

10/11

Welcome Awards



Welcome

Product Workshop
27 July 2010



Objectives

- **To recognise organisations and individuals** in South Africa who are raising the level and standards of customer service.
- To promote the Best-of-the Best as examples to the industry and **encourage industry to focus on service excellence**
- **Enhance visitor experience** - fundamental issue to the growth of tourism
- **To identify South African innovations** embracing authentic South African experiences
- **To encourage the industry to share ideas** on improving service.

Suggested Categories

Welcome Awards 2010/11 categories are as follows:



Accommodation



Tourist Guides



Tour Operators



Tourist Attractions



Travel Agencies



Restaurants



MESE



Best tourism website



Car rental

Sub-Categories

1. Accommodation

- Bed and Breakfast/guesthouses/country house
- Backpackers & Hostelling/caravan and camping sites
- Lodges
- Self Catering
- Hotels

2. Tour Operators

- Tour Operators operating locally, nationally or across the borders for less than five years.
- Tour Operators operating locally, nationally or across the borders for more than five years.

3. Tourist Guides

- National guides
- Provincial guides
- Regional or Site guides

4. Tourist Attractions

- All tourist attractions including, but not limited to, museums, theme parks, craft and cultural attractions.

5. Travel Agencies

6. Restaurants

- Hotel restaurant
- Franchise
- Restaurant

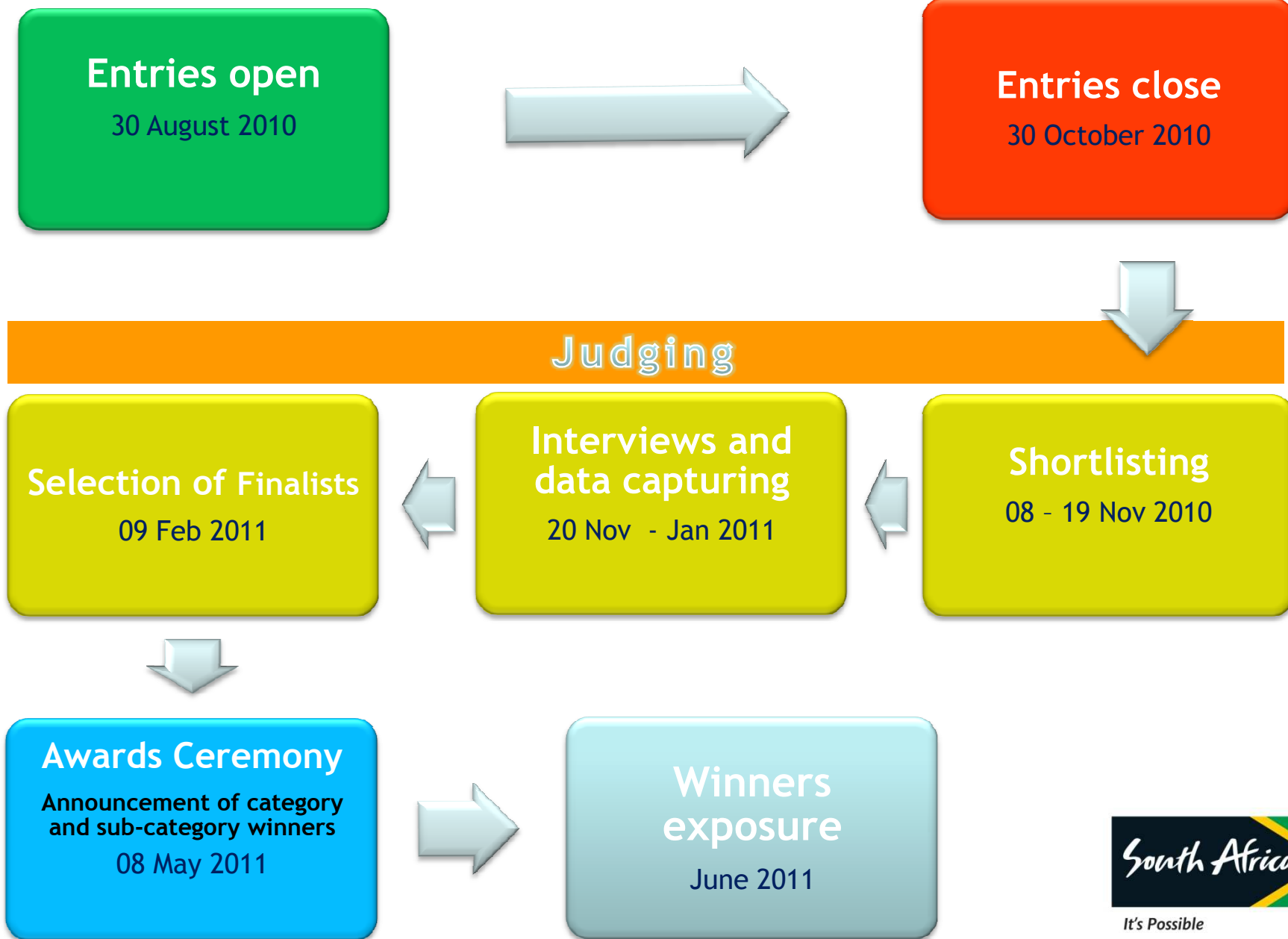
7. MESE

- Meetings venues
- Exhibitions and special events venues

8. Car rentals

9. Best Tourism Website

Welcome Awards 2010/11



Shortlisting and Site visits

Shortlisting

- The first round of judging
- Selection of entrants based on the entry forms submitted.
- An objective “weighted” score card will be used to make the judging process as objective as possible.
- Each judge will do a brief evaluation and give a score

Data collection and interviews

- A research company will be used to collect data and conduct interviews
- The findings obtained through this judging phase should be used to drive service excellence in the hospitality industry

Airport Interviews

- Before the research commences, face-to-face interviews be conducted at the three main airports.
- Local and International tourist feedback will be obtained, to establish their needs, expectations and experiences when making contact with each of the categories.
- This will ensure that the questionnaires can be customised for each of the different categories. During this phase, it is important to reach both local and international travellers, to establish differences in expectations and needs.
- Fieldworkers will try to make contact and gain participation from both if possible.

Selection of finalists and winners

- To select the winner of each category, self completion questionnaires will be handed out immediately following an interaction with the selected businesses/ individual.
- Depending on the circumstances (such as language barriers or limited amount of tourists available) face-to-face interviews will be conducted.
- Fieldworkers will spend two days with each of the finalists, and obtain the maximum completes within that time.

Welcome Awards Finalists

Finalists are selected on the based on the following principles:

- Adding value to the costumer expectations
- Commitment to excellence in serving customers
- Exceeded expectations in terms of service offered

The Overall Category winner is the candidate that has received the highest scores of all entrants in the specific category.



Prizes and recognition



Overall category winners in each category will share prizes in exclusive marketing and promotional exposure:

- Significant exposure across national media - (radio, print and online)
- An exclusive trophy and certificate for marketing purposes.
- A feature in the 2010 Welcome Award winners' audio-visual for marketing purposes.
- An exclusive online banner advert and a feature in the SA Tourism electronic newsletter.

The Awards Ceremony

- All finalists will be invited to Indaba for the Awards Ceremony
- Will be held at Indaba on Sunday, 08 May 2011
- Prizes will be announced and presented by SAT and our sponsors FNB



Mabeka Makola
Manager: Brand Experience
South African Tourism
Tel: (011) 895 3078
Cell: 082 519 3271
Fax: 086 611 2441
E-mail: mabeka@southafrica.net

Thank you

