



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

**CALL FOR APPLICATIONS
ARABIAN TRAVEL MARKET
24-27 APRIL 2017, UNITED ARAB EMIRATES, DUBAI**

The National Department of Tourism through the International Market Access Support Programme (IMASP) invites eligible tourism enterprises to apply and participate at the Arabian Travel Market 2017. Arabian Travel Market (ATM) is a global exhibition with a regional focus 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 market in the World. For more information regarding ATM 2017, please visit the following website www.arabiantravelmarket.com

A limited number of participation packages have been secured at the ATM 2017 for market access support under the IMASP and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged travel experiences to buyers in the Middle East.

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

- Accommodation – R 4 226.33 per person per night, linked to the duration of the exhibition
- Flight – R 16 159.56, based on an economic class return flight
- Exhibition fees for approved tourism enterprise will be paid by the Department directly to the exhibition organisers.

The guidelines for the International Market Access Support Programme and application form are available on the Department's website. The Guidelines outlines the eligibility criteria, application process and support offered. 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 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.

Closing date of application forms: 28 February 2017

Submission of Application Forms *(You will receive a unique number confirming receipt of your application within three (3) days from the Department. Should you not receive a unique number after three (3) days, please follow up with the officials below for assistance. The department will not be held responsible for any non-delivery of applications)*

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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