



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

**CALL FOR APPLICATIONS:
AMERICA'S WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS (IMEX) AMERICA
10 - 12 OCTOBER 2017, LAS VEGAS, NEVADA, USA**

The National 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 IMEX America 2017.

A limited number of spaces on the South Africa Pavilion, IMEX America 2017, has been secured for market access support under the IMASP and is specifically aimed at assisting small and medium tourism enterprises that wish to showcase packaged meetings, events, and business travel experiences to buyers in the US and global 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 exhibited at either Meetings Africa or Tourism Indaba for the past 2 years; and
- Product and services are market ready and have capacity to host and provide services for groups over 100 delegates.

For IMEX America 2017, the Department will offer partial financial assistance in capped amounts towards the cost of airfare and accommodation, as well as exhibition fees that will be paid by the Department on behalf of all qualifying applicants.

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

- Accommodation – R 5 964.00 per person per night, linked to the duration of the exhibition;
- Flight – R 21 000.00, based on an economy class return flight; and
- Exhibition fees amount for approved tourism enterprises will be paid for by the Department.

The IMASP application form is 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.

For more information on the show, please visit www.imexamerica.com

**Closing date of application forms for the International Market Access Support Programme: 21 June 2017.
Submission of Application:**

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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