

# Assessment criteria

## LUXEMBOURG TOURISM AWARDS 2025

	Best project	Best host	Best innovation
Assessment criterion			Weighting factor
<b>INNOVATION:</b> proposal of original and creative solutions that stand out for their unique nature, their adaptation to new trends, their improvement of the customer experience, their creation of added value and their development potential for the tourist offer.	25%	20%	60%
<b>TOURISM STRATEGY:</b> orientation of the tourism service by taking into account the expectations of the existing clientele and/or implementation of measures to attract a new clientele.	25%	40%	10%
<b>SUSTAINABILITY:</b> use of sustainable products or processes, use of local products, reduction of waste, waste sorting, optimisation of energy use, safeguarding of natural resources.	25%	30%	20%
<b>DIGITALISATION:</b> implementation of processes aimed at transforming traditional processes, objects, tools or professions through digital technologies in order to make them more efficient and to optimise the proposed offer.	25%	10%	10%

The “**Commended Municipality**” award has the same evaluation criteria and weighting factors as the “**Best Project**”.