

ANNEXURE F

This purpose of this annexure document serves to appraise the bidders on the Lilizela Tourism Awards Program detailing the various phases of the project and national event.

Launched in 2013 by the Minister of Tourism. SA Tourism operationalizes the Lilizela Tourism Awards Program, with the concurrence from the Department of Tourism. This program is South Africa's premier travel and tourism awards. The aim of this awards program is to recognize and celebrate tourism businesses for tourism excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation. Lilizela Tourism Awards was last held in 2019.

Recap of 2019 Lilizela Tourism Awards

- The last National Lilizela Tourism awards event took place at the Sun Time Square on the 9th of November 2019.
- Media round table with the Minister set the scene for what the event was about to unveil with a total number 15 media houses in attendance.
- The prestigious event was attending by esteemed guests which included different Ministers, members of the parliament, MEC, different provincial stakeholders and media houses among others.
- Total number of guests who attended the event was 650.
- Tourism Minister awarded and honored a final total number of 56 awards at the main national event.

The Lilizela Tourism Awards is predominantly an online awards program with main national event is traditionally held in late November of every year. The entry, voting, judging, adjudication, collateral production (trophies & certificate) and audit verification process would commence 10 months prior. The process requires rigorous engagement with the sector through the adjudication process which includes provinces, product and stakeholders.

Below is a high-level illustration of the various phases of this program:

Phase 1

- Open entries on digital entry platform
- Entry period (generally 3 to 4 months)
- Start awareness campaign to amplify entries
- Voting commences
- Panel of Judges selected representative of various categories

Phase 2

- Entries close on prescribed date
- Voting is consolidated
- Continue campaign to profile judges etc
- Audit Service appointed (to preside over the adjudication process)
- Pre Adjudication
- Final Adjudication and Judging process completed

Phase 3

- Final adjudicated list audited
- National event concept developed for approval
- Provincial lists provided to all provinces (they execute their own event to recognize their entries that did not make it to finals)
- Production elements commence (trophies, certificates etc)
- Continue campaign to promote the national main event
- Secure media broadcast rights
- Activation of the full main awards event

