
Tourism KwaZulu-Natal



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For immediate release

To All media
Attention News Editors and Journalists

Tourism KZN calls for KZN tourism business to enter Lilizela Awards

Durban, South Africa: Tourism businesses in KwaZulu-Natal are encouraged to get their entries in by June 8, 2018, for South Africa's premier travel and tourism Lilizela awards.

Voting now closes on June 18, 2018.

The Lilizela Tourism Awards are an initiative of the National Department of Tourism and spearheaded by South African Tourism.

There is an urgent call for KZN businesses in the tourism sector to participate in the awards. The province has much to offer and participating in the awards will allow the province to be catapulted on the national and global stage.

Famous for its tourism offering that ranges from the majestic Drakensberg mountains to the beautiful beaches along the Indian Ocean, KZN also hosts a kaleidoscope of cultures and people.

Tourism plays a vital role in the economy of KZN, with the conference and events sector supported by excellent facilities. The recent annual Africa Tourism Indaba is a testament to our world class facilities.

The aim of the awards is to recognize and celebrate tourism businesses for tourism excellence, and their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation.

Since the awards were launched in 2013, there has been an increase in the number of entries received.

In 2017 the awards attracted a record number of 1 649 entries, which saw an increase of 40% from 2016's figure of 1122.

In 2017, there were 218 entrants from KZN, with 140 entrants in 2016, showing a steady increase.

Acting CEO for Tourism KwaZulu-Natal, Phindile Makwakwa said: "The awards give local individuals and business the opportunity to showcase the 'best of the best' that KwaZulu-Natal has to offer.

"The increase of entries, show, not only the maturity of our tourism industry, but also help to grow visitor confidence for the destination. It encourages all tourism players to up their game in service levels and delivery. When a destination has a good reputation about their service, more visitors tend to flock because of the customer confidence that they will get value for money."

Tourism contributes eight percent to our gross domestic product and employs 6.5 percent of the country's work force. The multiplier effect of job creation in the tourism sector, has grown the KZN economy, opening employment opportunities for tour operators, lodge owners, tour guides, game rangers, hotel chains, transport companies, excursion organisers and everyone else on the front line of tourism.

Through the Lilizela Tourism Awards, Makwakwa said, the Province can further increase awareness of the importance of tourism and the role it plays in growing the economy.

All tourism businesses that enter the Lilizela Awards need to be registered with the Department of Economic Development, Tourism and Environmental Affairs, and graded with the Tourism Grading Council of South Africa

The provincial finalists will be announced at a glittering event that will be hosted by the MEC for Economic Development and Tourism, Sihle Zikalala as part of this year's Tourism Month activities in September.

To apply for grading businesses can visit www.tourismgrading.co.za site.

Entry to the Lilizela Tourism Awards are free.

For more information on the Lilizela Tourism Awards, visit www.lilizela.co.za.

Ends

Notes to editors

Tourism KwaZulu-Natal is responsible for the development, promotion and marketing of tourism into and within the province, both domestically and internationally. The organisation is an entity that reports to the provincial Department of Economic Development, Tourism and Environmental Affairs.

For updated information go to:

Website: Tourism KZN : www.zulu.org.za

Facebook: Page: Tourism Kwazulu-Natal

Twitter: @TourismKZN

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