



WL CONGRESS 2030 BID DOCUMENTS

PART ONE - BIDDING TIMELINE
PART TWO - RESPONSIBILITIES

NOTE FROM THE WORLD LEISURE CHAIR AND COO

Greetings,

The World Leisure Organization is delighted to extend to you and your community the exciting opportunity to host the 2030 World Leisure Congress. This prestigious international event attracts participants from around the globe, providing a vibrant platform to explore the profound impact of leisure on social, cultural, and economic development. Hosting the World Leisure Congress will shine a spotlight on your community's dedication to enhancing quality of life through leisure.

The World Leisure Organization is committed to advancing scientific knowledge and best practice related to leisure through its biennial World Leisure Congress. The event has been staged in Asia, Europe, North America, South America and Oceania. Latest editions, in the city of Pinggu/Beijing (2021), Dunedin (2023) hosted hundreds of participants. The upcoming World Leisure Congress will take place in Breda, The Netherlands (2025). The World Leisure Organization encourages communities to partner with professional associations, government agencies and universities to plan, organize and promote the event.

Decision-making regarding the selection of a community to host a World Leisure Congress involves careful consideration of several factors. We prioritize locations that embody or aspire to create leisure-oriented environments. These settings should showcase contemporary designs, innovative policies, and programs that exemplify best practices in leisure development. Strong consideration will be given to submitted proposals that provide innovative program designs above and beyond the basic program elements. WLO seeks proposals that demonstrate a clear commitment to incorporating legacy programs and resources designed for long-term sustainability. Additionally, the World Leisure Organization is particularly interested in proposals that foster partnership activities with a diverse range of organizations. By emphasizing these elements, we aim to ensure lasting impact and collaborative success.

Your interest in the 2030 World Leisure Congress is welcome. We look forward to receiving your inquiries and, in the future, your proposal for this important event. We may be reached by email at secretariat@worldleisure.org



Prof. Joanne Schroeder,
WLO Chair



Dr. Cristina Ortega Nuere,
WLO COO

INDEX

WORLD LEISURE ORGANIZATION: INTRODUCTION AND OVERVIEW	4
WORLD LEISURE CONGRESS: CONCEPT	5
THE BIDDING PROCESS	6
PART ONE – BIDDING TIMELINE.....	5
PART TWO – RESPONSIBILITIES.....	7

** The following parts are available upon request*

PART THREE – ASSESSING THE BIDDING PROCESS

PART FOUR – CASE STUDIES AND TESTIMONIALS

WORLD LEISURE ORGANIZATION: INTRODUCTION AND OVERVIEW

Founded in 1952, World Leisure Organization (WLO) is a world-wide, non-governmental association dedicated to discovering and fostering the leisure experience as a force for human development and well-being.

WLO is in **Special Consultative Status with the UN Economic and Social Council** since 1990, reflecting its significant role and influence in global leisure and social development initiatives. This esteemed status allows WLO to actively engage in international policy-making and collaborate with global leaders to promote sustainable leisure practices. Affiliated to **World Tourism Organization (UNWTO)**, plays a pivotal role in the intersection of leisure and tourism, fostering international partnerships, and enhancing the economic, social, and cultural benefits of leisure activities around the world. These affiliations greatly enhance WLO's global relevance, broaden its international reach, and amplify its overall impact.

TO PROMOTE LEISURE AS A MEANS TO ENHANCE THE HUMAN CONDITION

The World Leisure Organization is the world's leading advocate for leisure as a means to enhance the human condition.

Our vision is to provide leadership in advancing leisure as a central force in enhancing the human condition through advocacy, research, and education that promotes socio-cultural development, encourages sustainable economic growth, and improves the quality of life for every person world-wide.

WLO supports the right of all people to positive, quality leisure experiences while recognizing that many have special requirements related to disability, gender, age, social status, poverty, domicile or level of education.

In carrying out its mission, WLO is committed to working with all sectors of society – the public, non- government organizations, and commercial enterprises, to advance leisure as a human right in order to enhance the quality of life for all persons world-wide.

Through the research and educational outreach of its global membership, WLO promotes leisure as integral to social, cultural, economic, and sustainable environmental development.

WORLD LEISURE CONGRESS: CONCEPT

Occurring biennially, the World Leisure Congress stands out from many other major conferences in several key respects.

CONGRESS DESIGN

The Congress is designed to attract a diverse array of participants, including academics, public and private sector practitioners, policy makers, and experts from various disciplines. It encompasses all forms of leisure—tourism, culture, sports, and recreation—while also focusing on education, health, urban planning, and many other fields that influence or are influenced by leisure policy, development, and practice. Additionally, the Congress serves as a catalyst, bringing together all relevant stakeholders—universities, institutions, and agencies—in the host city and country to organize and contribute to the event, fostering collaboration and maximizing its impact. The activities during the Congress should go beyond traditional presentations, debates, and discussions. They should be complemented by vibrant festivals and events for both participants and the local community, celebrating the rich tapestry of cultures within the city and its surroundings.

CONGRESS LEGACY

Legacy is one of the most significant assets for the hosting community. The Congress provides an exceptional opportunity to align with the existing strategic framework of the host city and/or country, acting as a catalyst to accelerate, deepen, and broaden the implementation of these strategies. By integrating the Congress within the local strategic context, the event can enhance long-term development goals, promote sustainable growth, and leave a lasting positive impact on the community.

SUSTAINABILITY

The Congress should prioritize the use of existing facilities, such as those available in convention centers or university campuses, to minimize environmental impact. Temporary structures can also be employed, provided they can be dismantled and reused for future events. Any new facilities should be constructed only if they are intended for long-term use by the community and/or tourists, ensuring they contribute to the host city's sustainable development. This approach not only reduces the ecological footprint of the Congress but also aligns with broader sustainability goals, fostering lasting benefits for the local population and environment.

PARTNERSHIP AND COLLABORATION

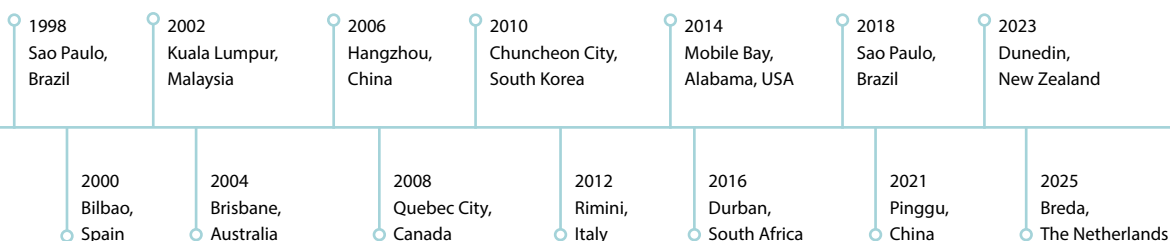
Upon awarding the Congress, a robust partnership and collaboration will be established between the Host City/ Organizing Committee and the World Leisure Organization to shape the early development stages of the event. This includes creating an engaging and dynamic program. Unlike traditional conferences where activities are predetermined and organized solely by the International Organization, this process will be organic and adaptive, fostering innovation and local influence.

In short, unlike the more traditional conferences, there is the opportunity for Candidates to come forward with imaginative ways in which the World Leisure Congress could be staged to the benefit of the local and international community, to contribute to social, cultural and economic development and to enhance the reputation of the hosting community and city as a desirable place in which to live, work, play and invest.

In recent years, the Congress has been held as follows: (full list of WL Congress can be found here:

<https://www.worldleisure.org/congress/>

PREVIOUS CONGRESSES HOSTS



THE BIDDING PROCESS

In the same way that the concept of the Congress is different, so too is the bidding process. The World Leisure Congress bidding process has been structured to encourage candidates to propose in their own way, but within the philosophical context above, their concept for the Congress, the programme to be included and how it will be financed and organized.

The bidding process is an opportunity for candidates to raise their profile, drawing attention to their community as a model of a leisure-orientated environment. Our bidding process has been designed to simplify the process even though there is a standard set of guidelines to follow.

WLO take into consideration the following factors (consistent with our strategic objectives) as priorities when selecting locations and communities for events:

- Communities that reflect and/or have the desire to develop leisure-oriented environments.
- Cities that seek to transform their communities by creating sustainable leisure environments.
- Events that clearly demonstrate innovative and legacy program designs.
- Programs which provide clear evidence of incorporation of legacy elements consistent with existing city and community strategies.
- Evidence of partnerships among all key delivery stakeholders in the public, private and voluntary sectors.

The bidding process must accurately reflect the candidate's ability to plan, organize, and implement the event. While candidates should present themselves positively, they must also demonstrate a genuine community commitment to staging and financing the event. WLO expects a realistic approach, as the Candidate File will be part of the contract between the Host Candidate and WLO.

The process involves four main parts:

Public information

- **Part One** provides guidance on the timeline.
- **Part Two** sets out the key responsibilities of the Candidate and WLO during the Bid Process.

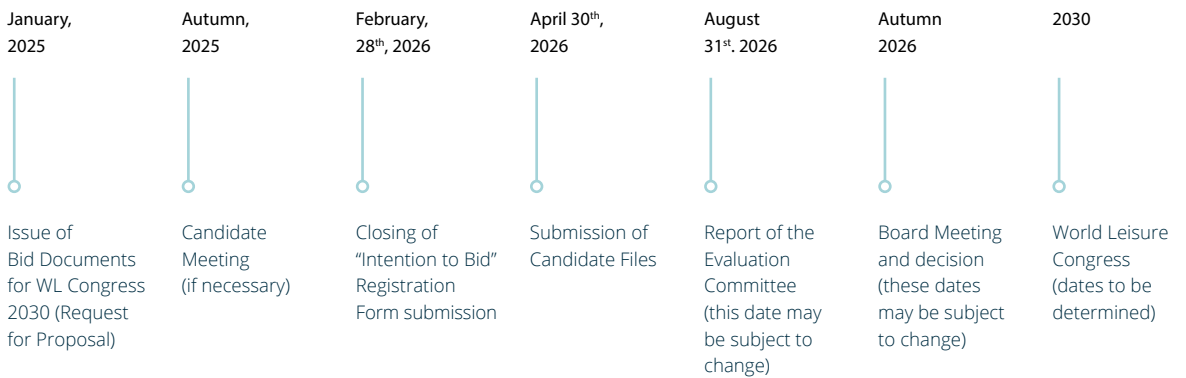
Only available for potential hosts candidates (to be requested to the WLO Secretariat: secretariat@worldleisure.org)

- **Part Three** provides information on the WL Congress sponsorship fee and guidance on the key elements to be included in the Bid under some standard headings.
- **Part Four** includes information about previous cases and testimonials.

PART ONE BIDDING TIMELINE

TIMELINE

The following timelines will apply for the Congress to be held in 2030. Specific elements are described in more detail below:



** All these dates are subject to change*

PART TWO

RESPONSIBILITIES

This section sets out the key responsibilities of prospective Candidate and the WLO.

INTERESTED CANDIDATES SUPPORT PROGRAMME

Those Cities interested in bidding to stage the Congress will be invited to take part in a meeting which will be held Autumn 2025 to clarify any aspect from the bidding process, documentation and learn more about WL Congress.

INTENT TO BID

All Candidates willing to be considered formally to host the 2028 WL Congress must sign the Registration Form no later than February 28th, 2026. The Registration Form is provided by WLO Secretariat (secretariat@worldleisure.org) upon request.

REGISTRATION FORM & FEE

Candidates which intend to bid and have completed the Registration Form by the due date will be required to pay a fee of \$2,500 and will agree to pay travel and accommodation costs for the upcoming bid evaluation site visit committee (up to 3 members). The fee of \$2,500 will be largely used to support the administration process and evaluation work of the WLO Evaluation Committee. On signing the form and paying the fee, each city will be designated as WL Congress 2030 Candidate. The Registration fee is non-refundable.

GUARANTEES

The contract for the Congress will include references to guarantees required from the candidate and from third parties. It is mandatory that one of the leading parties or partners is represented, at least, by one university department, institute, faculty, research team or academic in leisure studies (culture, tourism, sports or recreation). Hosting candidate will endeavor to provide WLO with information about the faculties, departments, research groups, private and public agents specialized in leisure studies involved in the event.

The different Committees (Scientific/Academic and Operational) and the World Leisure Organization should cooperate and work together towards the success of the event. Collaboration between the hosting organizer and WLO be in terms of guaranteeing WLO scientific activity integration, organization and logistics follow up in order to guarantee WLO brand position and standards. For that WLO representatives (Officers, Board Members and Secretariat) will have an active role in every scheduled activity, before, during and after the congress.

Following the Congress, the hosting candidate, in collaboration with WLO, commits to a debrief meeting and the preparation of a comprehensive report. This process is essential for reviewing the event's success and identifying areas for future improvement.

SUBMISSION OF THE CANDIDATE CITY FILE

The Candidate Application File must be submitted in electronic and hard copy form by April 30th, 2026. The WLO will issue authorization for the Candidate to release its electronic form to the public and the media within 14 days of its receipt.

EMBLEM

In line with keeping the bidding process as simple as possible, there is no requirement for the Candidate at the stage of bidding to create an emblem which is different from that already used by the City.

THE EVALUATION COMMITTEE

An Evaluation Commission will be established by the WLO. It will visit each Host Candidate to assess the proposals submitted. The cost of such visits will be met from the Registration Fee recorded above.

The Candidate File and any additional statements, representations and other commitments made during the visits will be legally binding.

The Evaluation Committee will report to the Board of the WLO on the technical strengths and weaknesses of each bid as well as the different approaches being adopted. It will not provide a recommendation on which Candidate should be awarded the Congress.

AWARD OF THE CONGRESS

The WLO will decide on the Host Candidate at its Board Meeting in the Autumn of 2026. The Board will vote by secret ballot and the decision taken by simple majority and eligible to vote. The Chair of the Board will vote only in the case of a tie. On award of the Congress, representatives of the WLO and Host Candidate will immediately sign the Host Candidate Contract. The WLO will supply Candidate with a copy of the Host Candidate Contract.

Awarded Candidate may organize a modest reception on the occasion of the WLO Congress in 2028 and may stage an exhibition or display showing proposed arrangements in the Candidate City.

RULES OF CONDUCT

The administration of the bidding process will be the responsibility of the Chief Operating Officer (COO) of the WLO. In addition, and if needed, the WLO will establish a three person independent Ethics Committee which will advise the Chair of the Board and COO on any procedural matters and consider any complaints raised by any party in relation to the bidding process or Candidate's conduct. The Board reserves the right to take whatever action is merited if a breach of procedures or conduct is upheld.

PROMOTING THE BID

Candidates have the right to promote their candidature but must do so with moderation. No member of the Evaluation Committee or of the Board of WLO or of the Ethics Committee will accept any form of gift, financial support or donation in kind. No Candidate City will make such an offer either directly or indirectly such as through diplomatic or other channels.

Candidate Cities must not make any comments about rival cities. No collusion between cities designed to affect the result is allowed.

USE OF WLO LOGO

On the award of the Congress, the Host Candidate will be allowed to use the WLO logo for marketing purposes. The conditions of use will be included in the draft contract. Use of the WLO logo is not allowed during the bidding process.



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