



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**

CALL FOR APPLICATIONS:  
MAGICAL KENYA TRAVEL EXPO  
03-05 OCTOBER 2017, 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 on 03 – 05 October 2017 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 2017, has been secured 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 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:

- 51% or more black ownership;
- Have exhibited at either Meetings Africa or Tourism Indaba or attended a South African Tourism (SAT) workshop; and
- The product must have a revenue of less than R5 million.

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

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

- Accommodation – R 3 900.00 per person per night, linked to the duration of the exhibition;
- Flight – R10 000.00, based on an economy class return flight; and
- Exhibition fees 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:

<https://www.tourism.gov.za/CurrentProjects/TIP/Documents/IMASP%20Application%20Form%202012%20August%202015.pdf>

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**.

Closing date of application forms for the International Market Access Support Programme: 11 August 2017

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

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