

Department of Tourism

EXTENDED DEADLINE: 30 AUGUST 2019

CALL FOR APPLICATIONS

INCENTIVE, BUSINESS TRAVEL AND MEETING EXHIBITION (IBTM) ®WORLD

19 – 21 NOVEMBER 2019, BARCELONA, SPAIN

The Department of Tourism through the Tourism Incentive Programme (TIP) invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IBTM World 2019, scheduled to take place at Fira Gran Via, Barcelona, Spain from 19 – 21 November 2019.

IBTM® World attracts up to 15,000 industry professionals to Barcelona every year consisting of key meetings, events and incentive industry suppliers, destinations, technologies, senior event organisers, planners and decision makers and so much more. By attending IBTM World, participants gain immediate competitive advantage for their business and keep up-to-date with the latest developments in the meetings industry. IBTM World delivers three inspirational days of business, networking and education to a community of international suppliers and buyers, helping drive their business into the future. Join over 15,500 industry professionals and enter a world of business opportunities.

A limited number of spaces on the South Africa pavilion, IBTM® World 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 that wish to showcase packaged meetings, 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 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), and the Society for Incentive travel Excellence (SITE);
- Have previously exhibited at either Meetings Africa or Tourism Indaba ; and
- Product and services are market ready and have capacity to host and provide services for groups over 100 delegates.

Under the IMASP the Department will partially provide financial assistance on a reimbursement basis, to qualifying enterprises according to the programme 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);
- Participation/ exhibition fees for approved enterprises will be paid by the Department directly to the exhibition organiser.

For more information on the IBTM® World 2019, visit <https://www.ibtmworld.com>

The guidelines and application form for the 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 (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 MASP 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) 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: 30 August 2019, 16:00pm.

For enquiries kindly contact:

Ms Shereen Gurannah

Tel: 012 444 6648

E-mail: sgurannah@tourism.gov.za

or

Ms Modjadji Malatji

Tel: 012 444 6590

E-mail: mmalatji@tourism.gov.za

