



UN Tourism and FIA Launch Global Awards for Excellence in Sustainable Sports Tourism

UN Tourism and the Fédération Internationale de l'Automobile (FIA) have launched the UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA.

Featuring four categories, the awards are designed to recognise initiatives that drive sustainability, innovation, social impact, and successful examples of public-private partnership within the sports tourism sector, while promoting and encouraging responsible practices that align with the United Nation's Sustainable Development Goals.

1. Most Sustainable Sport Event
2. Community Impact in Sports Tourism
3. Innovation in Sports Tourism Development
4. Outstanding Public-Private Partnerships in Sports Tourism

The launch of these Awards builds on the strategic partnership established between the two Organizations in September 2024, to foster collaboration in areas where tourism, sport and sustainable mobility intersect.

UN Tourism Secretary General, Zurab Pololikashvili stated: "These Awards reflect the growing recognition of sports tourism as a strategic driver of sustainable development, social cohesion and innovation. We are proud to partner with our Affiliate Member FIA to honour the efforts of those making a meaningful impact through sport and tourism".

FIA President, Mohammed Ben Sulayem, added: "Sport and tourism are both powerful drivers of economic growth, cultural exchange, and community development. This partnership with UN Tourism, and these Awards, will not only celebrate best practice but also inspire others to create positive change. Together we can build a future where sport continues to unite people and benefit societies worldwide."

As one of the fastest-growing sectors globally, sports tourism reached a market value of \$609 billion in 2023 and is projected to grow to \$2.3 trillion by 2032, and this initiative seeks to spotlight exemplary initiatives that are shaping the future of the sector. The awards are open to UN Tourism Members, FIA Member Clubs, and other stakeholders involved in the fields of sports and tourism.

The Awards are now open, and UN Tourism and FIA invite all eligible organizations to take part in this first edition – a unique opportunity to showcase how sport and tourism can drive sustainability.

About the FIA

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation for mobility organisations globally. It is a non-profit organisation committed to driving innovation and championing safety, sustainability and equality across motor sport and mobility.

Founded in 1904, with offices in Paris, London and Geneva, the FIA brings together 245 Member Organisations across five continents, representing millions of road users, motor sport professionals and volunteers. It develops and enforces regulations for motor sport, including seven FIA World Championships, to ensure worldwide competitions are safe and fair for all.

About UN Tourism

The World Tourism Organization (UN Tourism), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

Related Links

[Awards official webpage](#)

[FIA webpage](#)

[UN Tourism Affiliate Members](#)

[Sports Tourism](#)

[UN Tourism and FIA Reinforce Partnership to Advance Sustainable Sports Tourism](#)