

Department of Tourism

CALL FOR APPLICATIONS

ARABIAN TRAVEL MARKET (ATM)

28 APRIL – 01 MAY 2019, DUBAI, UNITED ARAB EMIRATES

The Department of Tourism through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at Arabian Travel Market (ATM) 2019 to be held in Dubai, United Arab Emirates from 28 April – 01 May 2019.

Arabian Travel Market (ATM) is the leading global event for the Middle East inbound and outbound travel industry for the last 25 years and it focuses on enabling tourism trade to reach international audience whilst providing the potential to establish trade relations and generate sales leads within one of the lucrative and fastest growing tourist markets in the world. ATM is an annual business-to-business (B2B) exhibition which showcases over 2,800 products and destinations from around the world to over 28,000 buyers and travel trade visitors. Over 39,000 travel professionals, Government Ministers and international press, visit ATM every April to network, negotiate and discover the latest industry opinion and trends at Arabian Travel Market.

A limited number of spaces on the South Africa pavilion, ATM 2019, has been secured for market access support under the International Market Access Support Programme (IMASP) and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged travel experiences to buyers in the Arabian Travel Market and other global markets. Tourism enterprises offering integrated packages ranging from adventure and scenic beauty experiences; safari experiences; self-catering accommodation services and also target Muslims tourists offering halaal food, will be given preference.

In line with the IMASP guidelines, reimbursement of costs incurred will be based on **capped amounts**:

- Accommodation - Per person per night, linked to the duration of the exhibition;
- Flight - Return economy class airfare (including connecting flights);
- Participation / exhibition fees for approved enterprises will be paid for by the Department directly to the exhibition organiser.

For more information on the ATM 2019, visit www.arabiantravelmarket.wtm.com

The guidelines that outline the eligibility criteria, application process and the support offered as well as the application form for the International Market Access Support Programme are available to download and complete on the Department's website or by clicking on the following link:

<http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>. All applications received will be acknowledged, qualifying applicants will be notified upon approval and required to sign a contract with the Department. **Please note that any costs incurred prior to approval will be at an applicant's own risk.**

Kindly also note that if you have been approved three (3) times within a period of five (5) years and have participated in all three events, you should not submit your application as it will not be considered as per the IMASP Guidelines.

Application forms are to be submitted to the following e-mail address tipapplications@tourism.gov.za (You will receive a unique number from the Department confirming receipt of your application within three (3) working days. Should you not receive a unique number after three (3) working days, please follow-up with the officials below for assistance. The Department will not be held responsible for any non-delivery of applications).

Only applications received from the date of the publication of a call for application until the deadline will be considered, no applications received before publication of a call for application or after the due date will be considered. The Department shall not be held responsible for non-delivery of any application.

Closing date for applications: 31 January 2019, 16:00pm.

For enquiries kindly contact:

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