

## CALL FOR APPLICATIONS

### WORLD TRAVEL MARKET (WTM) LONDON

**04 – 06 NOVEMBER 2019, LONDON, UNITED KINGDOM**

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 the World Travel Market (WTM) exhibition to be held in London, United Kingdom from 04 – 06 November 2019.

WTM London is a leading global event for the travel industry that takes place over three (3) days. The vibrant event offers a unique opportunity for the whole global travel industry to meet, network, negotiate and conduct business under one roof. Now on its 40<sup>th</sup> edition, WTM London attracts about 5000 exhibitors with 51 000 travel professionals, key industry buyers, journalists, digital influencers, students and tourism Ministers.

A limited number of spaces on the South Africa Tourism pavilion have 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 meetings, events, and business travel experiences to buyers in the European markets. The guidelines for the IMASP outlining the eligibility criteria, application process and the support offered are available on the Department's website.

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 WTM London 2019, visit <https://www.wtm.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 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](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) 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.

**Closing date for applications: 31 July 2019**

**For enquiries kindly contact:**

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**tourism**

Department:  
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