

MOON WORLD RESORTS NAMED WINNER OF THE 'BEST NEW CONCEPT AWARD' AT AHEAD AMERICAS 2026

Moon World Resorts has been honored on the hospitality industry's global design stage at Gotham Hall, New York

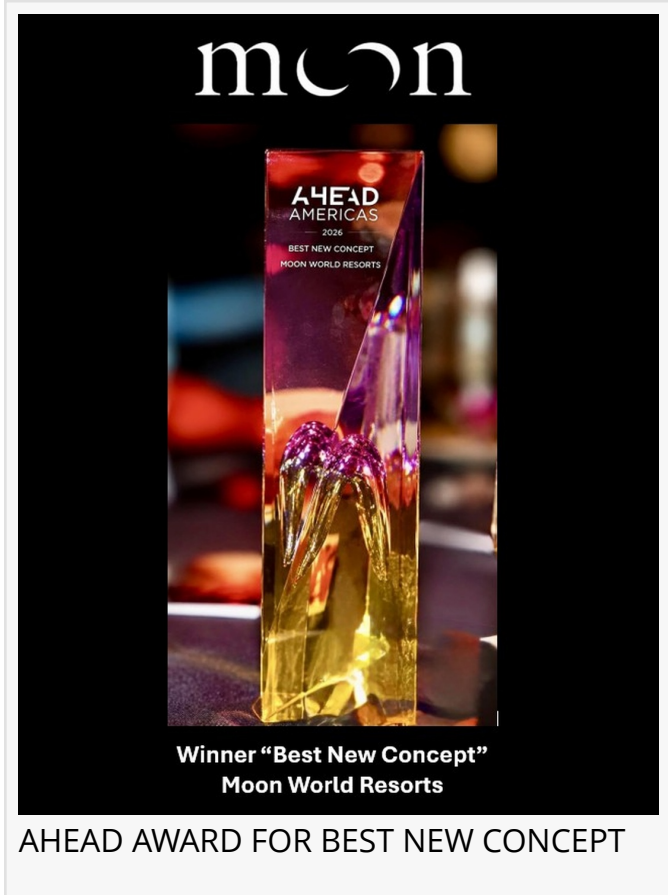
TORONTO, ON, CANADA, October 20, 2026 /EINPresswire.com/ -- Moon World Resorts Inc. (MWR) has been awarded, winner of the 'New Concept Award' at AHEAD Americas 2026, the global awards program of AHEAD (Awards for Hospitality Experience and Design), the only global awards programme dedicated to hospitality design. Winners were revealed at AHEAD Americas 2026 gala evening function on Thursday, October 15th at Gotham Hall, New York.

The 'New Concept' category honours a new hospitality concept or brand that delivers both outstanding design and guest experience. The 2026 award recognizes MWR's project, known as MOON. MWR's global portfolio of Smart City masterplans will be anchored by the world's largest true sphere surrounded by a 556-acre masterplan integrating hospitality, entertainment, longevity + wellbeing, education, technology, attractions, space training, authentic space tourism, luxury residences and AAA commercial real estate.

A "Category of One", now Officially Recognized

The prestigious award was accepted on stage at Gotham Hall in NYC by Larry Traxler, MWR's Exclusive Strategic Design Advisor, on behalf of MWR's entire global team.

AHEAD is organized by leading media brand Sleeper and spans four regional programmes in Asia, the Americas, the Middle East + Africa, and Europe. Over the past decade AHEAD has



celebrated the projects, people and partnerships shaping exceptional hospitality experiences around the world. Each year, more than 60 judges, more than 2,000 industry professionals and a digital community of more than 115,000 come together through AHEAD to recognize outstanding projects on a global stage.

Every AHEAD submission is reviewed by a panel of leading hospitality architects, interior designers, operators, developers and consultants, with independent judging undertaken for each category. The highest-scoring projects are shortlisted before the judges reconvene to select the regional winners. The result is an awards programme built on expertise, transparency and peer recognition.

“

This honour belongs to our global MOON team. Thank you, Larry Traxler, for accepting on behalf of us all, and to AHEAD, Sleeper, the judges and the digital community for recognizing our vision.”

Sandra G. Matthews, Co-Founder and President, Moon World Resorts

For MWR, this 'New Concept' award is peer recognition at its most meaningful; a verdict from people who design, build and operate the world's finest hospitality offerings, delivered to a concept with no equal anywhere on earth. MWR is creating “Buildings of Global Significance” proudly placed in a “Category of One”.

Recognition on the Launch Pad to Delivery

"This amazing award belongs to the extraordinary people who are shaping MOON alongside MWR. To our global team please accept our profound gratitude. You believed in this vision from the very beginning, you have provided

your experience, intelligence, craft and heart to earn the recognition of the world's leading hospitality designers. To the exceptionally brilliant Larry Traxler, congratulations on your well-deserved “Outstanding Contribution Award”, and our deepest appreciation for accepting the MWR award. Finally, to AHEAD, Sleeper, Judges and the Digital Community, we are humbled and grateful, thank you" Sandra G. Matthews, Co-Founder and President, Moon World Resorts

About AHEAD



NEW CONCEPT

MOON WORLD RESORTS

BDP Quadrangle / TraxWorks Hospitality Collaborative /
Entuitive / Gillespies

MOON MONORAIL

AHEAD (Awards for Hospitality Experience and Design) is the only global awards programme dedicated to hospitality design. Organized by leading media brand Sleeper, AHEAD spans four regional programmes in Asia, the Americas, MEA and Europe, recognizing excellence across design, innovation and guest experience. The series culminates in AHEAD Global, where the highest-scoring projects from each region compete for the series' most prestigious honours.

AHEAD travels to Singapore, New York,

Dubai and London, bringing together more than 2,000 leading figures shaping the hospitality industry each year. AHEAD Americas 2026 was held at Gotham Hall, New York.



MOON Smart City Masterplan - Coastal

About Moon World Resorts Inc.

Moon World Resorts Inc. is developing the world's most innovative experiential destinations: a global portfolio of MOON Smart City masterplans built around a true architectural sphere. MOON integrates hospitality, entertainment, longevity + wellbeing, education, technology, attractions, space training, authentic space tourism, luxury residences and AAA commercial real estate into a single global icon designed to inspire humanity.

Moon World Resorts is the proud recipient of the highly prestigious 2026 AHEAD award for best "New Concept" within the entire Americas.

<https://www.aheadawards.com/americas/2026/winners/moon-world-resorts>

MOON will rise in North America, South America, Europe, the Middle East, East Asia, South Asia, Southeast Asia, Oceania, and Africa. MOON will entirely redefine what hospitality and entertainment can achieve at the intersection of innovation and the human experience. As the most anticipated and iconic hospitality development on earth, MOON is perfectly positioned in a unique "Category of One".

Click link below for further details on MOON + high-resolution images

[MOON VIDEO, IMAGES & FACT SHEET](#)

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#MOON #MoonWorldResorts #MoonResorts #AHEADAwards #AHEADAmericas2026
#NewConcept #AwardWinner #Sleeper #HospitalityDesign #Hospitality #SpaceTourism
#LuxuryResorts #SmartCity #Innovation #Architecture #Design #Technology #Sustainability

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