

## **Regenera Luxury Launches Global “Regenera Luxury Hospitality Awards,” Recognizing the World’s Leading Regenerative Hotels**

**Berlin, Germany — [ITB Berlin, March 3<sup>rd</sup>, 2026]** — Regenera Luxury today announced the launch of the **Regenera Luxury Hospitality Awards**, a new global awards program designed to recognize hotels leading the transformation from sustainability toward regenerative hospitality.

Officially unveiled at ITB Berlin, the awards will celebrate hotel properties worldwide that demonstrate measurable leadership across environmental stewardship, community impact, cultural preservation, governance transparency, and human wellbeing.

Unlike traditional hospitality awards based primarily on reputation or subjective judging, the Regenera Luxury Hospitality Awards are grounded in verified performance data derived from the Regenera Luxury Regenerative Management System (RL RMS).

### **A New Standard for Hospitality Recognition**

The Regenera Luxury Hospitality Awards were created to provide owners, operators, and general managers with a credible, data-driven framework to benchmark progress and showcase leadership in the rapidly evolving regenerative travel movement.

“Hospitality is entering a new era,” said Hector Decastro, CEO for Regenera Luxury. “Sustainability is no longer enough. The future belongs to hotels that actively restore ecosystems, strengthen communities, and create lasting positive impact. These awards recognize measurable action — not aspiration.”

Hotels from **all regions and brand affiliations worldwide** are eligible to participate.

### **How the Awards Work**

Participation begins with completion of the Regenera Luxury baseline analysis within the RL RMS platform, which evaluates operational practices, governance readiness, environmental performance, and community engagement indicators.

### **Key Program Features**

- Open to **all hotels globally**
- Properties **self-nominate** by completing baseline assessment
- Performance scores and KPIs on Regenera Luxury’s RMS platform determine awards
- Sales teams may nominate prospective hotels to encourage participation
- Nomination administration fee: **\$100 per hotel, creditable towards Regenera Luxury Pre Certification process**

## **Award Categories**

Awards are designed to reflect both overall leadership and excellence across key pillars of regenerative hospitality:

### **Core Leadership**

- **Regenerative Leadership Index**
- **Most Improved Potential Award**

### **Governance & Transparency**

- **Best Regenerative Governance & Data Transparency**
- **Supply Chain Traceability & Local Value Creation Award**

### **Nature & Resource Stewardship**

- **Water Stewardship & Net-Positive Pathway Award**
- **Circularity Champion**
- **Biodiversity & Landscape Regeneration Leader**

### **People, Culture & Guest Experience**

- **Staff Wellbeing & Human Development Leader**
- **Cultural Heritage & Community Partnership Excellence**
- **Best Guest Participation in Regeneration**

Each category aligns with Regenera Luxury's core philosophy integrating **nature, community, culture, wellbeing, and responsible governance.**

## **Global Timeline**

- **Awards Announcement:** ITB Berlin
- **Nominations Open:** April 1
- **Nominations Close:** June 30
- **Review Period:** July – August
- **Global Winners Announced:** September 2026

Winners will be revealed through coordinated international press announcements, digital campaigns, and global industry communications.

## Driving the Shift from Sustainability to Regeneration

The Regenera Luxury Hospitality Awards represent a major step in accelerating industry transition toward regenerative tourism — moving beyond minimizing harm to actively improving destinations and ecosystems.

Through benchmarking, recognition, and visibility, the program aims to:

- Provide hotel owners and operators with clear performance insights
- Encourage transparency and measurable progress
- Elevate regenerative leadership across the global hospitality sector
- Help travelers and partners identify authentic impact-driven properties

### About Regenera Luxury

Regenera Luxury is a non-profit organization, presented by UN Tourism as the world's first Regenerative Hospitality Certification organization, providing a global platform supporting hotels in their transition from sustainability to regenerative hospitality. Through proprietary assessment tools, strategic consultancy guidance, marketing support, and industry partnerships, Regenera Luxury enables hotels and hospitality brands to measure impact, strengthen operational resilience, and create positive environmental and social outcomes for tourism destinations worldwide.

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