



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

**CALL FOR APPLICATIONS:
WORLD TRAVEL MARKET: LONDON
06 – 08 NOVEMBER 2017**

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 World Travel Market (WTM) London on 06 – 08 November 2017. WTM London is the leading global event for the travel industry. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. All sectors of the travel industry are represented including tourist boards, airlines, cruise, hotels, luxury travel, responsible tourism and travel technology.

A limited number of spaces on the South Africa Pavilion at WTM London 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 US and other global markets. The guidelines for IMASP are available on the Department's website. The guidelines outline the eligibility criteria, application process, and support offered.

For WTM London 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 – R3 583 per person per night, linked to the duration of the exhibition;
- Flight – R 12 125.00, 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%2012%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.

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

Closing date of application forms for the International Market Access Support Programme: 21 July 2017.

Submission of Application:

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For enquiries kindly contact:

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