



CAPE WINELANDS DISTRICT MUNICIPALITY MAYORAL TOURISM AWARDS

CALL FOR NOMINATIONS/ENTRIES

The Mayoral Tourism Awards celebrate the achievements of the Cape Winelands tourism industry role-players and showcase the best tourism entities, products, service excellence and the people behind it. The purpose of these awards is to acknowledge those entities, products and people that excelled and continue to surpass expectations within the Cape Winelands tourism fraternity. All nominations eligible for these awards must be located within the Cape Winelands District Municipal boundaries.

NOMINATION FORM

Please complete the following form. One form per nomination - photocopies of the nomination form will be accepted.

Nomination category

Please indicate the specific category in which you are nominating the person, business or organisation.

- **New tourism business of the Year**

This award is bestowed upon a tourism business that has been in existence for less than three years. The business should demonstrate a positive impact on tourism (through increased arrivals/customer numbers, revenue and employment opportunities created) and the potential to generate future tourism growth.

The submission should include a general overview of the nature and history of the nominee's tourism business, including how this new business activity has promoted and benefited tourism within the Cape Winelands region beyond race, class, gender and social hierarchy.

- **Best visitor's information & services (LTA) of the Year**

This award is bestowed upon a Local Tourism Association (LTA) or privately run tourist/visitor information service that best promotes the town in its respective geographical area, providing visitors with the best local experience possible. Nominees must demonstrate a comprehensive approach to increasing tourism revenue into the region.

The submission should include a description of the nominated body, i.e. its history and mission, and appropriate examples of how it has brought or increased tourism revenue to the region. In addition, examples of promotional projects and their impact on the region and all of its tourism business beneficiaries should be part of this submission.

- **Tourism business of the year (three years and more in existence)**

This award is bestowed upon a tourism-related business that successfully introduced new campaigns and special projects in the region. Potential nominees include accommodation, attractions, museums, private associations, camping grounds, recreational areas and other tourism businesses.

Nominees must have a proven track record, as well as projects and campaigns that increase tourism visitation and revenue.

The submission should include a detailed history of the nominee, its projects and campaigns as well as the degree of innovation and creativity. In addition examples of project documents, promotional material, press clippings, revenue information, target audiences, etc. should be part of this submission

- **Wine Tourism Destination of the Year**

This award is bestowed upon a wine estate or distillery offering a unique tourism experience. It is not a wine/beverage award, but does recognise wine estates/distilleries attracting increased business through special promotions with a specific emphasis on tourism related activities.

The submission should provide a general overview of the nature and history of the nominee's tourism winery. It should also elaborate on how offered services and/or facilities enhance the tourism experience for visitors to the region.

- **Adventure, outdoor and or ecotourism business of the year**

This award recognises excellence in the packaging and delivery of experiences that effectively demonstrate sustainable tourism practices.

The submission should describe the nominee's service, and its association or connection to natural, cultural and historic sites or resources, or other special places linked to the region's natural environment.

It should outline specific business practices that are unique or serve to demonstrate the nominee's leadership in the chosen area. The submission should also describe the specific social and/or economic and/or cultural benefits resulting from the nominee's business activities.

- **Tourism –related event/ festival of the year**

This award is bestowed upon those business entities that run special events, festivals and other activities that attract large crowds of people into the Cape Winelands. Tourism-related businesses include accommodation, attractions, museums, private associations, camping grounds, recreational areas and other tourism-related businesses. Nominees must have a proven track record of projects and campaigns that increase tourism visitation and revenue into the region.

The submission should include a detailed history of the nominee, its projects and campaigns as well as the degree of innovation and creativity in promoting tourism and tourism development in the region. Samples of projects, promotional material, press clippings, budget information, target audiences, etc. will serve as an added advantage in this category. All relevant supporting materials should be included with the nomination form.

Nominee information

Name of Organisation _____
Name of service/product being entered _____
Person to contact in relation to this entry _____
Position _____
Business Address _____
Postal Address _____
Telephone _____
Fax _____
Email _____

Supporting materials

While supporting materials are not mandatory, they will help augment or clarify information provided in the nomination and may be useful in situations where nominations are deemed to be very close in merit by the judges.

Please check the type of supporting materials being submitted with this nomination:

- Testimonial letters
- Articles/ brochures
- Photographs/slides/CD/video
- Awards
- Other

Nominator information

Contact Person _____
Position _____
Name of Organisation _____
Postal Address _____
Telephone _____
Fax _____
Email _____

Should you be successful in winning an Award or becoming a finalist, please use the space below to nominate the person who will attend the Awards Ceremony and collect the Awards.

Name _____
Title _____
Company _____

To submit a nomination, simply complete this nomination form and forward it to:

Cape Winelands District Municipality
For attention: Bongwiwe Nzeku
46 Alexander Street
Stellenbosch
7600
Tel: 021 888-5182
Fax: 021 887-4797
Email: bongiwe@capewinelands.gov.za

Joh-né Poole
46 Alexander Street
Stellenbosch
7600
Tel: 021 888-5177
Fax: 021 887-4797
joh-ne@capewinelands.gov.za

Terms and Conditions

There is one form for each nomination. Photocopies of the form will be accepted. Please print clearly. All nominations received by the nomination deadline will be reviewed and those short-listed interviewed by the Mayor's Tourism Awards Judges. Winners must be willing to be photographed. The judge's decision is final.

Deadline for nominations is Tuesday, 30 April 2013.