

# GROOTBOS

*Private Nature Reserve*



---

## Media Release

***Grootbos Private Nature Reserve wins the Safari Awards for best Marine Safari Experience as well as the WTM Responsible Tourism Award in the accommodation category***

9 November 2017

Since their inception in 2008 the Safari Awards have gone from strength to strength, and are now regarded as an industry gold standard. The 2018 Safari Awards included 15 award categories and Grootbos is proud to have received the Award for Best Marine Safari Experience 2018.

Originally launched in 2004, the WTM Responsible Tourism awards aims to recognise those that are making a difference, the changemakers, those that are leading the way to make tourism more sustainable. The Awards are about acknowledging and promoting good practice and specifically pay attention to those that make real impact and address the UN's Sustainable Development Goals, the SDG's. The award aims to recognise examples in the tourism industry that inspire, challenge and raise the industry bar.

The Grootbos Private Nature Reserve is a luxury lodge on 2 750 hectares of pristine Cape fynbos on the Agulhas plains of the Western Cape of South Africa. The ethos and commitment of Grootbos to responsible tourism and sustainability practices, permeates all levels of the organisation. Together with its non-profit partner, the Grootbos Foundation, Grootbos works to drive conservation, local enterprise development and the wellbeing of the local communities. Together, Grootbos and the Grootbos Foundation positively benefitted more than 10 000 lives last year.

Sean Ingles, General Manager of the Grootbos Private Nature Reserve, *"The principles of sustainability, transparency, respect and above all PROGRESSIVE TOURISM is a fundamental part of the Grootbos DNA. We work tirelessly to follow these guidelines in every aspect of our business whether it be in our conservation efforts, our community outreach programmes or in the lodges themselves. We are very proud to receive this award and we hope that it inspires other organisations to participate in similar programmes in their area"*

---ends---

Contact: Florentina Heger | Marketing Manager | 0027 28 3848053 | [florentina@grootbos.co.za](mailto:florentina@grootbos.co.za)



---

**Grootbos Accommodation Enterprises (Pty) Ltd.**

Company Reg. No. 1997 01841807

PO Box 148, Gansbaai, 7220, South Africa Tel. +27 (0)28 384 8000 Fax. +27 (0)28 384 8042

E-mail. [info@grootbos.co.za](mailto:info@grootbos.co.za) Website. [www.grootbos.com](http://www.grootbos.com)