

# Department of Tourism

## CALL FOR APPLICATIONS MAGICAL KENYA TRAVEL EXPO 03 - 05 OCTOBER 2018, NAIROBI, KENYA

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 the Magical Kenya Travel Expo (MKTE) taking place from 03 – 05 October 2018 at the Kenyatta International Convention Centre, Nairobi, Kenya. MKTE is one of the fastest growing tourism events in the East Africa region and is currently positioned as the leading travel trade fair in East Africa. It aims at raising the profile of the destination Kenya and the East Africa region as a whole.

A limited number of spaces on the South Africa Pavilion, MKTE 2018, has been secured for market access support under the IMASP and is specifically aimed at assisting small tourism enterprises that wish to showcase packaged travel experiences to buyers in the region. 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:

- Have exhibited at either Meetings Africa or Tourism Indaba or attended a South African Tourism (SAT) workshop; and
- Must have a revenue of less than R5 million.

For more information on the show, please visit [www.mkte.co.ke](http://www.mkte.co.ke).

Under the IMASP the Department will partially provide financial assistance on a reimbursement basis, to qualifying enterprises according to the IMASP guidelines.

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 (including connecting flights); and
- Participation/ exhibition fees for approved enterprises will be paid by the Department directly to the exhibition organiser.

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 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.**

Kindly 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](mailto: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) 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 till the deadline will be considered, no applications received before publication of a call for application or after the due date will be considered.

Closing date of application forms: 31 July 2018

E-mail: [tipapplications@tourism.gov.za](mailto:tipapplications@tourism.gov.za)

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