final DST committee to select the winners. Adjudication of the awards will cover both strategic and operational initiatives, which will be benchmarked against standards set by highly qualified subject matter experts representing various entities. This process will be supervised by a respected jury panel of industry experts.

The winners of the Dubai Sustainable Tourism Awards will be revealed at an industry ceremony in mid-November. Along with a trophy, winners will enjoy a number of accolades and benefits; these include being highlighted as ‘Dubai’s Preferred Sustainable Hotel’ within publications, opportunities to partake in further DST-certified sustainability training, and access and invitation to take part in sustainability thought leadership platforms.

Dubai Tourism is implementing its Dubai Sustainable Tourism initiative in collaboration with the following partners; Etihad ESCO, Dubai Carbon, Emirates Environmental Group, Emirates Wildlife Society – WWF and Emirates Green Building Council as well as the Dubai Supreme Council of Energy, DEWA and Dubai Municipality as strategic partners. The initiative is also in line with Dubai’s goal to become one of the world’s leading sustainable tourism destinations. DST is also set to launch courses and training on sustainability for industry stakeholders.

To participate in the Dubai Sustainable Tourism Awards, hotels and desert camps must enrol through the DST website (<https://dst.dubaitourism.ae>) by 14 September 2017. Full details of all the award categories are also available on the site.

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**About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment).

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