

RULES AND REGULATIONS FOR THE "LLORET DE MAR TOURISM AWARDS".

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1. Objective of the awards

Lloret de Mar Town Council, through its Tourism and Economic Promotion Departments, holds the annual "Lloret de Mar Tourism Night".

The aim of the event is to strengthen internal relations in the tourism sector, to recognise the good work of professionals and local businesses, and to stimulate the competitiveness of the destination's tourism sector. Especially after having faced a global pandemic, increasing global political instability, and new global environmental challenges.

The strategic challenge is to maintain Lloret de Mar's tourism leadership while contributing to the local community's pride of belonging. The event is presented in a fresh and contemporary format to highlight the value of our industry (professionals, companies and organisations).

2. Purpose and categories of the awards

The awards are divided into two areas, one for tourism and the other for communication. The awarding of the prizes is determined in clauses 3 and 5 of these rules.

The tourism categories to be awarded are as follows:

- **Professional career award: in** recognition of individuals who, through their professional career, experience, dedication, effort, values and vision, have contributed to the development of tourism in Lloret de Mar.

Some of the merits and criteria that the Jury may take into account are:

- Long professional career.
- Active participation in the world of associations in their area of activity or in mixed public/private bodies for the management of tourism.
- Creation of a dynamic tourism product/service that enhances the value of Lloret de Mar and contributes to improving its brand reputation.
- Work for the continuous improvement of its organisation.
- Encouragement of the use of new technologies and the promotion of sustainability.

The candidates in this category will be proposed by the members of the jury, in accordance with the provisions of clause 5 of these rules.

- **Emblematic establishment award: in** recognition of accommodation, catering, retail, nightlife, etc. establishments that provide Lloret de Mar with a unique, quality value proposition.

The candidates in this category will be proposed by the members of the jury, in accordance with the provisions of clause 5 of these rules.

- **Entrepreneurship Award:** In recognition of those individuals, companies or entities, whether public or private, that have developed a project or proposal that clearly contributes to the enrichment of the attractiveness of the destination of Lloret de Mar, to its tourism transformation and to its excellence.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Local ambassador award:** in recognition of the person, company or entity that proactively contributes publicly to improving the image, reputation and repositioning of the Lloret de Mar brand. This can be done through social networks, the media and other channels deemed relevant by the jury.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Innovation and sustainability award:** recognition of the entity, individual or legal entity that has worked or works continuously on issues in the field of tourism linked to innovation, technology, accessibility or sustainability (economic, environmental).

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Social Commitment Award:** recognition of the entity, individual or legal entity with a clear commitment to social justice, equality, governance or solidarity in the tourism industry.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Recognition of international projection:** recognition of the individual or legal entity (operator, agency, event organiser, etc.) that has made a commitment to Lloret in recent years, positioning it internationally through one of its strategic tourism products (beach-urban, sports, MICE, family, etc.).

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Outstanding Professional Award:** Recognition of an individual, a professional in the tourism sector in Lloret, who has played an important role in the history of the establishment in which he/she works or has worked.

Candidates in this category will be proposed by the company in which they have developed their professional career, in accordance with the provisions of clause 3 of these rules.

The above awards are exclusively honorary and do not involve any financial contribution.

The category of communication awarded will be as follows:

- **Tourism communication award:** with the aim of recognising and rewarding quality content produced by journalists, opinion leaders and content creators from all over the world who best contribute to publicising and promoting our destination and inspiring travellers and visitors to discover Lloret de Mar.

To be a candidate in this category, interested parties must submit their application in accordance with clause 3 of these terms and conditions.

This last prize is the only one that also includes a financial contribution of €2,000 for the winner. This economic contribution will be considered as a subsidy, in accordance with the provisions of articles 22 LGS and 16.3 of the General Subsidy Ordinance.

By submitting an application, the candidate authorises Lloret de Mar Town Council to carry out any checks that may be necessary in relation to the documentation accrediting compliance with the requirements for obtaining a grant. For this reason, together with your application, you must submit the document "Annex I" completed or with the required details of the candidate.

3. Requirements for participants, documentation and submission of applications

Companies wishing to apply for the "**Outstanding Professional Award**" must follow the following procedure:

Each company may submit only one nomination, which must be accompanied by a report - maximum 2 pages, double-sided, in Verdana font, size 11 - justifying the reasons for which the award is proposed and which will be taken into account by the jury when making the award proposal. The reasons may be of a very diverse nature: experience, professionalism, initiative, charisma, solidarity, innovation, excellence, etc.

Only companies with a place of business in Lloret de Mar are eligible to apply.

Nominations must be submitted electronically via the Lloret del Mar Town Council website (<https://tramits.lloret.org/>). The deadline for submitting applications is 27 July 2025 (inclusive) at 23:59h.

Participants wishing to apply in the "**Tourism Communication**" category must follow the following procedure:

Any natural and legal person may take part in this call for entries by submitting original, unpublished works produced in any communication medium (newspapers, magazines, books and travel guides, both printed and digital, e-books, blogs, social networks, podcasts, audiovisual productions and programmes, etc.) that promote and disseminate the values, wealth, diversity and quality of Lloret de Mar's tourism resources and products, and that contribute to repositioning its brand.

All original works that have been published, broadcast or distributed since 1 January 2024, in any format, language and country, are eligible for the prize.

The Jury will evaluate the submitted works according to the criteria of writing/production style, quality of photographic and audiovisual images, tone, originality, creativity, impact, informative value, and truthfulness.

The candidate gives his/her authorisation for the recognised and awarded works to be published publicly, in whole or in part, through Lloret de Mar Town Council's communication channels.

Proposals should be sent by email to: halves@lloret.cat and ariera@lloret.cat . The deadline for the submission of candidatures will be until 27 July 2025 (inclusive) at 23:59h.

Entries submitted after the deadline may be excluded from evaluation by the Jury.

4. Prize

The awards are exclusively honorary and do not involve any financial contribution. With the exception of the prize for tourism communication, which will also entail a financial contribution to the winner in the amount of €2,000, given that it highlights the value of the population outside the municipality itself, and therefore promotes the dissemination of the transformation of the tourism industry and its productive fabric in general. This contribution will be considered a direct subsidy in accordance with the

provisions of Article 2.1 of Law 38/2003, of 17 November, General Law on Subsidies (hereinafter, LGS).

5. Jury, selection criteria and procedure

For the purposes of selecting potential prize-winners, a jury will be set up and **chaired by the Mayor of Lloret de Mar**. This jury will also be made up of the following members as members of the jury:

- President of the Lloret de Mar Tourism Business Board
- President of the Lloret de Mar Hotel and Catering Trade Union
- President of the Lloret de Mar Bars, Restaurants and Cafés Guild
- President of ACAVE
- President of the Traders' Association
- Councillor for Tourism, Lloret de Mar Town Council
- Managing Director of Lloret Futur, SA or member of the Board of Directors of the municipal company to whom he/she delegates.
- Councillor for Economic Promotion of Lloret de Mar Town Council or councillor delegated by him/her.
- Councillor for Culture of Lloret de Mar Town Council or councillor delegated by him/her.
- Head of Economic Promotion and Trade at Lloret de Mar Town Council
- Head of Communications at Lloret de Mar Town Council
- Manager of the municipal company Lloret Futur, SA
- Representative of the UGT
- Representative of the CCOO

The members listed above may not delegate their participation/attendance as members of the Jury, but they may delegate their vote to another member of the Jury if they formally notify the President in advance.

Selection procedure of the prize-winners

In the case of the awards for which the Jury proposes a candidature (Career Achievement Award, Emblematic Establishment Award, Entrepreneurship Award, Local Ambassador Award, Innovation and Sustainability Award and Recognition of International Projection), each member of the Jury will propose a single candidate for each of the categories.

On 31/07/2025 (this date may be subject to change), the jury will meet to present the different candidates, explain the reasons for which they are proposed, and will proceed to jointly evaluate them:

- The proposals provided by the different representatives members of the Jury (maximum one candidate per category of the prize);
- The proposals submitted by the establishments in the form of a candidature (Outstanding Professional Award);
- And those relating to the Tourism Communication Award.

After the evaluation process, the Jury will decide on each of the categories, determining the winner, as well as a second reserve candidate. The conclusions will be formally recorded in the form of minutes.

The prizes will be awarded by agreement of the Jury and the awards will be presented at a public ceremony during Lloret de Mar Tourism Night, and the Town Council may publicise the prize-winning individuals, companies and organisations.

6. Deadline for submitting nominations

The deadline for submitting nominations for the Outstanding Professional Award and the Tourism Communication Award is 27 July 2025 (inclusive) at 23:59h.

Nominations for the Outstanding Professional Award shall be sent electronically to the Lloret de Mar Town Council website (<https://tramits.lloret.org/>).

Nominations for the Tourism Communication Award should be sent by e-mail to: halves@lloret.cat and ariera@lloret.cat . The deadline for submitting nominations is 27 July 2025 (inclusive) at 23:59h.

Applications submitted after the deadline may be excluded from evaluation by the Jury.

7. Competent body and decision

The Jury will be the competent body to evaluate and decide on the winners.

The proposals will be put to a vote, which will be approved by the majority of the members of the Jury. In the event of a tie, the Mayor, as President, will have the casting vote.

8. Notification and acceptance of the prize

Before 1 September, the City Council will formally notify each of the interested parties of their status as prize-winners.

In the event that the prizewinner rejects the prize, the Town Council will formally notify the reserve prizewinner of the award.

9. Budget

The only economic contribution corresponds to the Prize for tourism communication and will be for the amount of 2.000€. This prize will be

considered a direct subsidy, in accordance with the provisions of articles 22 LGS and 16.3 of the General Subsidy Ordinance.

This expenditure, in the amount of €2,000, will be charged to the budget application 2025.60.4330.48003 of the municipal budget for the year 2025.

10. Legal Regime

In all matters not expressly provided for in these rules, the General Subsidies Act 38/2003, of 17 November, Royal Decree 887/2006, of 21 July, which approves its implementing regulations, the General Subsidies Ordinance of the City Council, the Bases for Execution of the General Budget for the current financial year, Act 39/2025, of 1 October, on the Common Administrative Procedure for Public Administrations, and other concordant legislation, are applicable.