

Travel & Hospitality Awards

Winner Badge Usage Guidelines

This guide explains how to correctly use the official Travel & Hospitality Awards Winner Badge. Following these guidelines ensures the award is displayed clearly, consistently, and professionally across all platforms.

Who may use this badge

This badge may only be used by businesses that have been officially confirmed as winners of the Travel & Hospitality Awards 2026.

Using your Winner Badge to build credibility and trust

The Travel & Hospitality Awards Winner Badge is more than a visual mark. When placed correctly, it acts as a third-party trust signal that reassures guests, partners, and bookers that your business has been independently recognised for excellence.

Used well, it can strengthen brand perception, increase confidence, and support conversion.

Where the badge has the most impact

On your website

The badge is most powerful when it is visible early in the customer journey.

- Homepage, above the fold
- Near your main call-to-action or booking button
- In the footer alongside other trust indicators
- On an “Awards”, “About”, or “Press” page

These placements reinforce credibility at the exact moment guests are deciding whether to trust your brand.

On booking platforms

On platforms such as Booking.com and TripAdvisor, the badge helps your listing stand out in a competitive environment.

- Add the badge to your profile images or gallery
- Ensure it is clearly visible but not intrusive
- Use the official version provided to maintain consistency

This gives potential guests a quick visual signal of recognition and quality.

On social media

The badge performs best when used as a subtle overlay, not the main focus.

- Bottom corner of images or video
- On announcement posts and milestone content
- In stories and reels as a static overlay

This positions the award as a mark of authority rather than an advertisement.

Linking the badge for authenticity

To maximise credibility, we strongly encourage you to link the badge wherever possible.

- Link the badge to your official Travel & Hospitality Awards press release
- Or link it to the winners list page confirming your award

This allows visitors to independently verify the recognition and reinforces trust. Guests increasingly value transparency, and making the award verifiable strengthens its impact.

Why authenticity matters

When guests see a recognised awards badge from an independent organisation that links to a verifiable source, it reduces uncertainty and increases confidence.

This is especially important for first-time guests, international travellers, and premium or high-value bookings.

Used consistently, the badge becomes part of your brand's credibility rather than just a graphic.

A simple rule of thumb

If someone sees the badge and asks, “**Is this real?**” your placement and linking should already answer that question.

