



## KENYA TOURISM AWARDS

### OVERVIEW

Kenya Tourism Federation, in partnership with Kenya Tourist Board, is organizing the Kenya tourism industry's first ever awards, 'KENYA TOURISM AWARDS', with the goal of recognizing and encouraging best practice in responsible tourism in Kenya. The awards ceremony is scheduled for 23rd June 2011 and has drawn extensive positive response from the industry.

There are 8 awards categories with a total of 15 awards to be won. A selection committee composed of professionals from various fields will evaluate nominations and pick winners, who will be announced and presented with trophies at the 23<sup>rd</sup> June ceremony.

The awards will recognize best practice in various subsectors of tourism listed below; as well as recognize outstanding contribution by members of the media to promoting Kenya as a destination of choice:

#### 1. Best Accommodation Facility Award

There are 3 categories in this award

- a) City hotel
- b) Beach / coast hotel
- c) Inland hotel (camp, lodge etc)

#### Nominating Criteria:

Nominations must demonstrate that the nominees...

- Use innovative marketing and promotional tactics for sustainability and growth.
- Undertake continuous staff training and development
- Good housekeeping policies, décor and maintenance
- Undertake continuous staff training and development
- Membership to registered association with code of ethics and adherence to the same
- Undertake responsible tourism business practices including:\_
  - Use of sustainable and eco-friendly materials and supplies
  - Resource saving initiatives
  - Waste reduction and management
  - Supporting local economy/community by supporting local initiatives



- Health and safety policy and procedures.

## 2. **Best Entertainment Facility Award**

### Nominating Criteria:

- Use innovative marketing and promotional tactics for sustainability and growth.
- Undertake continuous staff training and development
- Good housekeeping policies, décor and maintenance
- Membership to registered association with code of ethics and adherence to the same
- Supporting local talent
- Promoting responsible drinking
- Undertake responsible tourism business practices including:\_
  - Use of sustainable and eco-friendly materials
  - Resource saving initiatives
  - Waste reduction and management
  - Health and safety policy and procedures.

## 3. **Tour Operator of Year Award**

### Nominating Criteria:

There are 2 Awards in this category

- Medium sized tour operator with less than 10 employees
- Large tour operator with 10 or more employees
- Use innovative marketing and promotional tactics for sustainability and growth.
- Development and marketing of new tourism circuits and concepts
- Undertake continuous staff training and development
- Membership to registered association with code of ethics and adherence to the same.
- Undertake responsible tourism business practices including:\_
  - Use of sustainable and eco-friendly materials
  - Resource saving initiatives
  - Waste reduction and management
  - Health and safety policy and procedures
  - Supporting local economy/community by supporting local initiatives



#### 4. Air Operator of the Year Award

##### Nominating Criteria:

- Use innovative marketing and promotional tactics for sustainability and growth.
- Undertake continuous staff training and development
- On time departure and arrivals
- Support to local community and economy
- Undertake responsible tourism business practices including:\_
  - Use of sustainable and eco-friendly materials
  - Resource saving initiatives
  - Waste reduction and management
  - Health and safety policy and procedures

#### 5. Domestic Tourism Award

- Contribution to education on domestic tourism
- Development and marketing of new tourism circuits and concepts for the domestic market
- Undertake continuous staff training and development
- Support of community based tourism initiatives
- Undertake responsible tourism business practices including:\_
  - Use of sustainable and eco-friendly materials
  - Resource saving initiatives
  - Waste reduction and management

#### 6. Best tourism attraction

##### Nominating Criteria:

This may be either man made or natural which has enhanced Kenya's image as a tourist attraction

##### **Criteria**

- Contribution to marketing/portraying Kenya as a tourism destination of choice
- Sound ecologically based management principles
- Supporting local economy/community by supporting local initiatives and employment of local human resources
- Popularity and cleanliness of attraction
- Accessibility
- Types of facilities



- Information and education available on and offsite on attraction and its dissemination.

## 7. Travel Agency Award

### Nominating Criteria:

#### **Best Corporate / Business Travel Management Company**

#### **Entry criteria**

Nominations must demonstrate;

- Mitigation procedures to avoid clients encountering problems or resolving such problems.
- A description of the agent's approach to maintaining and growing its client base and revenues.
- Use innovative marketing and promotional tactics for sustainability and growth.
- Use innovative marketing and promotional tactics to build their brand
- Membership to registered association
- Strict adherence to Associations code of ethics and professional standards
- Undertakes continuous staff training and development

#### **NOMINATION PROCEDURE FOR ALL AWARD CATEGORIES EXCLUDING MEDIA AWARD:**

Nominations must be submitted single-sided, printed with black ink in 12-point type. Nomination packages should include the following:

- A **completed nomination form** and an **accompanying narrative** of no more than 4 pages outlining how you meet the award criteria.
- At least two, but no more than four **letters of support** for the nomination from persons other than the nominator. The letters of support must be signed by the author.
- **(Optional)** No more than five items of **additional support materials**, such as newspaper articles, press releases, photos with captions, internal or external evaluation documents, etc., that support the nomination.



Summaries of winning entries will be published in Africa investor; however, you will be given the option to omit any commercially sensitive information.

## 8. Media Awards

There are 3 categories for the Media Award

- a) Electronic Media
  - i. Radio Journalist
  - ii. Television Journalist
  
- b) Print Media
  - i. Newspaper Journalist
  - ii. Magazine Journalist
  
- c) Digital Media
  - i. Blog and website

### NOMINATION CRITERIA: PRINT AND ELECTRONIC MEDIA

Nominations must demonstrate that the nominee has presented or published editorial features:

- Focusing on sustainable and responsible tourism practices (e.g. waste management, use of eco-friendly materials, involving community partnership, conservation etc.)
- linking tourism to its contribution to poverty eradication and achievement of vision 2030
- showing diversity of tourism products; e.g. culture, beach, scenery, eco-tourism
- Expose' on tourism or that has an effect on tourism that has elicited a positive reaction from the concerned parties /authorities. Evidence of this to be presented in follow up stories.
- That show evidence of in depth research and creativity and portrays Kenya or a part of Kenya as a magical tourist destination

Nomination packages should include the following:

- A **completed nomination form** and an **accompanying narrative** of no more than 4 pages outlining how you meet award criteria.



- Clip of minimum 1 minute stories for the last six months (TV and radio)
- Cuttings of at least six stories with a minimum of 500 words per cutting for the last six months/ or six editions for travel magazines with (Print Media)
- At least two, but no more than four **letters of support** for the nomination from persons other than the nominator. The letters of support must be signed by the author.
- **(Optional)** No more than five items of **additional support materials**, such as newspaper articles, press releases, photos with captions, internal or external evaluation documents, etc., that support the nomination.

#### **NOMINATION CRITERIA: - DIGITAL MEDIA AWARDS**

Nominations must demonstrate that the nominee uses digital, online and social media in a way that:

- Provides authentic, informative and up to date content on a wide range of topics on tourism related to not only their products and services, but on Kenya as a tourism destination of choice.
- Creates interactive experience for clients as opposed to a static website
- Integrates their social media presence into their business seamlessly
- Communicates effectively and appropriately to databases of past, current and potential future clientele
- Makes best use of all digital media including video, multimedia and imagery
- Integrates User Generated Content from Clients
- promotes sustainable tourism practices as a means to overcome challenges to tourism in the long and short term

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Nomination packages should include the following:

- A **completed nomination form** and an **accompanying narrative** of no more than 4 pages outlining how you meet award criteria and how your online presence has impacted on business .
- At least two, but no more than four **letters of support** for the nomination from persons other than the nominator. The letters of support must be signed by the author.
- **(Optional)** No more than five items of **additional support materials**, such as newspaper articles, press releases, photos with captions, internal or external evaluation documents, etc., that support the nomination.
- Evidence of interactive communication with online users.

**NOMINATIONS FOR CATEGORIES OTHER THAN MEDIA AWARD MUST BE  
RECEIVED BY  
APRIL 30TH 2011 AT 5PM  
MEDIA AWARD NOMINATIONS MUST BE RECEIVED BY 13<sup>TH</sup> MAY 2011  
5 PM**

Nomination materials will not be returned. To confirm timely receipt of your nomination package, please provide your email.

**All completed nomination packages should be mailed or otherwise delivered to the following address:**

Selection Committee,  
KTF Tourism Awards,  
P.O. Box 15013 – 00509,  
Nairobi

Or emailed to  
[awards@ktf.co.ke](mailto:awards@ktf.co.ke)



**ENTRY FORM**

**Nominator's Information**

Your Name: \_\_\_\_\_

Your Organization: \_\_\_\_\_

Your Address: \_\_\_\_\_

Your Work Phone: \_\_\_\_\_

Your Email Address: \_\_\_\_\_

**Award Category for Your Nomination**

You may nominate for consideration in more than one award category. Check all of the relevant categories (below) under which you wish your nomination to be considered.

- Best Accommodation Facility Award (Specify)
- Best Entertainment Facility Award
- Tour Operator of Year Award (Specify)
- Air Operator of the Year Award
- Domestic Tourism Award
- Best Tourism attraction
- Travel Agency Award
- Media Award (Specify)