



WEAREAFRICA

WE ARE AFRICA AWARDS

TERMS AND CONDITIONS

The We Are Africa Awards 2026 recognise the individuals, organisations, and initiatives shaping the future of high-end African travel. The Awards honour purposeful innovation, leadership, and ideas that influence how the continent is experienced, valued, and represented globally.

Open exclusively to the We Are Africa tribe, the Awards reflect the collective ambition, integrity, and responsibility of a community committed to shaping Africa's future with intention and impact.

Eligibility and Entry Requirements:

- Entry to the We Are Africa Awards 2026 is complimentary.
- All submissions must be made by registered delegates of We Are Africa 2026, including exhibitors, buyers, partners, and accredited media.
- Entries must relate to campaigns, collaborations, projects, events, openings, renovations, or experiences that were introduced or delivered after January 2025 and prior to 1 March 2026, as determined by We Are Africa.
- All entries must be submitted via the official Awards application forms by midnight GMT on 20 March 2026.
- Incomplete, inaccurate, or non-compliant submissions may be disqualified at the sole discretion of We Are Africa.

Submission Requirements:

- All entries must be completed in full using the official application forms.
- Supporting materials must be relevant, accurate, and clearly presented. Where images are provided, these must be high quality and suitable for editorial and marketing use, supplied at a minimum resolution of 300dpi in JPEG, EPS, or PDF format.
- All submitted images must be clearly labelled and correspond with the project or initiative name referenced in the application.
- Entries are assessed solely on the quality, clarity, and substance of the submission. Generic content, recycled material, or applications lacking clear differentiation may be disadvantaged during the judging process.

Judging Process and Shortlisting:

- We Are Africa will conduct an initial review and shortlist entries for final judging.
- Final award recipients will be selected by the We Are Africa 2026 media judging panel, based on the published category criteria and the strength of each submission.
- All decisions relating to shortlisting and the granting of Awards are final. We Are Africa will not enter into correspondence, discussion, or appeal regarding judging outcomes.

We Are Africa

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www.weareafricatravel.com



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Use of Materials and Publicity:

- All shortlisted entrants will be required to supply additional materials as reasonably requested for the Awards promotion and presentation.
- By submitting an entry, entrants grant We Are Africa the right to use, reproduce, publish, and display submitted materials, including images and written content, for Awards-related marketing, editorial, and event purposes without additional compensation.
- Entrants confirm that all submitted materials are owned by them or used with the appropriate permissions and that their use by We Are Africa does not infringe on the rights of any third party.

Rights, Discretion, and Governance:

- We Are Africa reserves the right, at its sole discretion, to:
- Disqualify any entry that does not comply with these Terms and Conditions
- Decline to grant an Award in any category
- Reassign an entry to a more appropriate category where relevant
- Disqualify any collaborative entry that does not demonstrate the consent of all participating parties,
- We Are Africa retains full authority over the interpretation and application of these Terms and Conditions. Participation in the Awards constitutes acceptance of all terms outlined above

For technical assistance with submissions, entrants may contact melisa@thisisbeyond.com before the submission deadline.