



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

CALL FOR APPLICATIONS:

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

27 – 29 NOVEMBER 2018

The Department of Tourism through the Tourism Incentive Programme (TIP) invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IBTM World 2018, scheduled to take place at Fira Gran Via, Barcelona, Spain from 27 – 29 November 2018.

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 2018, 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 meetings, events, and business travel experiences to buyers in the European markets. The guidelines for the IMASP 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.

In line with the programme 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
- Participation/exhibition fees for approved enterprises will be paid for by the Department directly to the exhibition organiser.

For more information on the IBTM® World 2018, 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: 23 August 2018

For enquiries kindly contact:

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