



Welcome Awards 2007

Recognising service excellence in tourism



Welcome

www.southafrica.net

FOUR CATEGORIES FOR 2007



CRITERIA

ACCOMMODATION

- Only graded establishments are eligible for entry.
- Establishments should have been operating for more than two years.
- A minimum of 20 TGCSA feedback cards from visitors and other testimonials are required for your entry.
- The annual grading assessment will be used as one of the opportunities to evaluate your entry.
- 20 Semi-finalists will be chosen, four in each of the five categories ie. Guesthouses, Backpackers & Hostelling, Lodges, Self Catering and Hotels will be selected.
- 5 finalists will be selected following a mystery tourist programme and they will be invited to attend Indaba 2007.
- In your entry give an example of how you went “beyond expectations” to make your guests feel very special and welcomed.
- Indicate how you apply the ever – improving service to you guests (visuals may be attached).
- The overall category winner will be selected according to customer comments and the experience of the mystery tourist.
- TGCSA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organization 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 all relevant legal requirements including proof of liability insurances.
- Entrants must submit at least five testimonials from clients to support their entries.

- Six semi-finalists will be chosen in the two sub categories:
 - A: Tour Operators operating locally, nationally or across the borders for less than five years.
 - B: Tour Operators operating locally, nationally or across the borders for more than five years.
- 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).
- Three finalists will be chosen following the mystery tourist programme and the category winner will be announced at Indaba.
- SATSA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organization for any assistance you may need when entering.

TOURIST GUIDES

- Only registered Tourist Guides may enter.
- Tourist Guides should have been operating for more than two years.
- Tourist Guides must include the category of operation (site, regional, provincial, national) and specialty (if any) in their entry forms.
- Tourist Guides are required to submit at least five testimonials from clients and references from tour operators to support their entries.
- Top Tourist Guides will be selected at Provincial level. The 27 winning Tourist Guides (three per province) will be entered into the Welcome Awards.
- **Closing date for entries at Provincial level is 31st October 2006.**
- Five semi-finalists will be chosen following the first round of judging based on the entry forms and submissions.
- Three finalists will be chosen following the mystery tourist programme and the category winner will be announced at Indaba.
- 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).
- The Department of Environmental Affairs and Tourism 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, but they should meet ASATA's standards for membership.
- Travel Agencies should have been operating for more than two years.
- Entrants will be divided into two sub categories:
 - A: Travel agencies whose core segment of business are Domestic leisure tourists.
 - B: Travel agencies whose core segment of business is International tourists traveling locally.
- Travel Agents need to demonstrate how they are improving the visitor/ traveler experience through their actions.
- Entrants must submit at least 5 testimonials from clients over the year to support their entries.
- Five semi-finalists will be chosen following the first round of judging based on the entry forms and submissions.
- Three finalists will be chosen following the mystery tourist programme and the category winner will be announced at Indaba.
- ASATA will oversee and run this category of the Welcome Awards, and you are welcome to contact this organization for any assistance you may need when entering.

Judging process

- Entry forms and submissions will form first round of judging.
- Judges will be selected from the tourism industry, associations and the field of customer service.
- Judging will take place in January and February 2007.
- Semi finalists in each category will be selected by the judging panel and announced at the end of February 2007.
- The Semi-finalists will then be visited by a mystery tourist after selections.
- Category Winners and runner ups will be announced at Indaba in May 2007.

Judges are looking for tourism businesses that have:

- Succeeded in adding value to the customer experience.
- Are committed to excellence in serving customers.
- Are actively developing skills in their employees to improve visitor experience.
- Not only provided service of a world class standard – but have exceeded expectations and turn their clients into ambassadors for South Africa.

In line with the Government's Transformation Agenda, woman, people with disabilities and all Previously Disadvantaged Individuals are encouraged to enter.

Judging Criteria:

1. Making Contact / Booking of services.

Ease of locating your service offering, the professionalism of the contact making the booking and the information and care provided are some of the areas of focus.

2. Arrival / Service Preparation.

The 'welcome' provided to guests on first contact, the accuracy of the requirements stated, the professionalism and care in the preparation taken to ensure the service delivers what was promised and expected!

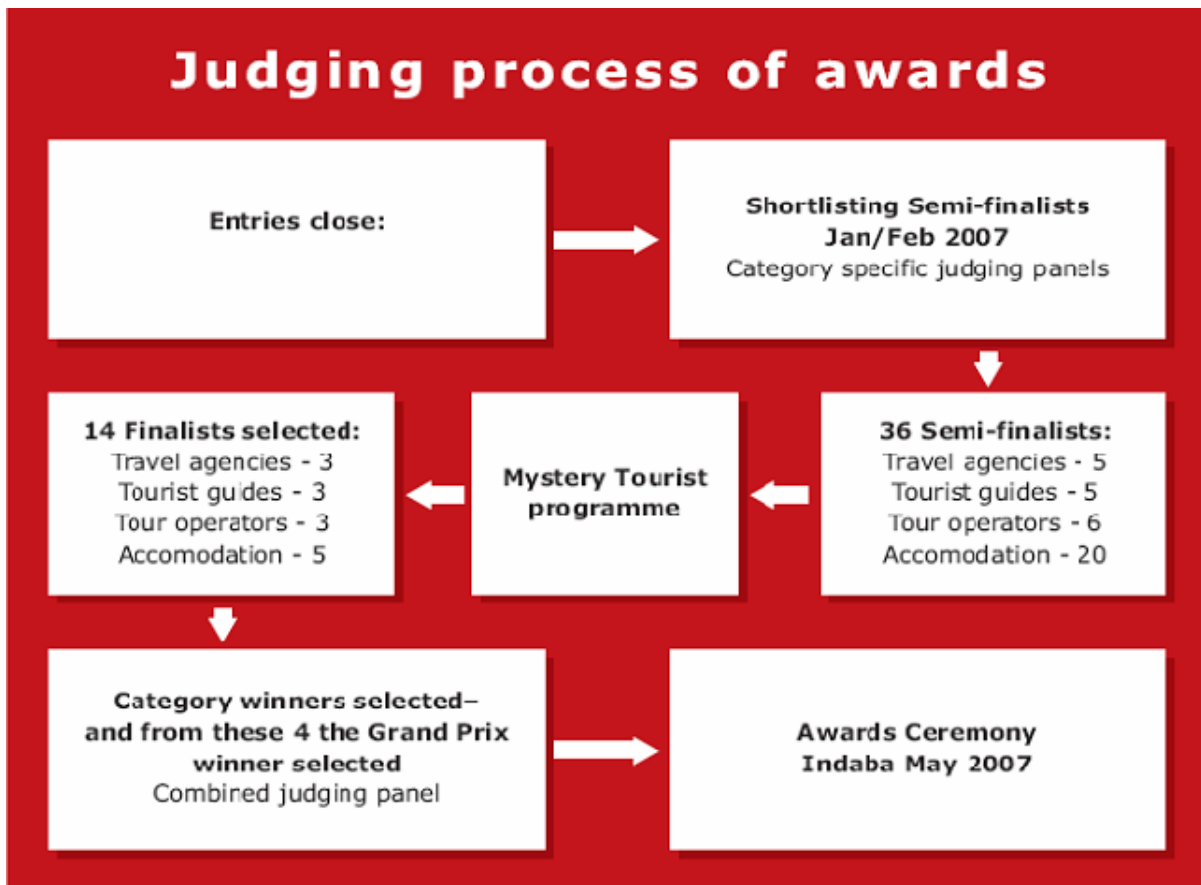
3. The Experience.

Whether it is a tour, accommodation, or a related service, we are searching for organizations or individuals who go the extra mile in making guests experience more than they expected, whilst ensuring safety, professionalism and promoting the country.

4. Departure or conclusion of service.

Be it fond farewells and gracious hosts accepting praise or constructively turning less than satisfactory experiences into good ones. The end of the experience should end with guests leaving feeling they look forward to return and would be "welcomed" back!

Judging process of awards



Prizes and recognition

In each category the judges will be selecting 36 semi-finalists and from whom 14 finalists will be chosen following a mystery tourist programme. Finalists and category winners will then be chosen by a combined judging panel. Category winners will receive R5000 cash, recognition and marketing exposure.

A Grand Prix Award will also be given to the overall winner who has demonstrated most innovative, inspiring case study of a world class visitor experience.

The Grand Prix winner will receive an all expense trip for visitor experience of a lifetime and Quality Service training

ENTRY FORM

CATEGORY OF ENTRY

1) ACCOMMODATION **STAR RATING** 1 2 3 4 5

- Category A: Bed & breakfast/guesthouse/country house
- Category B: Backpackers & hostelling/caravan & camping
- Category C: Lodges
- Category D: Self-catering
- Category E: Hotels

2) TOUR OPERATOR Operating less than five years
 Operating more than five years

3) TOURIST GUIDE Province: **Category:**

4) TRAVEL AGENCY Domestic leisure tourists segment
 International tourists travelling locally

Name of Business/ Company/ Organization:

Company registration number (if applicable):

Contact name:

Physical address:

Code:

Postal address:

Code:

Telephone no (w): ()

Cellular number:

Fax number: ()

Email 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/traveler 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 organization, related directly to improving the visitor/traveler experience? If independent – what training do you do to improve your service to visitors/travelers?

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, emails, 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 recognize in your organization 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 organization 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 recognized with a Welcome Award? (You may submit the answer to this question as a presentation, a video, or as a written submission).

▪ What is it that sets you/your organization/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/travelers say you are the best?

11. Have you contributed toward the development of potential tourist guides through your guiding initiatives such that they join the profession and get registered?

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. Forms must be completed in black ink and must be neat and legible.
- Entries to be sent to the Registrar, Department of Economic Development and Tourism: PO BOX 979, Cape Town, 8001 or hand delivered to the ground floor, 80 St Georges Mall, NBS Waldorf Building, Cape Town, 8000
- 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 allow a case study 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 and must be available to attend the event.
- The category winners must be available for marketing purposes including media interviews.
- Entry forms are available online from www.capegateway.gov.za. Please note that entries cannot be submitted online.
- No Faxed and photocopied entries will not be accepted
- **Closing date for entries at Provincial level is 31st October 2006.**

Important Contact information	
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<p>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 3000 Fax: 086 611 2440 E-mail: senzeni@tourismgrading.co.za</p>	<p>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</p>
<p>Ms. Patricia Dilotsotlhe or Ms. Jenny Mewett South African Tourism Services Association PO Box 806 Cramerview Sandton, 2060 Tel : 086 127 2872 Fax: (011) 886 7557 E-mail: PatriciaD@satsa.co.za or jennym@satsa.co.za</p>	