

REGULATIONS AND GUIDELINES

1. Context/Purpose

Created by Cape Verde Directorate General of tourism and transports (DGTT) and in partnership with SCD/RÁDIODIA/DIGITAL PLATFORMS, “Cabo Verde Tourism Awards” aims to distinguish and promote projects and initiatives that possess a significant touristic importance and that contributed to the growth of Cape Verde’s touristic offer and, in general, to the reinforcement of competitiveness of the touristic sector in the municipalities and the archipelago.

2. Promoters

The applications are open to any private or public entity that promotes and develops projects and initiatives of touristic interest and nature for Cape Verde.

3. Projects and Initiatives Applications

The projects that apply must prove their contribution to Cape Verde’s regional and national touristic offer; contribution to the sector’s competitiveness; and contribution to touristic experience enrichment. They will also need to justify their projects on a sustainable touristic development premise.

4. Categories

The applicants can run for the following categories:

Hotel excellency

Aparthotel excellency

Resort excellency
Rural housing excellency
Catering excellency
Travel agency excellency
Airline company excellency
International promotion excellency
National promotion excellency/More Cape Verde tourism
Excellency
Annual global marketing programme Excellency
Touristic entertainment excellency
Top Model/Cape Verde Fashion Week 2017 excellency
Touristic offers concept excellency
Tourism brand music excellency
Touristic region excellency
Touristic development project of the year excellency
Sustainable tourism project excellency
Innovation project excellency

4.1 Extra competition prizes

Special prize – A prize will be given to a person, entity or project that has contributed significantly for the international promotion of Cape Verde. This prize is awarded by Cape Verde's government and therefore has no relation to the application process.

Touristic Cooperation prize – A prize will be given to a country, entity or person that has contributed significantly to international cooperation relations with the aim of projecting and promoting Cape Verde in the international plan.

Initiative merit – A prize will be given, by the honour commission, to an entity, initiative or project that they consider has given an important or significant contribution to the affirmation of the municipalities/region potentials.

5. Eligibility Criteria

5.1. The applications can only be done by projects, initiatives, entities and people that live in Cape Verde or that are working, in the touristic sector, for the interest of the country.

5.2. All applicants must have at least two months of activity or have been presented to the governmental authorities in the last two months.

5.3. Projects are considered concluded/implemented when they're in activity, licensed and are in suitable state to receive tourists (if applicable).

5.4. The applicants must follow the legislation. All applicants that do not follow the legislation risk not being considered.

6. Applications submissions

6.1. Applications need to be submitted between September 1st and September 21st of this year. The applications must be done by submitting the Application form via email (the email will be announced on the 1st of September of the same year).

6.2. All applications must be sent until 6pm of the last day of the deadline.

6.3. The application is done by filling in the application form that we provide and by providing the registration payment proof - 5 000\$00 (five thousand escudo).

6.4. All applications must send via email, with a limit of 10 attachments, the photographs, scanned documents, images or films. These should have a good resolution (300dpi is the suggested) and should be in jpeg or tif format. All attachments must be sent to the given email until 15th September 2017.

6.5. Additionally, promoters might have to deliver additional information about the project/initiative if requested by the judges of Cabo Verde Tourism Awards'17.

6.6. The data given in the application form are fundamental for the analysis of the application. Therefore, and according to which categories are applied, the promoter needs to send: Touristic entrepreneurship project; Marketing and communication plan; Check in listings; Touristic entertainment programmes; Michelin stars certificate; Tripadvisor stickers; Detailed description of the project concept...

Any other elements the promotor considers relevant to strengthen the application(vídeos, brochures, photographs) should also be sent.

6.7. The authenticity of the data provided by the promotor in the application form are of his/hers exclusive responsibility.

6.8. The judges are allowed to change a project of category in order to assure that the regulations are being followed properly. This change will be communicated to the promoters of each project by the president of the judges.

6.9. Awards

scores

Between 1 to 20 points

GOLD AWARDS

Highest score awarded to the promoter in each category;

SILVER AWARDS

2nd place score awarded to the promoter in each category;

BRONZE AWARDS

Lowest score awarded to the promoter in each category;

7. Evaluation and scoring

7.1. The projects/initiatives will be evaluated according to the following criteria and scoring:

Qualitative Criteria (Scores between 1 and 5)

Quantitative Criteria (Scores between 1 and 5)

Touristic sustainability Criteria (Scores between 1 and 5)

Touristic Innovation Criteria (Scores between 1 and 5)

The winners will be decided by adding up the four criteria scores and subsequently awarded (like mentioned in 6.9).

A) Project/Initiative communication

Project's ability to convey its concept, values and products. The evaluation will be based in the data available in the application form and through the evaluation of what media devices the project uses to promote itself.

B). Offer qualification

B.1. Projects/Initiatives that contribute to the valorization of touristic offer through the adoption of constructive, development or management

solutions that involve the proper touristic use of the natural and cultural patrimony of Cape Verde; care for the environment and the urban and landscape planning; and increase the competitiveness of tourism in Cape Verde.

B.2. Social and Economical Sustainability– project/ initiative specifications that relate to the economical dimension (employment creation, bigger number of entrepreneurship opportunities for the communities of the country) and social dimension of sustainable tourism development (conservation and promotion of traditions, human beauty values, local communities sociocultural authenticity).

B.3 Accessibility – adoption of solutions that make it easier for a bigger number of beneficiaries (both national and international) to access the project/initiative.

B.4 Contribution for touristic development – project’s contribution for the promotion, visibility and prestige given to and of Cape Verde.

C). Management and Communication

C.1. Communication/promotion – Use of innovative and efficient approaches and techniques for the publicity, promotion and sale marketing of the project/initiative in the national and international markets; Market strategic communication.

C.2. Adherence – Increasing number of tourists/clientes since the start of activity; use of innovative techniques in order to get tourist attention and loyalty; Initiative that contributes to counter seasonal effects.

D). Innovation

D.1. Production of assets and services – projects that take up the release of new assets and that have a strong innovation component that aims to

enrich the tourist experience; or base themselves in the creative use of their touristic resources from the municipality or the country.

D.2. Degree of tourist acquisition/retention – project specifications that are related to the increase of the number of tourists in the municipality/country.

8. Awarding

8.1. The decision of who wins in each category and who gets honourable mentions belongs to the judges.

8.2. The awarded projects/initiatives will receive “Cabo Verde Tourism Awards’17” gold, silver or bronze trophies.

8.3. In each category it will be awarded either the excellency award or the merit prize and one or various honourable mentions. Exceptionally both the merit prize and the excellency award may be given in simultaneous.

8.4. The judge has the right to not award or prize a category in case said category has no applicants or the projects for it don’t have enough quality to win.

8.5. If the situation mentioned above happens, the prizes might be given by direct nomination.

8.6. All applicants will be given a participation certificate.

8.7. The judges decisions are final.

8.8. The “Cabo Verde Tourism Awards’17” judges panel is composed by the following:

Public figures:

- Directorate General of tourism and transports Director
- Dra. Ana Barber - Cvtrade

- Dra Linda Pereira – CPL Eventos

- Dr. Gualberto do Rosário

Dr. Sérgio Sequeira - EHTCV

- Dra. Inira Delgado

- Dra Sofia Silva – TVC Administration Board

Dra Carla Carvalhal – Sal’s tourism councillor

9. Award winners announcement

9.1. The winners will be announced and awarded/prized in an official and glamorous ceremony in Sal Island on Saturday (night) the 30th September 2017. The awards ceremony will be broadcasted live in Cape Verde and worldwide with a special focus on tourism broadcasting markets.

9.2. This awards/prizes gala will have a distinctive and fascinating entertainment mood filled with musical, dance and fashion moments (both national and international fashion related people will be in it). This night that belongs to the best of the best of national tourism will be an authentic fusion of comfort, arts, flavours and Cape Verde beauty.

9.3. The awards will be announced and delivered by important figures of both national and international society.

9.2. All the information will be released in the official media broadcast channels (Television, Radio, Cabo Verde Tourism Awards website) and given to the award/prize winners during the ceremony and the following week in press conferences.

9.3. All applicants allow the Directorate General of tourism and transports (DGTT), the organisation responsible for the event and other entities

involved to post constant information about the applications in “Cabo Verde Tourism Awards 2017” promotion activities.

10. General regulations

10.1. All questions related to this regulations and guidelines sheet and the awards/prizes “Cabo Verde Tourism Awards” must be posed to the judges.

10.2. Any technical questions can be posed to the “Cabo Verde Tourism Awards” technical staff through the following numbers:

Tourism technical staff:

Tel: 260 48 04

SCD technical staff:

Tel: 260 12 02