



Welcome Awards 2006

RECOGNISING PROVIDERS OF WORLD CLASS VISITOR EXPERIENCE



Welcome

www.southafrica.net

South African Tourism, the Department of Environmental Affairs and Tourism (DEAT), The Tourism Grading Council of South Africa (TGCSA), Southern Africa Tourism Services Association (SATSA) and the Association of South African Travel Agents (ASATA) are proud to introduce a premier tourism award to the industry – the Welcome Awards.



The Welcome Awards will recognise businesses and individuals who are turning holidays into life-changing experiences; who are sending tourists home as ambassadors and are meeting and exceeding the needs of the visitor. The Welcome Awards are about finding and showcasing companies and individuals who are raising the bar in terms of visitor experience.

FOUR CATEGORIES FOR 2006



1

Accommodation



2

Tour operators



3

Tour Guides



4

Travel Agents

CRITERIA

ACCOMMODATION

- Only graded establishments are eligible to enter.
- Establishments should have been operating for more than two years.
- At least 30 TGCSA feedback cards from visitors are required to support your entry.
- The annual grading assessment will be used as one of the opportunities to evaluate your entry.
- Five finalists will be chosen, one in each of the star categories i.e. a finalist for one star, two star, three star, four star and five star accommodation will be selected.
- In your entry give an example of how you "went beyond expectation" to make your guests' stay very special/welcome.
- Indicate how you apply ever-improving service to your guests (visuals may be attached).
- The overall category winner will be selected according to the customer comments and the experience of a Mystery Tourist.
- TGCSA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organisation for any assistance you may need when entering.

TOUR OPERATORS

- While it is not essential that entrants are existing SATSA members, they should meet SATSA's standards for membership.
- Entrants must have been in operation for more than two years.
- Entrants must provide proof that they meet all legal requirements for being a Tour Operator.
- Entrants must provide proof that they have Passenger Liability and General Public Liability insurance.
- Entrants must submit at least five testimonials from clients to support their entries.
- Four finalists will be chosen, one from each of the sub-categories of the Tour Operator category:
 - Operating nationally or across borders with an annual turnover of over R150 million;
 - Operating nationally or across borders with an annual turnover of under R150 million;
 - Operating provincially (i.e.: specifying tours in one province only);
 - Operating locally (i.e.: specifying tours in a particular area only).
- In your entry give an example of how you "went beyond expectation".
- Indicate how you apply ever-improving service to your customers (visuals may be attached).
- SATSA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organisation for any assistance you may need when entering.

TOUR GUIDES

- Only registered Tour Guides may enter.
- Tour Guides should have been operating for more than two years.
- Tour Guides must include the category of operation (site, regional, provincial, national) and speciality (if any) in their entry forms.
- Tour Guides are required to submit at least five testimonials from clients and/or references from tour operators to support their entries.
- Top Tour Guides will be selected at Provincial level. The nine winning tour guides will then be entered into the 2006 Welcome Awards.
- In this entry you will need to give an example of how you "went beyond expectation" in delivering your service.
- Indicate how you apply ever-improving service to your customers (visuals may be attached).
- DEAT will oversee and run this category of the Welcome Awards, and you are welcome to contact the department for any assistance you may need when entering.

TRAVEL AGENTS

- While it is not essential that entrants are existing ASATA members, they should meet ASATA's standards for membership.
- Travel Agencies should have been operating for more than two years.
- Travel Agents need to demonstrate how they are improving the visitor/traveller experience through their actions.
- Entrants must submit at least 20 testimonials from clients over the year to support their entries.
- Three finalists will be chosen, one from each of the sub-categories for the Travel Agent category:
 - Travel Agency with more than 50 retail outlets or offices;
 - Travel Agency with less than 50 retail outlets or offices;
 - Independent travel agency with less than 5 retail outlets or offices.
- ASATA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organisation for any assistance you may need when entering.

Prizes and Recognition

In each category the judges will be selecting finalists, from whom a category winner will be chosen. Category winners will receive recognition, marketing exposure and other prizes. A GRAND PRIX Award will also be given for the overall winner who has demonstrated the most innovative, inspiring case study of world class visitor experience.

The GRAND PRIX winner will receive an all-expenses-paid trip for two for a visitor experience of a lifetime, at one of the Condé Nast Traveller Awards Gold List hotels.

Winners of the Welcome Awards will be announced at Indaba in May 2006.

ENTRIES CLOSE: FRIDAY 2 DECEMBER 2005

Judging process

- Entry forms and submissions will form the first round of judging.
- Judges will be selected from the tourism industry, associations, and the field of customer service, and judging will take place in January and February 2006.
- Finalists in each category will be voted for by the judging panel and announced at the end of February 2006.
- The 21 finalists will then be visited by a Mystery Tourist during March and April 2006.
- Winners will be announced at Indaba in May 2006.
- Judges will be looking for tourism businesses that have:
 1. Succeeded in adding value to the customer experience.
 2. Are committed to excellence in serving customers.
 3. Are actively developing skills in their employees to improve the visitor experience.
 4. Not only provide service of a world class standard – but have exceeded expectations and turn their clients into ambassadors for South Africa.

ENTRY FORM

CATEGORY OF ENTRY

1) ACCOMMODATION	<input type="checkbox"/>	STAR RATING	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2) TOUR OPERATOR	<input type="checkbox"/>	National >R150 Million	<input type="checkbox"/>				
		National <R150 Million	<input type="checkbox"/>				
		Provincial	<input type="checkbox"/>				
		Local	<input type="checkbox"/>				
3) TOUR GUIDE	<input type="checkbox"/>	PROVINCE	<input type="text"/>				
4) TRAVEL AGENCY	<input type="checkbox"/>	>50 Retail Outlets/Offices	<input type="checkbox"/>				
		<50 Retail Outlets/Offices	<input type="checkbox"/>				
		<5 Retail Outlets/Offices	<input type="checkbox"/>				

Name of Business/Company/Organisation: _____

Company registration number (if applicable): _____

Contact name: _____

Physical address: _____

_____ Code: _____

Postal address: _____

_____ Code: _____

Telephone no (w): (_____) _____

Cellular number: _____

Fax number: (_____) _____

E-mail address: _____

Web address (if applicable): _____

Number of years in business (must be more than 2 years): _____

How many people do you employ? _____

Full time: _____

Part time: _____

How many customers do you host/serve on an annual basis? _____

% International: _____

% Local: _____

1. Describe the typical visitor experience which a tourist/traveller encounters at your business:

2. How is your company adding value to the customer's visitor experience? List actions taken.

3. What training programmes (formal or informal) do you have in place in your organisation, related directly to improving the visitor/traveller experience? If an independent – what training do you do to improve your service to visitors/travellers? _____

4. What is your rate of repeat business per year? Express as a % _____

5. What is your rate of referred business per year? Express as a % _____

6. How do your customers rate your service? Please supply support in terms of customer feedback cards, testimonials, e-mails, letters or copies of visitor books. (Refer to criteria for your category for exact requirements) _____

7. Is there a particular person or group of people you would like to recognise in your organisation in terms of excellent customer service? Please list names, designations and provide motivations.

8. Have you won other awards? If so, please list award, category and year of recognition.

9. Please give a short description of how well your organisation provides the following:

- An authentic South African experience _____

- Value for money _____

- Tourist safety and security _____

- A wide variety of experiences _____

10. Why should you be recognised with a Welcome Award?

(You may submit the answer to this question as a presentation, a video, or as a written submission).

Include in your submission:

- What is it that sets you/your organisation/your product apart from others?
- What makes your standard higher than the industry norm?
- What makes you "best of breed" in terms of enhancing visitor experience?
- Why do tourists/travellers say you are the best?

To the best of my knowledge the above information is true and correct and I hereby give my consent to be contacted by the Welcome Award Judges.

Name _____ Designation _____

Signature: _____ Date: **DD/MM/YYYY** Place: _____

Terms and Conditions:

- Only fully completed entries will be considered.
- Written entries must reach SA Tourism's offices at South African Tourism, 90 Protea Road, Chislehurst, Sandton, 2146, attention Ms. Lulama Tshabalala, Welcome Awards by midday on Friday 2 December 2005.
- The judges' decision is final and no correspondence will be entered into.
- No employees, members, directors (or their immediate families) of South African Tourism or their suppliers and agencies are eligible for entry.
- Entrants must agree to be visited by a Mystery Tourist.
- Finalists must agree to allow case studies to be published as inspiring industry examples.
- The prizes are not transferable.
- The Category winners and Grand Prix winner will be announced at the awards ceremony at Indaba in May 2006 and must be available to attend the event.
- The winners must make themselves available for marketing purposes including media interviews.
- Extra entry forms are available from your Provincial Tourism Office, The Department of Environmental Affairs and Tourism, SATSA, TGCSA and ASATA, or online at www.southafrica.net. Please note that no online entries will be accepted.

Important Contact information

Ms. Senzeni Ndebele

Marketing and Communications Manager
Tourism Grading Council of South Africa
C/o South Africa Tourism
90 Protea Road
Chislehurst
Sandton, 2146
Tel: (011) 895 3116
Fax: (011) 895 3001
e-mail: senzeni@tourismgrading.co.za

Ms. Carol Purnell

Special Projects Manager
Southern Africa Tourism Services
Association (SATSA)
P O Box 806
Cramerview
Sandton, 2060
Tel: 086 127 2872
Fax: (011) 886 7557
e-mail: projects@satsa.co.za

Mr. Thabo Mabale

Department of Environmental Affairs
and Tourism
Private Bag X 447
Pretoria, 0001
Tel: (012) 310 3353
Fax: (012) 320 5754
e-mail: tmabale@deat.gov.za

Ms. Lulama Tshabalala

Brand Experience Manager
South African Tourism
90 Protea Road
Chislehurst
Sandton, 2146
Tel: (011) 895 3000
Fax: 086 611 2440
e-mail: lulama@southafrica.net

Ms. Ros Dawson

Association of South African
Travel Agents
2nd Floor, Sanlam Arena
Cnr Baker and Cradock Streets
Rosebank, 2132
Tel: (011) 327 7803
Fax: (011) 327 7827
e-mail: general@asata.co.za

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