

Sanlam Top Destination Awards introduces new award for most water conscious establishment

This year's Sanlam Top Destination Awards, in conjunction with Water 4 Cape Town and Cape Town Tourism has introduced the Water Sustainability Award to reward the most water conscious establishment. "Securing a destination for future generations to enjoy cannot be done without businesses acknowledging and addressing sustainable tourism, and it's fitting to recognise those that do" says Enver Duminy, CEO, Cape Town Tourism.



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Water 4 Cape Town was created as an informative platform pertaining to Cape Town's water crisis. The platform advises citizens on ways to save water, provides educational programmes and practises including up-to-date developments on the crisis.

"As the Sanlam Top Destination Awards have grown, so has our vision. Starting with the Water Sustainability Award, we are working at identifying and acknowledging establishments which strive towards all five pillars of sustainability," says Jonathan Pepler, founder of the Sanlam Top Destination Awards.

The Sanlam Top Destination Awards has been created as an honorary platform for the hospitality industry in Southern Africa to put their best foot forward and to be selected as the national "top destination" in their respective categories and star grading. The awards event is hosted by Discount Traveler South Africa and serves to recognise the hard-working establishments of the country in one of the world's most demanding markets.

This year's ceremony will be hosted at The Table Bay Hotel in Camps Bay on 20 September where 40 winners from 13,400 nominees will receive their share of R1,000,000's in advertising as well as the sought-after title of Top Destination in their respective categories and star grading. Each winner will also receive a Sanlam Top Destination Awards winner's trophy and certificate.

Sponsors include 3D Virtual Africa, Travel Africa TV, Romatex Hospitality Textiles and David Green.

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