

Sanlam Top Destination Awards: Four years of celebrating SA's top accommodation establishments

 By [Cari Coetzee](#)

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The annual Sanlam Top Destination Awards enters its fourth year this year, celebrating the top accommodation establishments of South Africa and recognising local entrepreneurs and their efforts to make South African tourism a success. "For 365 days of the year, these establishments are in service of their guests and patrons, so the awards were developed to be in service of them for one day of the year," says Jonathan Pepler, MD of Discount Traveler South Africa.



Managing Director of Discount Traveler South Africa, Jonathan Pepler (Image Supplied)

Founded by Granadilla Media, creators of Discount Traveler South Africa and The Traveler Mag SA, the awards continue to promote in- and outbound tourism in South Africa.

"The goal of the awards is to show direct support to the accommodation sector of South Africa's tourism industry. By forming part of the awards, the brands that partner with us, such as our title sponsor Sanlam, are directly responsible for supporting and enhancing the tourism industry of South Africa, especially the 13,400 establishments that are nominated in 2018," says Pepler.

The [2017 awards ceremony](#), themed #MyHeartBeatsAfrica, saw 35 accommodation establishments walk away winners.



Sanlam Top Destination Awards 2017 (Image Supplied)

There are ten categories in which establishments can compete to receive the title of top destination in their respective star gradings: Backpackers, Bed and Breakfast, Caravans and Camping, Country House, Game Lodge, Guest House, Hotel, Lodge, Self-Catering and Farm Accommodation.

Pepler says it's his "sincerest wish that the accolade bestowed upon the winners gives them the recognition they deserve as top destinations in South Africa within their respective category and star grading. Many of our previous winners have reaped the rewards of winning the Sanlam Top Destination Awards, finding that their guest catchment grew on an international scale. To continue this trend has become our mission."

This year the awards will be held at The Bay Hotel on the 20 September 2018. The black-tie awards will take place in the newly renovated Rotunda under an authentically #AfricanExplorer theme.



The Rotunda (Image Supplied)

The finalists will be revealed in August when the voting by the public is finalised. "Each finalist deserves their nomination at the awards and even if they do not walk away with the title of top destination, they will receive recognition as one of the top five establishments in their respective category and star grading in South Africa, a sought-after title in one of the most competitive industries in the world."

Establishments can enter by registering on [Discount Traveler](#). Public voting is open for guests, patrons and supporters to cast their votes on both the Discount Traveler and [Top Destination Awards](#) websites. Great prizes are up for grabs for voters. Voting closes on 1 August 2018.

ABOUT CARI COETZEE

Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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