

2025 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
British Airways
Emirates
Fiji Airways
Qatar Airways
Singapore Airlines
Turkish Airlines

Best International First/Business Class

Air France
Cathay Pacific
Emirates
Etihad Airways
Qatar Airways
Singapore Airlines
Turkish Airlines

CAR RENTAL

Car Rental Company with the Highest Client Satisfaction

Avis
Enterprise Rent-A-Car
Hertz
Sixt Rent a Car

Car Rental Company Providing the Best Travel Advisor Support

Avis
Enterprise

Hertz
Sixt Rent a Car

CRUISE

Cruise Line with the Highest Client Satisfaction (less than 1,300 passengers)

Azamara
Crystal
Explora Journeys
Oceania Cruises
Regent Seven Seas Cruises
Seabourn
Silversea
Viking
Windstar Cruises

Cruise Line with the Highest Client Satisfaction (more than 1,300 passengers)

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

Cruise Company Providing the Best Travel Advisor Support (ocean-going)

Azamara
Carnival Cruise Line
Celebrity Cruises
Holland America Line
Norwegian Cruise Line
Princess
Royal Caribbean International
Viking
Virgin Voyages

Expedition Cruise Line Providing the Best Travel Advisor Support

Atlas Ocean Voyages
HX Expeditions
National Geographic-Lindblad Expeditions
Quark Expeditions
Scenic Luxury Cruises & Tours
Seabourn
Silversea
Viking

Expedition Cruise Line with the Highest Client Satisfaction

Atlas Ocean Voyages
HX Expeditions
National Geographic-Lindblad Expeditions
Quark Expeditions
Scenic Luxury Cruises & Tours
Seabourn
Silversea
Viking

Small-Ship Cruise Line Providing the Best Travel Advisor Support

Celestyal
Emerald Cruises
Ponant
SeaDream Yacht Club
UnCruise Adventures
Windstar Cruises

Luxury Cruise Line Providing the Best Travel Advisor Support

Crystal
Cunard
Explora Journeys
Regent Seven Seas Cruises
Scenic Luxury Cruises & Tours
Seabourn
Silversea
Viking

Best New Ocean-Going Ship (less than 1,300 passengers)

American Liberty, American Cruise Lines
Explora II, Explora Journeys
Ilma, The Ritz-Carlton Yacht Collection
Silver Ray, Silversea
Viking Vela, Viking

Best New Ocean-Going Ship (more than 1,300 passengers)

Disney Treasure, Disney Cruise Line
Queen Anne, Cunard
Sun Princess, Princess
Utopia of the Seas, Royal Caribbean International

Best Onboard Cuisine

Azamara
Celebrity Cruises
Crystal
Explora Journeys
Oceania Cruises
Regent Seven Seas Cruises
Seabourn

Silversea
Virgin Voyages

Best Cruise Line for Shows

Celebrity Cruises
Disney Cruise Line
Norwegian Cruise Line
Princess
Royal Caribbean International

Best Cruise Line for Nightlife

Carnival Cruise Line
Holland America Line
MSC Cruises
Royal Caribbean International
Virgin Voyages

Best Cruise Line for Families

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

Best Cruise Line for Caribbean Sailings

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

Best Cruise Line for Alaska Sailings

Carnival Cruise Line
Celebrity Cruises
Holland America Line
Norwegian Cruise Line
Princess
Royal Caribbean International
UnCruise Adventures

Best Cruise Line for European Sailings

Azamara
Celebrity Cruises
Holland America Line

MSC Cruises
Norwegian Cruise Line
Oceania Cruises
Princess
Royal Caribbean International
Viking

Best Cruise Line for Hawaii Sailings

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

Best Cruise Line Private Island

CocoCay, Royal Caribbean International
Disney Lookout Cay at Lighthouse Point, Disney Cruise Line
Half Moon Cay, Holland America Line
Great Stirrup Cay, Norwegian Cruise Line
Ocean Cay MSC Marine Reserve, MSC Cruises
Princess Cays, Princess

Best World Cruise

Azamara
Cunard
Holland America Line
Oceania Cruises
Regent Seven Seas Cruises
Seabourn
Silversea
Viking

Best Ship Within a Ship Concept

Club Orange, Holland America Line
Cunard Grill Suites, Cunard
MSC Yacht Club, MSC Cruises
Royal Suite Class by Royal Caribbean, Royal Caribbean International
Sanctuary Collection, Princess
The Haven by Norwegian, Norwegian Cruise Line
The Retreat, Celebrity Cruises

Best Boutique Cruise Line

Celestyal
Emerald Cruises
Paul Gauguin Cruises
SeaDream Yacht Club

Star Clippers
UnCruise Adventures

RIVER CRUISE

River Cruise Line with the Highest Client Satisfaction

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Riviera River Cruises
Scenic Luxury Cruises & Tours
Tauck
Uniworld Boutique River Cruises
Viking

River Cruise Line Providing the Best Travel Advisor Support

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Scenic Luxury Cruises & Tours
Tauck
Uniworld Boutique River Cruises
Viking

Best New River Cruise Ship

Amadeus Nova, Amadeus River Cruises
AmaLilia, AmaWaterways
American Serenade, American Cruise Lines
Avalon Alegria, Avalon Waterways
Viking Hathor, Viking

Best River Cruise Line for Luxury

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises
Scenic Luxury Cruises & Tours
Tauck
Uniworld Boutique River Cruises

Best River Cruise Line for U.S. Sailings

American Cruise Lines
National Geographic-Lindblad Expeditions
UnCruise Adventures
Viking

Best River Cruise Line for Multigenerational Groups

AmaWaterways
Avalon Waterways
Riverside Luxury Cruises

Tauck
Uniworld Boutique River Cruises

RAIL

Best Rail Vacation Provider

Alaska Railroad
Railbookers/Amtrak Vacations
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
Tauck
Trafalgar

Packaged Tour Operator Providing the Best Travel Advisor Support

Apple Vacations
Avanti Destinations
Classic Vacations
Delta Vacations
Funjet Vacations
Pleasant Holidays
Travel Impressions

Best Escorted Tour Operator, Europe

Abercrombie & Kent
Adventures by Disney
Collette
G Adventures
Globus
Luxury Gold
Tauck
Trafalgar

Best Packaged Tour Operator, Europe

Avanti Destinations
Classic Vacations
Eurobound
Europe Express
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

Exoticca

Goway Travel

Intrepid Travel

Pleasant Holidays

Trafalgar

Travel Answers Group

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

Delta Vacations

Funjet Vacations

Pleasant Holidays

Best Tour Operator, USA

Collette

Globus

Insight Vacations

Tauck

Trafalgar

Best Tour Operator for Adventure Travel

Adventures by Disney
Austin Adventures
Backroads
Exodus Adventure Travels
G Adventures
Intrepid Travel
National Geographic Expeditions

Best Tour Operator for Multigenerational Travel

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

Best Luxury Tour Operator

Abercrombie & Kent
Classic Vacations
Journese
Kensington Tours
Luxury Gold
Tauck

Best Tour Company Foundation for Responsible Travel

A&K Philanthropy, Abercrombie & Kent
Globus family of brands Lighthouse Project, Globus family of brands
Planeterra, G Adventures
The Collette Foundation, Collette
The Intrepid Foundation, Intrepid Travel
The TreadRight Foundation, TTC Tour Brands

Best DMC, Europe

AliveXperiences
Curated Greece
IC Bellagio
Olive Tree Escapes
Queen of Clubs
Titanium Tours
Travelive
Via Croatia

RESORT/HOTEL**Hotel/Resort Chain Providing the Best Travel Advisor Support**

Accor Group

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

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

AIC Hotel Group
Club Med
Iberostar Hotels & Resorts
Inclusive Collection, part of World of Hyatt
Karisma Hotels & Resorts
Playa Hotels & Resorts
Sandals Resorts

Best All-Inclusive Hotel Chain, Caribbean

Inclusive Collection, part of World of Hyatt
Karisma Hotels & Resorts
Majestic Resorts
Melia Hotels International
Palladium Hotel Group
Playa Hotels & Resorts
Royalton Luxury Resorts
Sandals Resorts

Best All-Inclusive Hotel Chain, Mexico

AIC Hotel Group
Fiesta Americana Travelty Collection
Grupo Xcaret
Inclusive Collection, part of World of Hyatt
Lomas Hospitality
Palace Resorts
Playa Hotels & Resorts
Velas Resorts

Best New Resort or Major Renovation, Mexico

Almare, a Luxury Collection Resort, Isla Mujeres, Adult All-Inclusive
AVA Resort Cancun
Banyan Tree Veya Valle de Guadalupe
Dreams Estrella Del Mar Mazatlan Golf & Spa Resort
Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol
Marriott Cancun, an All-Inclusive Resort
Secrets Playa Blanca Costa Mujeres
SLS Playa Mujeres
The St. Regis Punta Mita Resort

Best New Resort or Major Renovation, Caribbean

Atlantis Paradise Island Bahamas
JW Marriott St. Maarten Beach Resort & Spa

Peter Island Resort
Hotel Riu Palace Aquarelle
Hotel Riu Palace Bavaro
Royalton Chic Antigua
Sandals Saint Vincent and the Grenadines
Secrets Tides Punta Cana
Six Senses La Sagesse Grenada

Best New Resort or Major Renovation, Hawaii

Grand Wailea Maui, a Waldorf Astoria Resort
Outrigger Kona Resort & Spa
Outrigger Waikiki Paradise Hotel
Renaissance Honolulu Hotel & Spa
Romer House Waikiki
Royal Lahaina Resort & Bungalows
Sheraton Princess Kaiulani
The Westin Maui Resort and Spa, Kaanapali

Best All-Inclusive Resort Brand for Romance, Mexico

AIC Hotel Group
Inclusive Collection, part of World of Hyatt
Karisma Hotels & Resorts
Lomas Hospitality
Melia Hotels International
Palace Resorts
Playa Hotels & Resorts
Velas Resorts

Best All-Inclusive Resort Brand for Romance, Caribbean

Inclusive Collection, part of World of Hyatt
Karisma Hotels & Resorts
Majestic Resorts
Melia Hotels International
Playa Hotels & Resorts
Royalton Luxury Resorts
Sandals Resorts
The Excellence Collection

Best Hotel Brand, Hawaii

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

Best Hotel Brand for Families, Mexico

Club Med
Fiesta Americana Travelty Collection
Four Seasons Hotels & Resorts

Grupo Xcaret
Hyatt Ziva
Nickelodeon Hotels & Resorts
Paradisus by Melia
Palace Resorts
Santos Hotels & 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 Resort for Cultural Immersion, Hawaii

Fairmont Kea Lani
Four Seasons Resorts Hualalai
Grand Wailea Maui, a Waldorf Astoria Resort
Mauna Lani
Outrigger Kaanapali Beach Resort
The Royal Hawaiian, a Luxury Collection Resort, Waikiki
Wailea Beach Resort – Marriott Maui

THEME PARKS

Theme Park With the Highest Client Satisfaction

Disneyland Resort
Legoland California Resort
SeaWorld San Diego
Universal Orlando Resort
Universal Studios Hollywood
Walt Disney World Resort

DESTINATIONS

Destination With the Highest Client Satisfaction, USA

California
Florida
Hawaii
Las Vegas
New York

Destination With the Highest Client Satisfaction, Mexico

Cancun

Los Cabos
Mexico City
Nayarit
Puerto Vallarta
Riviera Maya

Destination With the Highest Client Satisfaction, Caribbean

Bahamas
Dominican Republic
Jamaica
Puerto Rico
Turks & Caicos

Destination With the Highest Client Satisfaction, Europe

France
Great Britain
Greece
Ireland
Italy
Portugal

Destination With the Highest Client Satisfaction, Asia

Japan
Korea
Singapore
Taiwan
Thailand
Vietnam

Destination With the Highest Client Satisfaction, Pacific

Australia
Fiji
New Zealand
Tahiti

Destination With the Highest Client Satisfaction, Central/South America

Chile
Colombia
Costa Rica
Galapagos
Panama
Peru

Destination With the Highest Client Satisfaction, Africa

Botswana
Kenya
South Africa
Tanzania
Uganda

Destination With the Highest Client Satisfaction, Middle East

Dubai
Egypt
Israel
Jordan
Qatar
Saudi Arabia

Favorite Three-Night Destination to Sell

Disneyland Resort
Las Vegas
Los Cabos
Napa Valley
Palm Springs

TRAVEL INSURANCE**Travel Insurance Company Providing the Best Travel Advisor Support**

Allianz Partners
Arch RoamRight
Berkshire Hathaway Travel Protection
Medjet
Travel Guard
Travelex Insurance Services
Travel Insured International

Travel Insurance Company Providing the Highest Client Satisfaction

Allianz Partners
Arch RoamRight
Berkshire Hathaway Travel Protection
Medjet
Travel Guard
Travelex Insurance Services
Travel Insured International

TOURISM BOARD**U.S. Tourism Board Providing the Best Travel Advisor Support**

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

International Tourism Board Providing the Best Travel Advisor Support

Jamaica Tourist Board
Japan National Tourism Organization
Jordan Tourism Board
Los Cabos Tourism Board
Switzerland Tourism
Tourism Australia
Tourism Ireland

TRAVEL TECHNOLOGY

Best Travel Technology Provider

Amadeus
Sabre
Travelport
VAX VacationAccess