

Sedibeng District Municipality hosts Annual Sedibeng Tourism Awards 2014

The Sedibeng District Municipality will be hosting the 3rd Annual Sedibeng Tourism Awards in April 2014. The Awards are designed to recognise excellence in the local tourism sector and caters for various categories Local tourism products and tourism business owners are encouraged to enter into the categories.

The Sedibeng Tourism Awards represents the highest possible accolade for the local tourism industry, recognizing that good quality products, as well as service excellence, are at the heart of a sustainable tourism industry. These Awards are done in the spirit of healthy business competition and in furthering the promotion of excellent services in the tourism industry in the Vaal. Furthermore, the Awards will assist the finalists and winners to sell their products and services in the tourism market.

The Awards not only recognises excellence in service, quality, creativity and hospitality, but also aim to promote the region as a preferred destination of choice for heritage, business and leisure tourism.

The Sedibeng Tourism Awards programme seeks to encourage and demonstrate fair and responsible business practise in the tourism sector, while linking emerging and small scale enterprises to consumer markets and businesses. This will ultimately result in the achievement of the following objectives:

- To promote Sedibeng as a preferred tourism destination;
- To acknowledge, reward and promote service excellence in the tourism sector within the region;
- To raise the enthusiasm of tourism service providers and product owners,
- To provide a benchmark for best practise amongst the local tourism sector;
- To encourage innovation in the various sectors within the tourism industry;
- To market quality tourism products and facilities through various activities including a dedicated brochure, displays at various exhibitions and distribution of information at local tourism information offices in Sedibeng.
- To present, through the Awards Ceremony, an annual platform of celebration for the local tourism industry; offering networking opportunities for business, media and the wider community.

The Sedibeng Tourism Awards provides a platform to showcase the municipality's commitment towards the development and promotion of quality tourism and related services, especially with the view that the establishment of a Metropolitan Municipality for this region will soon be a reality.

The Tourism Awards Ceremony will be addressed by Executive Mayor of the Sedibeng District Municipality and the Gauteng Tourism Authority.

Details of the event:

Date : Thursday, 10 April 2014

Time : 18:00

Venue : Three Rivers Lodge, 52 Golf Road, Three Rivers, Vereeniging

There are eleven categories for the Sedibeng Tourism Awards in 2014, namely:

1. **Accommodation:** Three (3) sub-categories under this category:
 - **Luxury Accommodation**
 - **Standard Accommodation**
2. Meetings, Exhibitions and Special Events (MESE)
3. Tourist Guides
4. Tour Operators
5. Travel Agents
6. Restaurants and Eateries
7. Adventure/Outdoor Tourism
8. Arts & Crafts
9. Emerging Product Owner (in operation for less than two years)
10. Outstanding Contribution by an Individual to Local Tourism (Nomination by Sedibeng public)

This year's event will be held in partnership with Gauteng Tourism Authority (GTA), and sponsorships were also received from:

- Avis Vaal
- Bobaas Canopies
- Ferrero Rocher
- Meise Nkaiseng Attorneys, Notaries and Conveyancers
- Three Rivers Lodge & Villa Anna Sophia

Winners and finalists of the Sedibeng Tourism Awards can use their accolades to attract tourists. Recipients will be actively marketed in all Tourism Awards' marketing material.

Sedibeng Tourism Department
Tourism Manager: Rene Pelser
Tel: 016 450 3317/3336
Email: renep@sedibeng.gov.za