

Department of Tourism

CALL FOR APPLICATIONS

INTERNATIONALE TOURISMUS-BÖRSE (ITB)

04 – 06 MARCH 2025, BERLIN, GERMANY

The Department of Tourism through the International Market Access Support Programme (IMASP)-Group Support, invites eligible small tourism enterprises to apply and participate at the South African Tourism pavilion at Internationale Tourismus-Börse (ITB) 2025 to be held in Berlin, Germany from 04 - 06 March 2025.

ITB Berlin is one of the leading travel trade shows and a business platform for tourism products, services and packaged offerings. The trade show boasts over 94% exhibitor satisfaction and hosts about 10 000 exhibitors from over 180 countries and regions, more than 114 000 trade visitors and business deals worth 6,5 billion Euros. The event is one of the global platforms that enables participants and product owners to increase awareness, present their new programmes and negotiate travel packages with prospective buyers.

A limited number of spaces on the South African Pavilion, ITB Berlin 2025, has been secured for market access support under the International Market Access Support Programme (IMASP) and is specifically aimed at assisting small tourism enterprises offering tour operator services; accommodation; attractions; meetings & special events and business travel experiences to buyers in the European markets.

Preference will be given to small 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, Convention Association (ICCA), South African Tourism Services Association (SATSA), the Society for Incentive Travel Excellence (SITE); Tshwane Tourism Association (TTA), Small Tourism Enterprise Association (STEA), etc.
- Have previously participated at local tourism platforms such as Meetings Africa, or Africa Travel Indaba etc; and
- Have products and services that are market ready and also have capacity to host and provide services for groups of over 100 delegates.

For ITB Berlin 2025, the Department will pay upfront the costs of return economy airfare, accommodation and exhibition/participation directly to the relevant service providers, while other specified qualifying costs will be reimbursed through a claim process upon return from the event.

In line with the programme guidelines, approved enterprises may qualify for the cost of:

- Flight - Return economy class airfare, paid by the Department directly to the service provider;
- Accommodation including breakfast – Per person per night, linked to the duration of the exhibition; including a day before the show, paid by the Department directly to the service provider;
- Exhibition/participation costs for approved enterprises will be paid by the Department directly to the service provider; and
- Ground transport in destination – reimbursement of the specified cost from the airport to the accommodation facility and back to the airport;

For more information on the ITB Berlin 2025, visit <https://asp.itb.com/en/home/>

The programme 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: https://www.tourism.gov.za/CurrentProjects/TIP/Market_Access_Support_Programme/Pages/Market_Access_Support_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.**

Application Forms are to be submitted to the following e-mail address tipapplications@tourism.gov.za with a clear subject "ITB Berlin 2025 Application". **(You will receive an email from the Department confirming receipt of your application within three (3) working days. Should you not receive an acknowledgement email after three (3) working days, please follow-up with the officials mentioned below for assistance. Any further communication will be limited to recommended applicants. The Department will not be held responsible for any non-delivery of applications).**

Only completed applications together with supporting documents received from the date of the publication of a call for application till the deadline will be considered. Please note, no incomplete applications with missing/invalid supporting documents and or applications received before publication of a call for applications or after the closing date will be considered.

Closing date of application forms: 31 October 2024, 16:00pm.

For enquiries kindly contact:

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