



the detea

the department of economic
development, tourism and
environmental affairs
FREE STATE PROVINCE

FREE STATE PROVINCIAL TOURISM AWARDS 2009

The Department of Economic Development, Tourism and Environmental Affairs invites all Tourism related businesses to enter for the Free State Provincial Tourism Awards Competition 2009.

Purpose

This initiative hopes to improve job creation, financial sustainability and development of the tourism sector in the province by enhancing and complementing the already vast tourism experiences the Free State Province has to offer.

The competition is divided into category A and B

Category A

Established SMME Awards

(Entry requirements)

- Businesses should have a maximum annual turnover of R10 million
- Businesses should have been in operation for maximum of 5 years
- The owners should be South African Citizens
- Provide proof of the Tax Clearance Certificate
- An accommodation should be graded by TGCSA
- Provide proof of liability insurance
- Have employed permanent staff of not more than 200 people
- Company should be a registered and legal entity
- Provide Audited financial statements
- Comply with applicable legislative requirements (e.g. liquor, labour and other permits)

Category B

Emerging SMME Awards

(Entry requirements)

- Businesses should have a maximum annual turnover of R5 million
- Businesses should have been in operation for maximum of 3 years
- The owners should be Black South African Citizens
- Provide proof of the Tax Clearance Certificate
- An accommodation should be graded by TGCSA
- Provide proof of liability insurance
- Should have employed permanent staff
- Company should be a registered and legal entity
- Provide sound professional financial statements e.g.bank statements
- Comply with applicable legislative requirements (e.g. liquor, labour and other permits)

Who can enter:

- Accommodation providers (B&B's, Guest Houses / Back Parkers, Hostels, Caravan and Camping Sites, Country Houses, Lodges and Hotels/ Self Catering)
- Cultural Villages
- Game and Nature Reserves
- Tourism Businesses
- Tourist Attractions
- Adventure Products
- Conference Centers
- Tour Operators
- Travel Agents

What Judges are looking for:

- Businesses that are sustainable and have shown good steady growth and sound financial performance over the years
- They must demonstrate that they provide outstanding level of customer care service to local and international visitors
- The business must employ and correctly manage people, also show potential to employ even more
- Businesses that have made positive contribution to their communities via their business endeavor
- Strong leadership in terms of where the business is going and how it's going to get there
- Show clear strategic planning and marketing campaigns in place

Phenomenal Prizes and benefits

- Be profiled in the media
- Free training of your front line staff on customer care courses (SA Host Training)
- Receive Mentorship programme
- Be marketed by Provincial Tourism Authority
- Marketing and advertising material produced for your business.
- Each provincial semi- finalist to receive a roaming trophy
- Receive a Free State Provincial Tourism Award Plaque
- Automatically qualify for the ETEYA and Welcome Awards National Competitions,
- Attend the Tourism Indaba 2010 held in (Durban)

Closing date for entries is the 11th of September 2009 (16:00)

Entry Forms can be downloaded from www.dteea.fs.gov.za, collected and submitted at:

Department of Economic Development, Tourism and Environmental Affairs
Office 503 (North wing)
Agriculture Building
98 Zastron Street
Bloemfontein

P/Bag X20801
Bloemfontein
9300

Or

Fax: 051 4009614

For more information please contact: Ms Relebohile Maphalla or Ms Joy Makubalo

Email: awareness@dteea.fs.gov.za or cwayitam@dteea.fs.gov.za

Tel: 051 4009613/9595

Fax: 051 4009614

Free State Provincial Tourism Awards Entry Form

(Please complete the following information)

1. Name of Business/Company/organization: _____
2. Category (Tick) (A) (B)
3. Contact Name: _____
4. Physical address: _____ Post Code: _____
5. Postal address: _____ Post code: _____
6. Contact details:
7. Phone: _____ Cell No: _____ Fax No: _____

E-mail address: _____ Website Address: _____
8. Type of Business. e.g. Guest House, attraction etc

9. Number of years in the business: _____
10. Company annual turnover: _____
11. How many people do you employ: Full time: _____ Part Time _____
12. Mention (if any) affiliation to tourism organizations (SATSA, FEDHASA etc) _____
10. Company Profile -Give a brief summary of your company in (200 words)

11. List the key achievement of your company

12. Involvement of your company in community empowerment programs

Signature:

Date:
