

Department of Tourism

CALL FOR APPLICATIONS: DOMESTIC MARKET ACCESS SUPPORT PROGRAMME

CLOSING DATE: 26 JANUARY 2024

AFRICA'S TRAVEL INDABA 2024

13 – 16 MAY 2024, DURBAN, KWAZULU-NATAL

The Department of Tourism invites eligible tourism enterprises to apply for support under the Domestic Market Access Support Programme (DMASP) to participate on the Hidden Gems Pavilion at Africa's Travel Indaba 2024. The event will take place at Inkosi Albert Luthuli Convention Centre (Durban ICC) in Durban, KwaZulu-Natal.

Africa's Travel Indaba is one of the largest tourism marketing platforms in Africa and one of the top three must-visit events of its kind on the global calendar. It showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world. For additional information on the event, please visit www.indaba-southafrica.co.za. The Hidden Gems Pavilion is a dedicated platform for small tourism enterprises to showcase their tourism products and services to buyers attending Africa's Travel Indaba.

A limited number of spaces on the Hidden Gems Pavilion 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 business 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 A PROGRAMME FOR A PERIOD OF THREE YEARS BEFORE APPLYING FOR INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME (IMASP)

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

- Central Supplier Database (CSD) 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, an upfront payment will be made on behalf of qualifying and selected enterprises to service providers and event organisers for the following services:

- **accommodation**, including breakfast, for the duration of the exhibition and a day before the show. This will be paid directly to the service provider by the Department (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 to the service provider by the Department;
- **participation / exhibition costs**, paid directly to the service provider by the Department
- reimbursement of **return road transport costs** for participants within a 250 – 350km radius;
- reimbursement of **ground transport in 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 find attached 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 should be submitted to the following e-mail address tipapplications@tourism.gov.za with a clear subject Africa's Travel Indaba 2024. **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: 26 January 2024, 16:00pm.

For enquiries kindly contact:

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