

## Tourism News

### SOUTH AFRICAN TOURISM

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#### ***Entries open for prestigious 2016 Lilizela Tourism Awards***

*The Lilizela Tourism Awards help to spur the country's global competitiveness and create tourism businesses of excellence*

SOUTH AFRICAN TOURISM has announced that entries for the 2016 Lilizela Tourism Awards will open on 1 March and will close on the 31<sup>st</sup> May 2016. These Awards recognise and reward tourism players and businesses who work passionately and with pride to offer world class products and services in contributing to growing South Africa's global destination competitiveness.

“In fulfilling our mandate to market South Africa as a world-class tourism destination for both leisure and business travellers, it is imperative that we work with our industry to deliver the best tourism experience. The Lilizela Tourism Awards are about identifying the best service providers in the industry, acknowledging and awarding them for their dedication to service and product excellence. Through the ETEYA category, the Lilizela Tourism Awards programme also contributes towards the growth and development of small businesses - an area that is crucial for our economy,” says Sthembiso Dlamini, Acting Chief Executive Officer of South African Tourism.

Following a successful three years of the Lilizela Tourism Awards programme, South African Tourism embarked on a review of the programme. The objective of the review was to understand from entrants and the industry at large how satisfied they are with the current programme and if any changes are suggested. Over 200 respondents gave valuable feedback on the recent survey and those results will be used to improve elements of the awards.

“We would like to thank the industry for the valuable feedback that they gave us as we look to enhance the Lilizela programme. Collaboration and partnership within our South Africa tourism industry is key and we endeavour to factor as much of the feedback provided as possible,” adds Ms. Dlamini

Entrants can visit the Lilizela website on: [www.lilizela.co.za](http://www.lilizela.co.za) to enter.

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Voting still plays a major role in this awards programme and runs concurrently with the entries so entrants should make sure they use all the tools provided on the website in order to get as many votes as possible.

In ensuring that all entrants understand the value of the consumer votes and to make it easy for their clients/guests to vote, the Lilizela Tourism awards team works with Provincial Tourism Authorities who then work closer with the product on the ground.

While every effort will be put in place to promote these awards to consumers, it is important that business owners or managers inform guests about this competition and encourage them to vote for their establishments on the Lilizela Tourism Awards website.

Consumer reviews are a key consideration during the adjudications of these awards and allocated a weight of 80% of the overall score.

To enter or to view the full list of categories and the entry requirements visit [www.lilizela.co.za](http://www.lilizela.co.za)

The Provincial Tourism Awards will be held in September, Tourism Month in all nine provinces culminating in the National Award ceremony taking place in October where the best of the best will be honoured.

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### **Issued by South African Tourism**

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Register on our media extranet to browse the latest news releases (from SAT as well as the tourism industry in general), access the news archive and get details of all upcoming tourism industry events (both locally and internationally).

<http://www.southafrica.net/media>

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Acting Chief Executive Officer, Ms Sthembiso Dlamini