

Identifying the best: 2016 Lilizela Tourism Awards entries open

South African Tourism has announced that entries for the 2016 Lilizela Tourism Awards, recognising and rewarding tourism players and businesses who offer world-class products and services and contribute to South Africa's global destination competitiveness, will be open from 1 March to 31 May 2016.



Image via [Lilizela](#)

“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.

Improving on awards programme

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 Dlamini

Voting counts

Voting still plays a major roles 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 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.

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.

To enter or to view the full list of categories and the entry requirements visit [Lilizela](#).

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