

2026 WAVE CATEGORIES

AIR

Best Airline Vacation Brand

American Airlines Vacations
Delta Vacations
JetBlue Vacations
Southwest Vacations
United Vacations

Best Airline, Domestic

Alaska Airlines
American Airlines
Delta Air Lines
JetBlue
Hawaiian Airlines
United Airlines

Best Airline, International

Air France
Emirates
Fiji Airways
Qatar Airways
Singapore Airlines
Turkish Airlines

CAR RENTAL

Car Rental Company Providing the Best Travel Advisor Support

Alamo Rent a Car
Avis
Enterprise Rent-A-Car
Hertz
National Car Rental
Sixt rent a car

CRUISE

Cruise Line Providing the Best Travel Advisor Support – Large Ships (More than 2,000 passengers)

Carnival Cruise Line
Celebrity Cruises
Disney Cruise Line
Holland America Line
Norwegian Cruise Line
Princess
Royal Caribbean

Virgin Voyages

Cruise Line Providing the Best Travel Advisor Support – Mid-Sized Ships (Less than 2,000 passengers)

Azamara Cruises

Crystal

Explora Journeys

Oceania Cruises

Regent Seven Seas Cruises

Seabourn

Silversea

Viking

Cruise Line Providing the Best Travel Advisor Support – Small Ships (Less than 600 passengers)

American Cruise Lines

Atlas Ocean Voyages

Paul Gauguin Cruises

PONANT

Scenic Luxury Cruises

SeaDream Yacht Club

The Ritz-Carlton Yacht Collection

Windstar Cruises

Best Cruise Line – Expedition

Atlas Ocean Voyages

HX Expeditions

National Geographic-Lindblad Expeditions

PONANT

Quark Expeditions

Scenic Luxury Cruises

Seabourn

Silversea

Best Cruise Line – Premium

Celebrity Cruises

Disney Cruise Line

Holland America Line

Princess

Virgin Voyages

Best Cruise Line – Luxury

Azamara Cruises

Cunard

Oceania Cruises

Viking

Windstar Cruises

Best Cruise Line – Ultra Luxury

Crystal

Explora Journeys

PONANT

Regent Seven Seas Cruises

The Ritz-Carlton Yacht Collection
Scenic Luxury Cruises
Seabourn
Silversea

Best Onboard Cuisine

Azamara Cruises
Celebrity Cruises
Explora Journeys
Oceania Cruises
Regent Seven Seas Cruises
Seabourn
Silversea
Virgin Voyages

Best Cruise Line for Shows

Carnival Cruise Line
Celebrity Cruises
Disney Cruise Line
MSC Cruises
Norwegian Cruise Line
Princess
Royal Caribbean

Best Cruise Line for Nightlife

Carnival Cruise Line
Celebrity Cruises
MSC Cruises
Norwegian Cruise Line
Royal Caribbean
Virgin Voyages

Best Cruise Line for Families

Carnival Cruise Line
Disney Cruise Line
MSC Cruises
Norwegian Cruise Line
Princess
Royal Caribbean

Best Cruise Line for Caribbean Sailings

Carnival Cruise Line
Celebrity Cruises
Disney Cruise Line
MSC Cruises
Norwegian Cruise Line
Princess
Royal Caribbean
Virgin Voyages

Best Cruise Line for Alaska Sailings

Carnival Cruise Line
Celebrity Cruises

Holland America Line
Norwegian Cruise Line
Princess
Royal Caribbean
UnCruise Adventures

Best Cruise Line for European Sailings

Azamara Cruises
Celebrity Cruises
Celestyal
Holland America Line
MSC Cruises
Norwegian Cruise Line
Princess
Royal Caribbean
Viking

Best Cruise Line for Hawaii Sailings

Carnival Cruise Line
Celebrity Cruises
Disney Cruise Line
Holland America Line
Norwegian Cruise Line
Princess
Royal Caribbean

Best New Ocean-Going Ship (More than 2,000 passengers)

Brilliant Lady (Virgin Voyages)
Celebrity Xcel (Celebrity Cruises)
Disney Destiny (Disney Cruise Line)
MSC World America (MSC Cruises)
Norwegian Aqua (Norwegian Cruise Line)
Star of the Seas (Royal Caribbean)
Star Princess (Princess)

Best New Ocean-Going Ship (Less than 2,000 passengers)

American Patriot (American Cruise Lines)
Douglas Mawson (Aurora Expeditions)
Oceania Allura (Oceania Cruises)
Star Seeker (Windstar Cruises)
Viking Vesta (Viking)

RIVER CRUISE

River Cruise Line Providing the Best Travel Advisor Support

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Riviera Travel
Scenic Luxury Cruises
Tauck
Uniworld Boutique River Cruises

Viking

Best New River Cruise Ship

AMADEUS Amara (AMADEUS River Cruises)
AmaMagdalena (AmaWaterways)
Riviera Radiance (Riviera Travel)
Viking Amun (Viking)
Viva Enjoy (Viva Cruises)

Best River Cruise Line for U.S. Sailings

American Cruise Lines
National Geographic-Lindblad Expeditions
Victory Cruise Lines
Viking

Best River Cruise Line for Onboard Cuisine

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Riviera Travel
Scenic Luxury Cruises
Uniworld Boutique River Cruises
Viking

Best River Cruise Line for Suites

AMADEUS River Cruises
AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Riviera Travel
Scenic Luxury Cruises
Uniworld Boutique River Cruises
Tauck

RAIL

Best Rail Vacation Provider

Alaska Railroad
Railbookers/Amtrak Vacations
Rail Europe
Rocky Mountaineer
Via Rail Canada

TOUR OPERATOR

Escorted Tour Operator Providing the Best Travel Advisor Support

Abercrombie & Kent
Adventures by Disney
Collette
G Adventures
Globus

Intrepid Travel
Tauck
Trafalgar

Packaged Tour Operator Providing the Best Travel Advisor Support

ALG Vacations
Avanti Destinations
Classic Vacations
Delta Vacations
Pleasant Holidays

Best Escorted Tour Operator – Europe

Abercrombie & Kent
Adventures by Disney
Collette
Eurobound
Globus
Insight Vacations
Luxury Gold
Tauck
Trafalgar

Best Packaged Tour Operator – Europe

Avanti Destinations
Classic Vacations
Delta Vacations
Eurobound
Europe Express
Funjet Vacations
Evoke | Inspire (Journese)
Sceptre Vacations
Travel Impressions

Best Tour Operator – Africa

Abercrombie & Kent
African Travel, Inc.
AndBeyond
Big Five Tours & Expeditions
Micato Safaris
Wilderness

Best Tour Operator – Asia/South Pacific

Avanti Destinations
Classic Vacations
G Adventures
Goway Travel
ICS Travel Group
Inside Travel (InsideJapan & InsideAsia)
Kensington Tours
Trafalgar

Best Tour Operator – Caribbean

Apple Vacations

Classic Vacations
Delta Vacations
Funjet Vacations
Pleasant Holidays
Travel Impressions

Best Tour Operator – Hawaii

Apple Vacations
Blue Sky Tours
Classic Vacations
Delta Vacations
Pleasant Holidays
United Vacations

Best Tour Operator – Mexico

Apple Vacations
Classic Vacations
Funjet Vacations
Journey Mexico
Pleasant Holidays

Best Tour Operator – USA

Collette
Globus
Insight Vacations
Intrepid Travel
Tauck
Trafalgar

Best Tour Operator for Adventure Travel

Backroads
Exodus Adventure Travels
G Adventures
Intrepid Travel
Natural Habitat Adventures

Best Tour Operator for Multigenerational Travel

Adventures by Disney
Big Five Tours & Expeditions
G Adventures
Intrepid Travel
Tauck Bridges
Trafalgar

Best Tour Operator – Luxury

Abercrombie & Kent
Classic Vacations
Evoke | Inspire (Journese)
Kensington Tours
Luxury Gold
Tauck

Best DMC – Europe

Access Italy
AliveXperiences
Made for Spain & Portugal
Olive Tree Escapes
Queen of Clubs
Titanium Tours
Travelive

RESORT/HOTEL

Hotel/Resort Brand Providing the Best Travel Advisor Support

AccorHotels
Four Seasons Hotels & Resorts
Hilton
Hyatt Hotels Corporation
IHG Hotels & Resorts
Marriott International

All-Inclusive Hotel/Resort Brand Providing the Best Travel Advisor Support

AIC Hotel Group
Club Med
Iberostar Hotels & Resorts
Hyatt's Inclusive Collection
Karisma Hotels & Resorts
Palace Resorts
Sandals Resorts
Velas Resorts

Best All-Inclusive Hotel Brand – Caribbean

Club Med
Elite Island Resorts
Hyatt's Inclusive Collection
Majestic Resorts
Meliá Hotels International
Princess Hotels & Resorts
Sandals Resorts
The Excellence Collection

Best All-Inclusive Hotel Brand – Mexico

AIC Hotel Group
Fiesta Americana Travelty Collection
Grupo Xcaret
Hyatt's Inclusive Collection
Lomas Hospitality
Meliá Hotels International
Palace Resorts
Velas Resorts

Best New Resort or Major Renovation – Mexico

Bahia Principe Grand Tequila
VidantaWorld BON Hotel
Excellence Coral Playa Mujeres

Fiesta Americana Condesa Cancun All Inclusive
Hyatt Ziva Los Cabos
Ocean Allure Costa Mujeres
Park Hyatt Cabo Del Sol
Rosewood Mandarin
Siari Riviera Nayarit, a Ritz-Carlton Reserve
Unico 20°105° Riviera Nayarit
Waldorf Astoria Los Cabos Pedregal

Best New Resort or Major Renovation – Caribbean

Club Med Punta Cana
Secrets Playa Esmeralda Resort & Spa
Joia Aruba by Iberostar
La Concha, Puerto Rico
The St. Regis Aruba Resort
Salterra Resort & Spa
W Punta Cana, Adult All-Inclusive
Wyndham Grand Rio Mar, Rainforest, Golf & Beach Resort

Best New Resort or Major Renovation – Hawaii

Ala Moana Hotel
Fairmont Orchid
The Ritz-Carlton Residences, Waikiki Beach
The Royal Sonesta Kauai Resort Lihue

Best All-Inclusive Resort Brand for Romance – Mexico

Atelier de Hoteles
Grupo Xcaret
Hyatt's Inclusive Collection
Lomas Hospitality
Meliá Hotels International
Palace Resorts
The Excellence Collection
Velas Resorts

Best All-Inclusive Resort Brand for Romance – Caribbean

Elite Island Resorts
Hyatt's Inclusive Collection
Majestic Resorts
Meliá Hotels International
Princess Hotels & Resorts
Royalton Luxury Resorts
Sandals Resorts
The Excellence Collection

Best Hotel Brand for Families – Mexico

Club Med
Four Seasons Hotels & Resorts
Grupo Xcaret
Hyatt Ziva
Nickelodeon Hotels & Resorts
Palace Resorts
RIU Hotels & Resorts

Velas Resorts

Best Hotel Brand for Families – Caribbean

Atlantis Paradise Island Bahamas
Beaches Resorts
Club Med
Dreams Resorts & Spas
Finest Resorts
Grand Palladium Hotels & Resorts
Hyatt Ziva
Nickelodeon Hotels & Resorts

Best Hotel Brand – Hawaii

Four Seasons Hotels & Resorts
Hilton
Hyatt Hotels Corporation
Marriott International
Outrigger Resorts & Hotels

Best Resort for Cultural Immersion, Hawaii

Aulani, A Disney Resort & Spa
Fairmont Kea Lani
Four Seasons Resorts Hualalai
Mauna Lani
Outrigger Kaanapali Beach Resort
The Royal Hawaiian, a Luxury Collection Resort, Waikiki
Wailea Beach Resort – Marriott Maui

THEME PARKS

Best Theme Park

Disneyland Resort
Legoland California
Universal Orlando Resort
Universal Studios Hollywood
Walt Disney World Resort

DESTINATIONS

Destination With the Highest Visitor Satisfaction – USA

Alaska
California
Florida
Hawaii
Las Vegas
New York

Destination With the Highest Visitor Satisfaction – Mexico

Cancun
Los Cabos
Mexico City

Nayarit
Puerto Vallarta
Riviera Maya

Destination With the Highest Visitor Satisfaction – Caribbean

Aruba
Bahamas
Dominican Republic
Jamaica
Puerto Rico
Turks & Caicos

Destination With the Highest Visitor Satisfaction – Europe

France
Great Britain
Greece
Italy
Portugal
Switzerland

Destination With the Highest Visitor Satisfaction – Asia

Japan
Korea
Singapore
Taiwan
Thailand
Vietnam

Destination With the Highest Visitor Satisfaction – Pacific

Australia
Fiji
New Zealand
Tahiti

TRAVEL INSURANCE

Travel Insurance Company Providing the Best Travel Advisor Support

Allianz Partners
Arch RoamRight
IMG
Travel Guard
Travelex Insurance Services
Travel Insured International
Trawick International
WorldTrips Travel Insurance

TOURISM BOARDS

U.S. Tourism Board Providing the Best Travel Advisor Support

Alaska- Visit Anchorage
Hawaii Visitors and Convention Bureau

Las Vegas Convention and Visitors Authority
New Orleans & Company
Visit California
Visit Florida

International Tourism Board Providing the Best Travel Advisor Support

Jamaica Tourist Board
Japan National Tourism Organization
Los Cabos Tourism Board
Switzerland Tourism
Tourism Australia
Tourism Authority of Thailand
Tourism Ireland
VisitBritain