

AA Travel Guides American Express Accommodation Awards winners

The winners in the 2011 AA Travel Guides American Express Accommodation Awards programme were announced at a gala awards ceremony at the annual tourism Indaba in Durban earlier this week.



Winners were announced in 40 categories such as guest houses, bed & breakfasts, self-catering establishments, township accommodation, game lodges and different types of hotels.

Now in its 18th year, this consumer-based programme is claimed to be the only established mechanism for consumers to voice their opinion about the quality of tourist accommodation in South Africa.

More than 41 000 consumers commented on approximately 1100 AA Quality Assured or star-graded establishments across the country this year, either electronically or by completing guest critique forms. Guests commented on aspects such as service levels, ambience, food and the quality of facilities.

Growing popularity

Convenor Vanessa Sand says the awards programme grows in popularity each year and the honour of emerging a winner or a finalist is fiercely sought after by contestants as this gives a very definite marketing edge to their establishments.

"The fact that only establishments with recognised quality indicators may enter the programme already sets a high standard and after a rigorous judging process we are confident that our winners are the best in the market."

High-scoring establishments were examined carefully and were visited by qualified and experienced assessors to verify that high scores were justified.

Winners and finalists in the programme receive extensive publicity and are listed in the annual *South Africa's Best* publication, which is distributed at local and international travel fairs, and through the media. Lists of finalists and winners can also be viewed on www.accommodationawards.co.za.

Because all information received from guests, whether positive or negative, is sent back to participating establishments, Sand says the awards programme plays a significant role in improving standards of accommodation in the country. "Our

feedback assists establishments to improve certain aspects of their operations, if necessary, and to maintain existing high standards."

"Of course the programme is also hugely beneficial to consumers as it enables them to choose a winning establishment when wanting to stay over. We are proud that our programme is a very effective tool to respond to the needs of consumers," she says.

The awards programme is supported by American Express Card, Avis, BnB Sure and Sealy.

The 2011 Winners

PROVINCE	TOWN	NAME	CATEGORY	TELEPHONE
Eastern Cape	Addo	Lupus Den Country House	Guest House Dinner by Arrangement - Small	+27 (0) 42 234 +27 (0) 447
Eastern Cape	Alice	Sangweni Lodge B&B & Conference Centre	Suburban Cultural Experience	+27 (0) 4+27 (0) 653 2242
Eastern Cape	East London	See Mbre Guest House	B&B/Guest House with Self-Catering - Small	+27 (0) 43 735 1+27 (0) 7+27 (0)
Eastern Cape	Nieu-bethesda	Rustpunt	Self-Catering Cottages/Chalets	+27 (0) 49 841 1667
Free State	Ficksburg	Moolmanshoek Private Game Reserve	Game &/or Nature Reserve - Large	+27 (0) 51 933 222+27 (0)
Gauteng	Centurion	Leriba Hotel and Spa	Luxury Hotel	+27 (0) 12 66+27 (0) 33+27 (0) +27 (0)
Gauteng	Ga-Rankuwa	Suzy's Nice Palace & Tours	Township Accommodation - Original	+27 (0) 12 7+27 (0) +27 (0) 1774
Gauteng	Kempton Park	Willow Park Conference Centre	Conference Hotel - Budget	+27 (0) 11 565 66+27 (0) +27 (0)
Gauteng	Pretoria	Court Classique Suite Hotel	All-Suite Hotel	+27 (0) 12 344 442+27 (0)
Gauteng	Pretoria	Kievits Kroon	Country-Style Retreat Large	+27 (0) 12 8+27 (0) 8 +27 (0) 15+27 (0)
Gauteng	Pretoria	Maski Bed & Breakfast	Township Accommodation - Heritage	+27 (0) 82 371 2866
Gauteng	Pretoria	Premier Hotel Pretoria	Full Service Hotel	+27 (0) 86 111 5555
Gauteng	Sandton	Rivonia Bed & Breakfast	B&B/Guest House with Self-Catering - Large	+27 (0) 11 8+27 (0) 3 279+27 (0)
Gauteng	Soweto	Bottle Guest House B&B/SC	Township Accommodation - Modern	+27 (0) 11 982 1872
KwaZulu-Natal	Kamberg	Silver Hill Lodge	Country-Style Retreat Small	+27 (0) 11 713 2146
KwaZulu-Natal	Margate	La Côte D'azur	Self-Catering Suites/Apartments	+27 (0) 39 312 1521
KwaZulu-Natal	Newcastle	Avalon Guest Manor	Guest House Dinner by Arrangement - Large	+27 (0) 34 325 +27 (0) 591
KwaZulu-Natal	Salt Rock	Salt Rock Hotel and Beach Resort	Family Resort	+27 (0) 32 525 5+27 (0) 25
KwaZulu-Natal	Umhlanga Rocks	Garden Court Umhlanga	Selected Service Hotel - Large	+27 (0) 31 514 55+27 (0) +27 (0)
KwaZulu-Natal	Umhlanga Rocks	Road Lodge Umhlanga Ridge	Selected Service Hotel-Budget	+27 (0) 31 58+27 (0) 72+27 (0) +27 (0)
KwaZulu-Natal	Winterton	Cathedral Peak Hotel	Leisure Hotel	+27 (0) 36 488 1888
Limpopo	BelaBela	Forever Resorts Warmbaths	Resort with Varied Accommodation	+27 (0) 14 736 85+27 (0) +27 (0)
Limpopo	Letsitele	ATKV/Eiland Spa	Self-Catering Resort - Large	+27 (0) 15 386 8+27 (0) +27 (0) +27 (0)
Limpopo	Polokwane	Fusion Boutique Hotel	Boutique Hotel	+27 (0) 15 291 4+27 (0) 42
Limpopo	Thornybush	Private Game Reserve	Monwana Game Lodge Game Lodge	+27 (0) 15 793 2251
Limpopo	Tzaneen	Tzaneen Country Lodge & Spa	Country Commercial Hotel	+27 (0) 15 3+27 (0) 4 329+27 (0)
Mpumalanga	Nelspruit	Town Lodge Nelspruit	Selected Service Hotel - Small	+27 (0) 13 741 1444
Mpumalanga	Pilgrim's Rest	The Royal Hotel Pilgrim's Rest	Heritage Accommodation	+27 (0) 13 768 11+27 (0) +27 (0)
North West	Lichtenburg	Scott's Manor Guest House & Conference	Guest House Full Service - Large	+27 (0) 18 632 +27 (0) 255
Northern Cape	Kimberley	Mattanu Private Game Reserve	Game &/or Nature Reserve - Small	+27 (0) 83 235 1993
Northern Cape	Upington	@ Belurana - River Manor	Hotel/Guest House Gami	+27 (0) 54 332 4323
Western Cape	Caledon	Rouxwiel Country House	Farm Accommodation	+27 (0) 28 215 8922
Western Cape	Cape Town	Houtkapperspoort	Self-Catering Resort - Small	+27 (0) 21 794 5216
Western Cape	Cape Town	Ivory Heights Boutique Guest House	Guest House Full Service - Small	+27 (0) 21 852 8333
Western Cape	Cape Town	The Backpack & Africa Travel Centre	Backpackers Accommodation	+27 (0) 21 423 5555

Western Cape	Franschhoek	Gable Manor	B&B Guest House Style - Small	+27 (0) 21 876 3833
Western Cape	Hartenbos	Dibiki Resort	Caravan &/or Campsites	+27 (0) 44 695 1532
Western Cape	Knysna	Leisure Isle Boutique Lodge	Luxury Lodge	+27 (0) 44 384 +27 (0) 462
Western Cape	Stellenbosch	Eendracht Hotel	Small Hotel/Inn	+27 (0) 21 883 8843
Western Cape	Stellenbosch	Summerwood Guest House	B&B Guest House Style - Large	+27 (0) 21 887 4112

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