



Application Guide

Are you taking experiential travel into bold new territory? Enriching lives, empowering communities, transforming conservation or simply telling a great story where it matters?

Show us your maverick spirit. Apply for a PURE Award and step up to a rare pedestal in our community.

For the **Creativity, Community** and **Conservation** Awards our independent panel of travel experts will judge you on:

- **The relative size of your impact.** Regardless of the size of your business and the resources you're playing with, our judges will consider every submission in context i.e. they won't discriminate against smaller brands serving their region in a meaningful way.
- **When you saw distinct results from your project.** We're seeking initiatives that flourished after **April 2024**. So, even if you've led a long-running project (for several years or decades), our judges will only consider the achievements you've made in the last year.
- **How you can prove progress.** Stats, timelines and results aren't just welcome. They're essential. You must be able to demonstrate how the project developed and what it accomplished in the past year.
- **Your sustainable and regenerative streak.** Making travel a force for good isn't just about maintaining cultures and environments, but leaving them in a better state than you found them. Our judges will examine the authentic care your project displays for people and planet — both for now and its far-reaching potential.

For the **Change-Maker** Award, a PURE committee will select and judge the winner based on the same criteria as above. However, we're looking for the full story — so in your answers please include...

- **A biographical statement.** We need to learn a bit about you (or your nominated PUREist) and your/their work over the years. What drives you? How do you make travel a force for good in the world?
- **Any relevant stats and timelines.** The Change-Maker is awarded to someone who shows consistent, refined progress in our industry. Therefore, any numbers or comparisons you provide are worth their weight in gold. These can arise from any point in your professional journey.
- **How you or your nominee has carved a legacy.** Ideally, it will be an example — either practically, ideologically or both — that future mavericks can follow. Or perhaps that legacy has been left on a community you cherish.