



Category 1: Most Sustainable Sport Event

***25th International Climbers' Meeting Paklenika 2025*, by Zadar County Tourist Board**

It brings together climbers and nature enthusiasts in Croatia's UNESCO-protected park, promoting "Sport in Harmony with Nature." Through eco-friendly climbing activities, education, and local partnerships, the event advances sustainable outdoor recreation while supporting the regional economy and environmental stewardship.

***Rallye International du Chablais*, by Association Rallye International du Chablais**

As one of Switzerland's most innovative motorsport events, Rallye du Chablais demonstrates how rallying can be both competitive and sustainable. Through synthetic fuel lead cars, electric mobility, efficient resource management and local reforestation, the event embodies strong environmental commitment while promoting the Chablais region.

***Santa Domenica Spartan Trifecta Weekend*, by Zagreb County Tourism Board**

The Spartan Race Trifecta Weekend in Sveta Nedelja gathers over 2,000 athletes for a multiday endurance challenge featuring the Sprint, Super and Beast races. Set on rugged terrain with demanding obstacles, the event promotes resilience, teamwork and outdoor adventure. With activities for adults and children, it has become a major regional gathering for the community.

***Secto Rally Finland – Pioneering ISO 20121 & Spark the Future Sustainability Forum in Global Motorsport events*, by AKK Sports Ltd.**

Secto Rally Finland sets the standard in sustainable motorsport tourism, pioneering ISO 20121 certification in Finland. Through its "Spark the Future" innovation forum, ESG-driven practices, and close collaboration with local partners, the rally drives clean energy solutions, promotes sustainable mobility, and aligns with both global and regional sustainability and climate goals.

***Strkina Mini Liga – Trails of Change*, by Trail Traking Klub Strka**

Strkina Mini Liga revitalizes rural trails through a five-week community running series that activates lesser known natural and cultural sites. By combining outdoor sport with volunteer-led cleanups and educational activities for all ages, it promotes healthy lifestyles, environmental stewardship and sustainable local engagement.

***Suzuka Circuit: A Testing Ground for Sustainability*, by Honda Mobilityland Corporation**

Suzuka Circuit leads in sustainable motorsports, achieving net-zero Scope 1&2 emissions, 100% renewable energy, and zero single-use plastics by 2025. Through regional collaboration and innovative initiatives, it sets a new benchmark for environmentally responsible event management in motorsport.

***The Tunisia Historic Car Heritage Tour*, by National Automobile Club of Tunisia (NACT)**

The Tunisia Historic Car Heritage Tour is an international cultural tourism initiative showcasing Tunisia's historic automotive legacy through a multiday journey across key natural and cultural sites. Bringing together historic vehicles and participants from several countries, the tour promotes heritage preservation, safe mobility and sustainable tourism



Category 2: Community Impact in Sports Tourism

***Emirates Villages Run Series – EVRS*, by Emirates Council for Balanced Development**

EVRS is the UAE's first rural community sports tourism initiative, transforming villages into hubs of sport, culture, and sustainability. By engaging local communities, supporting small businesses, and promoting environmental and social initiatives, EVRS strengthens rural economies while fostering long-term community empowerment and well-being.

***Salomon Cappadocia Ultra Trail*, by Türkiye Tourism Promotion and Development Agency (TGA) and Argeus Travel & Events**

Salomon Cappadocia Ultra Trail is a premier international trail running event in Türkiye, showcasing the region's UNESCO World Heritage landscapes. Combining sport, culture, and nature, it promotes sustainable tourism, engages local communities, and highlights Cappadocia as a global destination for outdoor adventure and environmental awareness.

***Samakiba – Nifuate*, by Samatta Foundation**

SamaKiba–Nifuate Charity Match unites sports, tourism, and community development in Tanzania. Through football matches, social initiatives, and environmental activities, the event empowers youth, supports local communities, and celebrates the nation's cultural and natural heritage.

***Split Marathon*, by Split Tourist Board**

Split Marathon is one of Croatia's top international running events, highlighting Split's UNESCO listed center and cultural landmarks. With thousands of participants from 50+ countries, youth races and 500+ volunteers, it boosts early season tourism and reinforces the city's identity as an inclusive and sustainable sports tourism destination.

***Uvati Čuvitu Trail: Connecting Community, Nature, and Sport on Šolta Island*, by Trail Traking Klub Strka**

Uvati Čuvitu Trail is a community run event on the island of Šolta, Croatia, inviting runners and visitors to explore restored traditional paths and scenic trails. Created in 2023, the initiative engages local volunteers to clean and maintain over 30 km of routes and welcomes participants of all levels while celebrating local culture through food, wine and artisanal products.

***World Masters Games 2025 Taipei and New Taipei City*, by World Masters Sport**

The 2025 World Masters Games in Taipei & New Taipei City welcomed more than 25,000 athletes and 50,000 visitors across 30+ sports. With a sustainability driven Master Plan, shared city governance and extensive volunteer engagement, the event fostered inclusion, community participation, and infrastructure development.

***WRC UENO Rally of Paraguay 2025*, by National Secretariat of Tourism of Paraguay- SENATUR**

WRC Paraguay 2025 positioned Paraguay as a premier sports tourism destination, combining world-class motorsport with cultural promotion, community engagement, and sustainability initiatives. The event generated significant economic impact, supported local development, and set a benchmark for environmentally responsible international sporting events.



Category 3: Innovation in Sports Tourism Development

***Alpe Cimbra 4 All*, by Azienda per il Turismo Alpe Cimbra**

Alpe Cimbra 4 All makes Trentino's mountains fully accessible, offering barrier-free accommodation, adaptive outdoor activities, and inclusive experiences for people of all abilities. The project combines sustainable tourism with cultural, sporting, and nature-based opportunities, ensuring everyone can enjoy the beauty and hospitality of Alpe Cimbra.

***A Smart Sports Tourism Living Lab in Costa Rica's Blue Zone*, by Fundación BoaPaz & Municipality of Hojancha**

Smart Sports Tourism Living Lab transforms Hojancha's Blue Zone into an innovative, community-driven ecosystem for sports tourism. By integrating nature-based activities, local entrepreneurship, and digital tools, it fosters wellbeing, sustainability, and rural economic development while testing new models for inclusive and responsible tourism.

***China Auto (RV) Camping Rally*, by Federation of Automobile and Motorcycle Sports of China**

Blending motorsport and outdoor culture, the China Auto (RV) Camping Rally features a 200+ km Regularity Rally and community focused Camping Fun Games. With categories for cars, RVs and new energy vehicles, the event highlights safe mobility while showcasing local traditions. It has become a key driver of sports tourism and regional economic activity.

***Festival del Viento Aguamilpa*, by Sabino Creaciones & Secretaría de Turismo de Nayarit**

Aguamilpa Wind Festival is a competitive light sailing event held at the Aguamilpa Dam in the Nayarit mountains, with a strong focus on kiteboarding. The initiative promotes the reservoir as a new sports tourism destination while supporting economic development for surrounding shoreline communities, primarily of the Wixárika (Wirrarika) people.

***Impact Challenge*, by Automobile Club de l'Ouest**

The Impact Challenge turned 24 Hours of Le Mans spectators into active participants through a gamified sustainability quest on the 24H EXPERIENCE App. Over 8,000 fans completed 200,000+ missions exploring themes like low carbon mobility, responsible food and recycling. By blending fun, learning and CSR, the initiative redefined the fan experience at a major motorsport event.

***Nature-Driven Performance: Saalfelden Leogang as a Pioneer in Eco-Friendly Mountain Bike Tourism*, by Saalfelden Leogang Touristik GmbH**

A world-class mountain bike destination, blending top-tier trails, events, and sustainable tourism. With green energy operations, low-impact trail design, and community-driven initiatives, the region drives eco-friendly adventure tourism while delivering measurable economic, social, and environmental benefits.

***Tirana – European City of Sports 2023*, by Municipality of Tirana**

Tirana – European City of Sports 2023 transformed sport into a tool for urban, social, and infrastructural development. Through upgraded facilities, inclusive programs, and signature events, the city fostered community participation, youth engagement, and lasting legacy, embedding sport into everyday life and urban culture.



Category 4: Outstanding Public-Private Partnership in Sports Tourism

***Biševo trail*, by Tourist board of town Komiža**

Biševo Trail brings 500 runners and over 1,000 visitors to Croatia's most remote inhabited island, transforming an offseason weekend into a 300% tourism increase. Organised jointly by Komiža's public and private partners, the event engages the whole community and promotes responsible tourism, helping reposition Biševo as a year-round destination beyond the Blue Cave.

***Cain Road Race: A Role Model*, by Cain Road Race A.C.**

Cain Road Race is a collaborative initiative uniting public institutions, private partners and local communities in the joint planning and delivery of a major road motorcycling event. The race drives sustainable tourism, boosts local businesses and creates opportunities for youth and women in logistics and visitor services across México.

***Dalmatinko Kup 2025*, by Zadar County Tourist Board**

Dalmatinko Cup is an international youth football tournament in Zadar, Croatia, bringing together teams from more than 20 countries to promote fair play, cultural exchange and positive youth development. Built on a strong public-private partnership, the event is deeply rooted in the local community and extends the tourism season in the region.

***MadCup Universe*, by MadCup S.L.**

MADCUP positions Madrid as a global leader in grassroots sports, combining international tournaments, innovation-driven education, and social inclusion programs. Through a unique public-private partnership model, it drives gender equality, community engagement, and sustainable sports development while creating lasting cultural and economic impact.

***National Trail System "Alatau Heritage"*, by JSC "National Company Kazakh Tourism"**

Alatau Heritage is a 2025–2030 partnership developing Kazakhstan's first National Trail System in the Almaty mountains. With over 1,000 km of routes surveyed, the project advances sustainable ecotourism, local economic benefits and responsible outdoor access, offering a scalable model for National Trails nationwide.

***Paris 2024 Digital Olympic Concierge*, by Fliggy (Alibaba Group) & Choose Paris Region**

Paris 2024 Digital Olympic Concierge redefined international sports tourism with a fully digital, multilingual platform and 24/7 support, connecting visitors to Olympic experiences, travel services, and cultural content. Through a public-private partnership, it set a new standard for accessible, sustainable, and globally connected sports tourism.

***WRC Safari Rally: the Kenya Experience*, by Kenya Tourism Board**

WRC Safari Rally – The Kenya Experience showcases Kenya as a top sports tourism destination, combining world-class motorsport with conservation, community engagement, and cultural heritage, while driving inclusive growth and sustainable development through a strong public-private partnership.