

Department of Tourism

CALL FOR APPLICATIONS

EAST MEDITERRANEAN INTERNATIONAL TOURISM AND TRAVEL EXHIBITION (EMITT)

30 JANUARY – 02 FEBRUARY 2020, ISTANBUL, TURKEY

The Department of Tourism, through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply and participate in the East Mediterranean International Travel and Tourism Exhibition (EMITT) in Istanbul, Turkey from the 30 January – 02 February 2020.

EMITT is Turkey's largest tourism exhibition with over 54 000 industry professionals comprising of tour operators, travel agents and other companies in the travel industry such as airlines, transport companies, hotels and IT companies as well as tourists looking for new and exciting travel opportunities from destinations and travel service companies from across the globe . It is the key meeting place for the industry and an opportunity to meet potential clients; expand co-operation with existing partners; compare offers from a large number of companies; enquire about new tourist destinations, products and services and gather the necessary materials, catalogues and contacts for future businesses.

EMITT allows exhibitors to find new partners and clients among visitors representing tourism agencies, tour operators and other industry professionals from all regions of Turkey and around the world, increase brand awareness and to conduct business and sign contracts with influential industry experts, travel agents and associations.

A limited number of spaces on the South African Pavilion at EMITT 2020 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 Turkey and other global markets. Tourism enterprises offering integrated packages ranging from adventure and scenic beauty experiences; safaris and shopping for families; self-catering accommodation services and also target Muslims tourists offering halaal food, will be given preference.

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 for by the Department directly to the exhibition organiser.

For more information on the EMITT 2020, please visit <http://emittistanbul.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 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.**

Please also note that if you have been approved three (3) times within five (5) years period 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 (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).

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. The Department shall not be held responsible for non-delivery of any application.

Closing date of application forms: 30 September 2019, 16:00pm.

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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