

NOTICE / KENNISGEWING

KLCBT introduces Innovation in Tourism Award

The KLCBT has added another award category to its prestigious and coveted annual business and tourism awards, the KLCBT Innovation in Tourism Award.

According to KLCBT's chief operating officer, Ms Linda Grimbeek, part of the chamber's strategic vision and objectives as outlined in its three-year marketing strategy, deals with the need for innovative products and attractions in the region to increase visitor numbers.

"Part of our vision is to inspire innovation and to create/reinvent unique, inclusive and marketable tourism themes, routes, products and experiences that modern travellers seek. We believe the addition of this award will aid our vision and inspire innovation our region," she says.

"The idea of the new award was so well received that sponsorship was taken up in less than 24 hours."

As a special, contested award individuals, businesses, or projects can enter the KLCBT's annual awards to compete for the Innovation in Tourism Award and be branded and promoted as the creator or re-inventor of something unique in the region.

KLCBT's 2017 awards open for entries in July.