

Tourism investor Awards

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Introduction

Tourism in Africa is growing at the fastest rate in the world - 10%, according to the United Nations World Tourism Organisation (UNWTO).

Infrastructure and communications networks are spreading, new regions are opening up and state assets are being privatised, new ideas are being generated and investment on all scales is flooding into the industry. African tourism is experiencing a massive growth boom, and those individuals, businesses and organisations that are making it happen deserve recognition and reward.

The Tourism investor Awards are designed to showcase Africa's opportunities and achievements to the rest of the world, collectively raise awareness about Africa as a tourist destination and reward those groups developing the African tourism industry as a vehicle to drive sustainable economic growth.

'These awards are the only initiative designed to recognise the achievement of those businesses, governments, organisations and individuals who have made an outstanding contribution to the growth of sustainable tourism investment in Africa.'

Geoffrey Lipman, Assistant Secretary General of the UNWTO and Chairman of the *Tourism investor Awards* judging panel.

By 2020, the African market share of arrivals is expected to double from its current level to 5% - a compelling indication of the vast potential that the continent has to offer.

When and Where

The Awards will be held on **25 February 2008** at the Sandton Convention centre, Johannesburg, South Africa

Categories

- Tourism Investment Programme of the Year
- Business Resort of the Year
- Tourism Promotion Agency (TPA) of the Year
- Hospitality Management Team of the Year
- Sustainable Tourism Investment of the Year
- Best Initiative in Facilitating SME Tourism Investment
- Hotel Investment of the Year
- Tourism Investment Advisor of the Year
- Business Airline of the Year
- Ti 2010 Legacy Investment of the Year
- Business Travel Insurer of the Year

Criteria

General Criteria (applicable to all categories)

There are specific criteria for each category. However, entrants should also note the general criteria and where applicable include how these relate to their activities.

- Investment in people and human development
- Capacity building and knowledge transfer
- Job creation
- Quality of service
- Industry development
- Environmental preservation
- Good corporate citizenship
- Sustainable community development
- Innovation
- Intra African trade and regional economic development
- Public private partnerships
- Communications and promotion of activities

Category Specific Criteria

Separate criteria are set out of each category. Details of the criteria are given below along with suggestions on the companies who may enter each of the categories.

1) Tourism Investment Programme of the Year

This will assess government tourism investment programmes creating a hospitable tourism investment climate.

Who should enter?

This award is open to both public and private sector organizations that have been instrumental in improving the tourism investment environment and creating favourable conditions for tourism investment.

Criteria:

Judges will be looking for evidence of:

- Inclusion of measures to adopt tourism investment in poverty reduction and economic growth policies
- Commitment to building capacity within a government or business community to promote and implement an improved tourism investment regulatory environment
- Degree to which there has been activity – internally or externally – to raise awareness of the importance of tourism investment opportunities
- Promotion of private sector views in the development of tourism investment policy and a dialogue between government and business
- Examples of how programmes have been implemented and the measures of success which have been seen
- Facilitation of cross border trade

2) Business Resort of the Year

Who should enter?

This award is open to government (regional and national) tourism promotion boards and facility and Resort owners in Africa.

Criteria:

Judges will be looking for evidence of:

- Quality of architectural design and build
- Effective marketing
- Environmental preservation
- Skills transfer and job creation
- Access and equal opportunities
- Role within and long term commitment to the local community
- Ownership and supply chain
- Value added strategic alliances
- Recognition amongst business traveller networks
- Access to technology and conferencing facilities
- Quality of service

3) Tourism Promotion Agency (TPA) of the Year

Who should enter?

This award is open to government (regional and national) tourism promotion boards and agencies, private and multilateral organizations involved in tourism investment promotion

Criteria:

Tourism promotion agencies should submit evidence of:

- Investments including value of projects brought in through the networks of the TPA
- Information on how tourism investment has increased over the past three years through the efforts of the TPA
- Efforts to promote FDI, communication and promotional activities.

- Activities working with governments and agencies to reduce bureaucracy and facilitate investment process for foreign investors. Achievement of the idea of the “one stop shop”
- How submissions for tourism investment projects are followed up and investors are guided through the investment process

4) Hospitality Management Team of the Year

Who can enter?

Hospitality management teams currently operating facilities in Africa.

Criteria:

This award will assess how business is carried out in one or more of the following areas:

- Market share and financial performance
- Occupancy rates
- Brand development
- Guest satisfaction
- Food and beverage excellence
- General management
- Event management
- Environmental preservation
- Return on Investment
- Skills transfer and training
- Job creation

5) Sustainable Tourism Investment of the Year

Who should enter?

This award is open to any business operating within Africa. Entries should be for current operations, programmes or policies rather than future programmes or policies.

Criteria:

This award will assess how business is carried out in one or more of the following areas:

- Environmental preservation
- Financing structure
- Long term planning to mitigate against environmental degradation
- Good governance
- Clarity of reporting
- Access and equal opportunities
- Role within and long term commitment to the local community
- Ownership and supply chain

Where possible companies should indicate that they have sought to gain a recognised certification for good business practice.

6) Best Initiative in Facilitating SME Tourism Investment

Who should enter?

This award is open to companies and organisations that have demonstrated support of the development of small and medium sized enterprises in the Tourism investment sector. Programmes or policies entered should be operational with evidence of results rather than future programmes.

Criteria:

While the award is for a specific programme or initiative, it should fit within a broader ongoing strategy demonstrating leadership in support of SMEs. Entrants should demonstrate:

- A programme which addresses an appropriate balance between felt and real needs of SMEs
- Clear actions either during or recommended by programme towards facilitating creation or growth of SMEs
- Impact assessment
- Indication of how programmes fit in broader, ongoing context and/or strategy to support SMEs
- Programme supports SMEs in their corporate citizenship
- Communication of the successes of the programme as a role model for others

7) Hotel Investment of the Year

Who should enter?

This category is open to anyone involved in the provision of hotel investment and financing, including banks and providers of finance, law firms instrumental in setting up deals. **The deal submitted should have been closed before it is submitted for entry** rather than a deal which is in progress.

Criteria:

Judges will not only look at the financial aspect and structuring of the deal but also at how the investment has been delivered in terms of:

- Financial innovation
- The use of local resources – human and capital
- Positive impact on the local community both social and economic
- Consultation with key stakeholders
- Consideration of sustainable development environmental concerns
- Promotion of regional integration

8) Tourism Investment Advisor of the Year

Who should enter?

This category is open to consultancies, banks, investment banks, development banks, providers of finance, law firms or other bodies involved in facilitating deals and transactions.

Criteria:

Judges will be looking for evidence of:

- Support for the development of Africa's tourism markets
- Facilitation of local currency transactions
- Efforts to support the sustainable growth of local markets

- Contribution to the debate on the development of Africa's tourism investment potential
- Consistent involvement and commitment to tourism investment transactions in Africa
- Adoption of global best practices in Africa

9) Business Airline of the Year

Who should enter?

This category is open to airlines carriers operating a business class service in Africa.

Criteria:

Judges will be looking for evidence of trip satisfaction factors:

- Passenger loyalty
- Comfort of airline lounges
- Quality of inflight entertainment
- Airline safety record
- Quality and choice on onboard catering
- Airline alliance benefits
- Efficiency Check-In Services
- Efficiency of Boarding / Departures service
- Efficiency of Arrivals / Transfer – services
- Cabin Staff /Seating, Cleanliness / Presentation

10) Ti 2010 Legacy Investment of the Year

Who should enter?

This award is open to companies and organisations that have demonstrated support for the role tourism investment can play in creating a legacy in through the 2010 World Cup in Africa.

Criteria:

Nominations should explain how the entrant's investment will create a legacy and linkage to 2010 and the achievement of one or more of the Millennium Development Goals (MDGs), as follows:

- How are you directing your activities to achieving one or more of the MDG's?
- What activities / programmes / initiatives are taking place:
 - In the workplace
 - In the local community
 - Through company policy
- Long term planning to mitigate against environmental degradation
- Access and Equal opportunities
- Role within and long term commitment to the local community
- Ownership and supply chain
- The job creation and multiplier impact of your investment.

Where possible companies should indicate that they have sought to gain a recognised certification for good business practice.

11) Business Travel Insurer of the Year

Who should enter?

This category is open to financial service providers or other bodies involved in structuring and marketing business travel insurance products for Africa.

Criteria:

- Judges will be looking for evidence of:
- Innovative product development
- Affordability and price competitiveness
- Settlements of claims
- Strategic partnerships
- Quality of service
- Products for SME
- Skills development
- Contribution to the debate on the development of financial services reforms
- Commitment to stimulating increased private investment
- Transparency and good governance

Entry Details

1. You are welcome to enter as many categories as you wish. Please provide a separate entry for each category.
2. Entries for the Tourism investment Deal of the Year must be from the 2006 / 2007 period.
3. All entries from any company, organisation or individual, whether African or international are welcome provided you have met with the criteria for each category above.
4. Entry is a simple 500 words nomination outlining how you meet the awards criteria given below. There are general criteria and separate criteria specific to each category. Please read the criteria carefully before making your submission and ensure that you relate these criteria to your entry. Based on feedback from judges and assessors nominations over the word count will not be accepted.
5. You may also submit supporting materials along with your 500 words submission.
6. Africa investor understands that some information contained in your submission may be commercially sensitive. Summaries of winning entries will be published in Africa investor, however, you will be given the option to omit any commercially sensitive information.
7. Tourism investor is unable to return submissions.

Instructions

Please fill out the form below.

Submit a 500-word submission on your project or business. This submission will be judged by the panel against the criteria laid out above for the relevant category.

Send, fax or email both items to Ayo Osunsanya using the contact details provided on the form.

Entry Form

Entry Category	
Project Title (where applicable)	
Name	
Position	
Organisation	
Address	
Postcode	
Telephone	
Fax	
E-mail Address	
Please send me further details of the awards dinner and ceremony	Please tick as appropriate - Yes - No
I have attached a submission and supporting details.	Please tick as appropriate - 500 word submission - Supporting details

Please ensure that your submission and any other materials are clearly marked with your organisation name and contact details.

Please ensure that your organisation's name is spelt as you would like it to appear on your Award, should you win.

Closing date:

Friday 25th January 2008 (no exceptions)

Contact Details

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