

Department of Tourism

CALL FOR APPLICATIONS

INTERNATIONALE TOURISMUS-BÖRSE (ITB)

06 – 10 MARCH 2019, BERLIN, GERMANY

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 Internationale Tourismus-Börse (ITB) 2019 to be held in Berlin, Germany from 06 - 10 March 2019.

ITB Berlin is one of the leading travel trade shows and a business platform for tourism products, services and packaged offerings. The trade show boasts over 90% exhibitor satisfaction and it hosts about 10 000 exhibitors from over 180 countries and regions, 110 000 trade visitors and 1000 qualified top buyers. The event is one of the global platforms that enables participants and product owners to increase awareness, present their new programmes and negotiate travel packages with prospective buyers.

A limited number of spaces on the South Africa pavilion, ITB Berlin 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 offering tour operator services; accommodation; attractions; meetings & special 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 the 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), South African Tourism Services Association (SATSA) and the Society for Incentive Travel Excellence (SITE);
- Have previously participated at local tourism platforms such as Meetings Africa or Tourism Indaba; and
- Have products and services that are market ready and also have capacity to host and provide services for groups of over 100 delegates.

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 ITB Berlin 2019, visit <https://www.itb-berlin.com/>

The guidelines and 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 October 2018, 16:00pm.

For enquiries kindly contact:

Ms Phumeza Manzi
Tel: 012 444 6272
E-mail: pmanzi@tourism.gov.za

or

Ms Modjadji Malatji
Tel: 012 444 6590
E-mail: mmalatji@tourism.gov.za



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

