


Please complete this nomination form accurately, completely but succinctly.

**1. Contact details**

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
David Zimmerman	SearchKings Africa		26/02/2026	david@searchkingsafrica.com

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Brett Perstein & Wade Scobbie	SearchKings Africa	Private	082 330 4224 & 065 859 4512	<a href="mailto:brett@searchkingsafrica.com">brett@searchkingsafrica.com</a> & <a href="mailto:wade@searchkingsafrica.com">wade@searchkingsafrica.com</a>

**2. Short description**

**+100 word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.**  
*(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)*

SearchKings Africa has pioneered a hospitality-specific Search Engine Marketing (SEM) solution grounded in vertical expertise and advanced data extraction from industry-standard hotel "tech-stacks". This innovation enables properties to consolidate fragmented data to build customised marketing strategies that precisely target potential tourists to the Western Cape looking to book a hotel from key global source markets. With deep industry knowledge and by utilising historical data and trend analysis, the solution identifies the right moment of intent in different guest segments. This ensures that Western Cape properties can shift away from generic volume-chasing towards high-intent, high-yield direct booking strategies that maximise revenue and occupancy.

**3. Detailed description**

Please answer all the questions (a) to (j) below, and place answers in the prescribed place as indicated in the table below (to construct a results chain):

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?

- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared what existed before? (Novelty in the WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with enduring competitive advantage in the market.* What is the expected longevity of this this solution? *E.g. 5yrs, 10 yrs, 10+ years*

<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<p>f. A proprietary marketing framework that connects Search Engine Marketing directly to key guest data that lives inside independent hotels' tech systems.</p> <p>g. Unlike standard agencies, this solution utilises "Hospitality Intelligence" focused on ALOS (Average Length of Stay) trends and lead times per source market to dictate SEM bidding and creative strategy to improve direct booked on revenue generation.</p> <p>h. It focuses on capturing high-yield demand based on historical data that identifies exactly when specific source markets are ready to book. By marketing to these guests at the <b>top of the funnel</b> and guiding them through their prime</p>	<p>i. The solution is implemented through Google Ad platforms utilising SearchKings Africa's proprietary technology and supported by mobile conversion-optimise d landing pages and data-led promotion pathways.</p> <p>c. Clients receive Hospitality Intelligence Reports that serve as the foundation for synchronised Search Engine Marketing, ensuring marketing spend is backed by actual business data.</p>	<p>a. Independent hotels, luxury backpackers, and hospitality groups within the Western Cape.</p> <p>b. The solution is currently utilised by a growing portfolio of Western Cape properties, including Boschendal, Steenberg Hotel, Dorp Hotel, The Big Luxury Backpackers, Camp Canoe, and the Simbavati Collection.</p> <p>d. Improving Direct Booking Contribution and market-intent targeting whilst reducing reliance on OTAs like Booking.com.</p>	<p>j. The solution future-proofs the Western Cape hospitality industry by making more efficient use of data-driven strategies that drive revenue-generating campaigns. It showcases the region's premium offerings to international markets at the moment of intent while consistently lowering acquisition costs for each booking and increasing lead times, ensuring long-term resilience against seasonal shifts. Ultimately making properties more revenue, getting more bookings and in turn hiring more people to service that demand.</p>

<p>booking windows, properties secure bookings at a lower acquisition cost with longer lead times, banking revenue sooner.</p>		<p>e. <b>Direct Revenue:</b> Achieved an average <b>55% increase</b> in YoY direct booked-on revenue.</p> <p><b>Efficiency:</b> Generated an average <b>750% ROAS</b> (Return on Ad Spend).</p> <p><b>Source Market Lead Time:</b> Achieved a <b>30% increase in lead time</b> from key international source markets.</p>	
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After completing the table, read from left to right. Check for coherence and improve if needed.

#### 4. Declaration of Evidence to verify results chain

What supporting evidence can you provide to verify the results stated above are as stated?

	<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<b>What evidence can be provided?</b> e.g. Records, reports, peer reviews, and so forth	Hospitality Intelligence Reports and technical audits showing the connection between key guest data by source market and Search marketing results - non-negotiable ROI.	Campaign performance data showing the power of data-driven marketing resulting in more direct bookings, better customer data ownership and lower reliance on OTA. Ultimately creating more demand, more visitors to the western cape, resulting in more jobs created	Verified metrics showing an average 55% YoY direct revenue growth, 750% ROAS, and 30% increased lead times from international markets.	Our technology enables us to deploy this solution at scale to various Western Cape properties, helping them capture and convert as much global demand as possible for their respective properties at a low cost per booking.

**5. Select the best category of award for this innovation**

<b>Sector</b>	<b>Award</b>	<b>Mark with "X"</b>
<b>Private Sector</b>	6 x Catalytic innovations that contribute to growth.	X
<b>Public Sector</b>	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
<b>Public Sector</b>	1 x Municipal (LM+DM) innovation that is impactful on growth of their local economy	
<b>Public Sector</b>	1 x Public-sector innovation, enhancing good governance.	
<b>Safety &amp; Security</b>	1 x Innovation enhancing precinct safety & security.	
<b>Labour Market</b>	1 x Labour market efficacy award Reducing impediments to increased employment.	
<b>Academia</b>	1 x Research most impactful on competitiveness of Industry	
<b>Academia</b>	1 x Tertiary education best aligned to Industry / market needs	
<b>Academia</b>	1 x Most successful start-up / spin out	
<b>Academia</b>	1 x Entrepreneurship development in higher education	
<b>Industry Sector Bodies</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry.	
<b>Organised Business</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts.	

**6. Check that you completed all that is necessary.**

**7. Submit this documented and/or video recorded to [innovation@capechamber.co.za](mailto:innovation@capechamber.co.za).**

Thank you for helping us discover and celebrate the champions shaping a better WC economy!