



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

CALL FOR APPLICATIONS:

INCENTIVE, BUSINESS TRAVEL AND MEETING EXHIBITION (IBTM) @WORLD: BARCELONA, SPAIN

28 – 30 NOVEMBER 2017

The National Department of Tourism (NDT) through the Tourism Incentive Programme (TIP) invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IBTM World 2017, scheduled to take place at Fira Gran Via, Barcelona, Spain from 28 – 30 November 2017.

IBTM® World attracts up to 15,000 industry professionals to Barcelona every year consisting of key meetings, events and incentive industry suppliers, destinations, technologies, senior event organisers, planners and decision makers and so much more. By attending IBTM World, participants gain immediate competitive advantage for their business and keep up-to-date with the latest developments in the meetings industry. IBTM World delivers three inspirational days of business, networking and education to a community of international suppliers and buyers, helping drive their business into the future. Join over 15,500 industry professionals and enter a world of business opportunities.

A limited number of spaces on the South Africa Pavilion, IBTM® World 2017, has been secured for market access support under the IMASP and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged meetings, events, and business travel experiences to buyers in the European markets. The guidelines for the International Market Access Support Programme are available on the Department's website. The Guidelines outline the eligibility criteria, application process, and support offered. Preference will be given to enterprises that meet the following additional requirements:

- Affiliated with business events trade associations such as the Southern African Association for the Conference Industry (SAACI), Exhibition Association of Southern Africa (EXSA), International Congress and Convention Association (ICCA), and the Society for Incentive travel Excellence (SITE);
- Have previously exhibited at either Meetings Africa or Tourism Indaba ; and
- Product and services are market ready and have capacity to host and provide services for groups over 100 delegates.

For IBTM® World 2017, the Department will offer partial financial assistance in capped amounts towards the cost of airfare and accommodation on a reimbursement basis to qualifying enterprises. Exhibition fees will be paid by the Department on behalf of qualifying applicants.

Reimbursement of costs incurred is subject to the following capped amounts:

- Accommodation- R3 793 per person per night, linked to the duration of the exhibition
- Flight – R 22 520.29, based on an economic class return flight, and
- Participation/exhibition fees will be paid by the Department directly to the exhibition organiser.

For more information on the IBTM® World 2017, visit <https://www.ibtmworld.com>

The guidelines and application form for the International Market Access Support Programme are available on the Department's website to download and complete. Should you wish to apply, please access these documents on the following webpage: <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>

All applications received will be acknowledged and qualifying applicants will be notified upon approval and will be 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.**

Please also note that if you have been approved three times 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 confirming receipt of your application within three (3) working days from the Department. 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).

Closing date of application forms: 28 July 2017

For enquiries kindly contact:

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