

Department of Tourism

CALL FOR APPLICATIONS

DOMESTIC MARKET ACCESS SUPPORT PROGRAMME

CLOSING DATE: 08 November 2024, 16h00

MEETINGS AFRICA FEBRUARY 2025

DATE TO BE CONFIRMED, JOHANNESBURG, GAUTENG

The Department of Tourism invites eligible tourism enterprises to apply for support under the Domestic Market Access Support Programme (DMASP) to participate on the Development Zone at Meetings Africa 2025.

Meetings Africa 2025 is a Business Events Trade Show, with the specific objective of creating a market access platform, for African Business Events Products. It serves as the primary platform to enable the growth of the business events industry on the continent and ultimately contributes towards its economic growth. It is a 2-day trade show with a dedicated Educational Day which is executed in conjunction with the key global, continental and national industry associations. Meetings Africa exists to provide a platform for exhibitors to showcase their offerings to international and local buyers, African associations and corporate planners. It is the most formidable platform on the continent for you to meet face-to-face with the most influential buyers in the world, and to be part of Africa's growth. For more information on the show, please visit www.meetingsafrica.co.za.

A limited number of spaces on the Development Zone is available for market access support under the DMASP, which is specially aimed at assisting small tourism enterprises. In line with the DMASP guidelines available on the Department's website (www.tourism.gov.za), the following type of businesses are encouraged to apply:

- **Accommodation sector** – formally serviced accommodation, guest accommodation, self-catering accommodation, backpackers and hostelling, caravan and camping, game/nature lodge and venues, with a valid star grading certificate from the Tourism Grading Council of South Africa (TGCSA).
- **Travel and related services** – inbound tour operator/Destination Marketing Company, conference organisers, incentive travel organisers and inbound travel agents.
- **Hospitality and related services** – conference venues (not attached to hotels) and attractions.

In order to be eligible for support under the DMASP, prospective applicants must be a tourism enterprise that:

- is a registered legal entity in South Africa in terms of the Companies Act 1973 (as amended) or the Companies Act, 2008, the Close Corporations Act, 1984 (as amended) or the Co-operatives Act 2005 (as amended);
- is a majority South African-owned inbound tourism enterprise that offers integrated and packaged experiences; products and or services, with an annual turnover *not exceeding R5 million*;
- has been in operation for at least one calendar year;
- has not participated or exhibited at an international tourism trade platform before;
- is tax compliant in accordance with the regulations of the South African Revenue Service;
- an Exempt Micro Enterprise (EME) in line with, and compliant with the Amended Tourism B-BBEE sector codes; and
- is appropriately insured through insurance cover relating to the relevant tourism sub-sector.

PLEASE NOTE THAT ENTERPRISES ARE ENCOURAGED TO STAY IN THE PROGRAMME FOR A PERIOD OF THREE YEARS BEFORE APPLYING FOR INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME.

The following supporting documents should accompany the DMASP application form (available at www.tourism.gov.za),

- Central Supplier Database (CSD) **Central Registration Report** (please visit www.treasury.gov.za for more information);
- proof of insurance cover applicable to the relevant tourism sub-sector;
- bank statements for the past six months;
- proof of compliance with the Amended Tourism B-BBEE sector code ; and
- a comprehensive company profile.

The comprehensiveness of the company profile is critical in the evaluation of eligible enterprises for the final selection of applicants that will qualify for support. Evaluation criteria used in determining the readiness and ability of tourism enterprises to participate successfully at the trade show relate to amongst others experience and market readiness, marketing efforts and presence (website, brochures & social media), listing with national, provincial and/or local associations, handling capacity of the product/ service, nature and relevance of products and services offered, etc. **Please ensure that your company profile is comprehensive and includes as much of this information as possible.**

In line with the programme guidelines, approved enterprises may qualify for the cost of: **accommodation**, including breakfast, for the duration of the exhibition and a day before the show. This will be paid by the Department directly to the service provider. *(please note that lunch and dinner are not included and are at the selected participants' cost);*

- **return economy flights** and connecting flights where necessary, paid directly by the Department to the service provider;
- **participation / exhibition costs**, will be paid by the Department directly to the service provider;
- reimbursement of **return road transport cost** for participants within a 300Km radius;
- reimbursement of **ground transport from the destination** (from the airport to the hotel and back); and
- other aspects of participation e.g. official shuttles, online diary management system, networking events, etc.

Please see below the link to the MASP application form https://www.tourism.gov.za/CurrentProjects/TIP/Market_Access_Support_Programme/Pages/Market_Access_Support_Programme.aspx

Application forms are to be submitted to the following e-mail address tipapplications@tourism.gov.za with a clear subject "Meetings Africa 2025 Application". **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 completed applications with supporting documents received from the date of Call for Applications publication until the closing date and time will be considered. No incomplete applications (with missing documents) received and/ or applications received before the publication of a Call for Applications and after the closing date will be considered.

Closing date of application forms: 08 November 2024, 16h00

For enquiries kindly contact:

Mr Nyiko Sehlangu

Tel: 012 444 6523

Cell no: 071 905 9094

E-mail: nsehlangu@tourism.gov.za

or

Ms Mpho Makgabo

Tel: 012 444 6475

Cell No: 082 259 8165

E-mail: mmakgabo@tourism.gov.za



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

