

# ETEYA 2010/11

Offering exceptional service is my passion and working in tourism – my business. ETEYA has helped get my name out there, and I want to make my business grow.

*Malmsey Rangaka - 2009/2010 ETEYA Winner*

Enter ETEYA 2010/11 and watch your business grow.  
Go to [www.southafrica.net/ETEYA](http://www.southafrica.net/ETEYA)



**ETEYA**

*Emerging Tourism Entrepreneur  
of the Year Award*



If you're a small, micro or medium business that is as passionate about tourism as you are about South Africa and have been in business for at least one year – then enter ETEYA 2010/2011 and show everyone what you are made of!



I see no boundaries, only spaces to explore and share with tourists. It's my passion, my business and I will watch it grow.

*Boitumelo Tsheola - 2009/10 ETEYA First runner up*

## Welcome to ETEYA

*Over the last 10 years, the ETEYA Awards has grown from strength to strength. What's more it has made an incredible impact on not only the SMME's who have won this accolade, but also on the South African economy over the last decade.*

*ETEYA continues to support black (as defined in the Constitution) entrepreneurs, who operate small, micro and medium tourism or hospitality-related businesses. They must have been in operation for less than 5 years, employ no more than 50 people and have a turnover of under R5 million a year.*

*And we hope that we can continue to enhance job creation, financial sustainability and the development of the SMME sector within the tourism industry for the following 10 years to come.*

*South African Tourism and our sponsors; South African Breweries and the Tourism Enterprise Partnership, are proud to be the driving force behind this great initiative and we look forward to not only receiving your entry - but to also extend the wealth and diversity of authentically South African tourism experiences.*

### WHAT THE JUDGES ARE LOOKING FOR:

ETEYA, now in its 10<sup>th</sup> year, is calling for applications from those people or small businesses that have:

- shown that their businesses are not only sustainable, but have shown good and steady growth and sound financial performance over the last few years;
- demonstrated that they provide outstanding levels of customer service to local and international visitors - similar to the world's best;
- begun to employ and correctly manage people, with the potential to employ even more over time;

- made a positive contribution to their communities via their business endeavours;
- strong leadership in terms of where the business is going and how it's going to get there; and
- clear strategic planning and marketing campaigns in place.

*ETEYA is a South African Tourism led initiative in partnership with Provincial Tourism Authorities.  
National Department of Tourism (NDT)  
The Southern African Tourism Services Association (SATSA)  
Tourism Enterprise Partnership (TEP)  
Tourism Grading Council of South Africa (TGCSA)  
Sponsored by South African Breweries (Pty) Ltd.*



#### WHO CAN ENTER:

1. Accommodation providers  
Bed & breakfast and guesthouses / backpackers and hostels  
Caravan and camping sites / Country houses & Lodges  
Hotels / Self-catering
2. Cultural Villages
3. Game and nature reserves
4. Restaurants
5. Business tourism
6. Tourist attractions
7. Adventure products
8. Conference centres
9. Tour operators
10. Travel agents

*If you're an accommodation establishment, you must have been graded by the Tourism Grading Council of South Africa, or have made plans to embark on the grading process.*

*Please note: Community Projects and Tourism Training Schools may unfortunately not enter ETEYA.*

#### PHENOMENAL PRIZES AND BENEFITS:

Besides cash prizes for the winners, finalists will enjoy high levels of publicity – which is, as every SMME knows - invaluable.

#### WIN:

1. **Loads of publicity and marketing**
  - Receive high levels of publicity
  - Be profiled in the media
  - Have a corporate marketing audio-visual produced on your behalf

#### 2. Free training

- A trip to Germany to attend ITB, the biggest international tourism trade fair
- Attend presentation and business skills training workshops
- Learn how to showcase and market yourself/your company at trade exhibitions
- Business planning toolkit
- Mentorship programme

#### 3. Prestige

- Provincial semi-finalists will receive a certificate and R10 000 in cash
- Each of the provincial finalists will receive R10 000 in cash and an ETEYA plaque

#### 4. Cash Prizes

- 1st Prize: R100 000
- 2nd Prize: R75 000
- 3rd Prize: R50 000
- 4th Prize: R25 000

#### A STEP-BY-STEP OF HOW IT ALL WORKS:

16 July 2010	Entries close
19 - 21 July 2010	Shortlisting of entries
28 - 29 July 2010	Business planning toolkit training
2 - 27 August 2010	Site visits
7 - 8 September 2010	Presentations and selection of semi-finalists and finalists
2 - 3 February 2011	Pre-ITB training
6 - 14 March 2011	ITB Workshops
6 May 2011	Awards ceremony at Indaba





# Application form: ETEYA 2010/11

Please tear off this section and complete in full to enter. It is important to provide full details when submitting your entries to increase your chances of being short-listed. ENTRIES CLOSE ON 16 JULY 2010.

Please complete the following information:

1. Name of business / company / organisation: \_\_\_\_\_
2. Contact name: \_\_\_\_\_
3. Physical address: \_\_\_\_\_ Postal code: \_\_\_\_\_
4. Postal address: \_\_\_\_\_ Postal code: \_\_\_\_\_
5. Tel number: \_\_\_\_\_
6. Cell number: \_\_\_\_\_
7. Email address: \_\_\_\_\_
8. Web address: \_\_\_\_\_
9. Category of business: (Tick the relevant block)  
 Accommodation providers  Cultural villages  Game and nature reserves  Restaurants  Business tourism   
 Tourist attractions  Adventure products  Conference centres  Tour operators  Travel agents
10. Number of years in business (must be less than 5 years): \_\_\_\_\_
11. What is your company's annual turnover?  
 < R500k  R500k - R1m  R1m - R5m
12. How many people do you employ? Full-time: \_\_\_\_\_ Part-time: \_\_\_\_\_
13. Please give a short summary / overview of your company in 200 words or less.

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14. Which key markets do you service?

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15. What would you say the unique selling point of your business is?

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16. What key challenge has your business overcome to be successful?

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17. Please list all your key achievements.

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Date: \_\_\_\_\_ Signature: \_\_\_\_\_

NOTE: You can submit your entry at Provincial Tourism Offices or South African Tourism's offices at Bojanala House, 90 Protea Road, Chislehurst, Sandton or you can enter online at [www.southafrica.net/eteya](http://www.southafrica.net/eteya)



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## IMPORTANT CONTACT INFORMATION

For assistance on completing this entry form please contact any of the following people in your area:

Mabeka Makola  
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90 Protea Road  
Chislehurst  
Sandton 2196  
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Zandile Mkhathshwa  
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**For more information, contact the tourism helpline on 087 803 INFO or visit [www.southafrica.net](http://www.southafrica.net)**

**TERMS AND CONDITIONS:** Only fully completed entries will be considered • Written entries must reach your Provincial Authority by 12pm on 16 July 2010 • 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 • Previous finalists are not eligible for entry • Previous semi-finalists may only enter the competition twice and must demonstrate improvements to business from previous entry • Provincial short-listed finalists will be notified in writing by 23 July 2010. This will be the date of notification only and no additional correspondence will be entered into • All short-listed candidates will be subjected to an audit and will be required to make all records, including all financial records, available for inspection during this period • The semi-finalists and finalists will be announced on 15 September 2010 • The finalists must be available to attend training in February, ITB in March and the Awards Ceremony in May 2011 • The R100 000, R75 000, R50 000 and R25 000 cash prize can only be invested in the winner's business • The overall winner must make him or herself available for marketing purposes including media interviews • Entry forms are available from your Provincial Tourism Office and on the ETEYA website [www.southafrica.net/ETEYA](http://www.southafrica.net/ETEYA) • All entrants must have a valid passport or apply for it within 10 (ten) days of entering competition • By entering, each entrant consents to the information they submit being entered into a database. Furthermore they agree to South African Tourism and its partners using this information to communicate to the entrant in any media, future promotional, marketing and publicity material, without any further reference or payment or other compensation to the entrant. It also includes sending the entrant electronic messages.