

## SOUTH AFRICAN TOURISM

### Lilizela Tourism Awards media release

Thursday, August 06, 2015

#### *Stage set for Lilizela Tourism Awards provincial finalists*

As the countdown picks up momentum on the Lilizela Tourism Awards, entries have now been judged and the provincial finalists selected. The 570 finalists from across the country will be publicly announced during the provincial awards ceremonies taking place throughout September, a perfect time as South Africa celebrates Tourism Month.

Billed to recognise only the best in the South African tourism industry, the Lilizela Tourism Awards became the definitive accolade for excellence in tourism when they were launched in 2013. They are the ultimate reward for entrepreneurial and service excellence that sets global benchmark standards.

“South Africa’s weighty standing as a globally competitive tourism destination, is due in part, to the quality of businesses we honour at the Lilizela Tourism Awards and is evidenced by our ever growing awards and accolades,” explains Thulani Nzima, Chief Executive Officer of South African Tourism.

“It is because of the South African tourism industry’s work and innate ability to develop and package services in an attractive manner, that South Africa is known locally and globally as a world-class, value for money destination - offering visitors plenty to choose from,” Nzima says.

“Well done to all who entered and have been selected as finalists. We look forward to honouring you at the provincial awards.”

A total of 954 entries that met the entry requirements were received. The Eastern Cape Province took the lead with the most number of entries recorded, followed by the Western Cape and Kwa-Zulu Natal, whilst Gauteng province trailed close behind. Mpumalanga, Northern Cape, North West and the Free State provinces recorded an overall increase in entries from the previous year.

“We are delighted at the quality of entries we received for the Lilizela Tourism Awards this year. The increase in the numbers of entries is also very encouraging as the Lilizela Tourism Awards grow from strength to strength, proving again that our industry is dedicated to service excellence,” explains Nzima.

“These Awards are for all in the sector, especially the SMMEs who cannot compete against some of the bigger and more established competitors. The increase in entries from this segment is an indication that the backbone of our industry craves the recognition and opportunities due to it,” he says.

The provincial Lilizela Tourism Awards will be held throughout the month of September culminating with the national awards ceremony on 22 October 2015 in Johannesburg.

To view the complete list of finalists and the provincial awards dates, visit [www.lilizela.co.za](http://www.lilizela.co.za)

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