

Department of Tourism

CALL FOR APPLICATIONS

INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME-INDIVIDUAL SUPPORT

TOURISM TRADE PLATFORMS: 1 OCTOBER TO 31 DECEMBER 2024

In line with efforts to open and facilitate access to new and existing markets and considering the high costs associated with exhibiting and participating at tourism trade platforms outside of South Africa, the Department of Tourism invites eligible tourism enterprises to apply for support under the **International Market Access Support Programme – Individual Support (IMASP-Individual Support)**.

The purpose of **IMASP-Individual Support** is to provide individual financial support (on a reimbursement basis) to qualifying small tourism enterprises to participate and showcase their tourism products and services at relevant international tourism trade platforms. These would typically exclude trade platforms where the Department already provides support under the **IMASP-Group Support**, or where **South African Tourism** is hosting a national pavilion or roadshow. The target audience for the **IMASP-Individual Support** include small and established inbound operators that have previously exhibited at trade platforms and can demonstrate experience in packaging tourism offerings, and negotiating and selling packaged tourism experiences to international buyers. **Enterprises should identify the international tourism trade platform they wish to attend and showcase their tourism products and services for consideration.**

It is important to note that under **IMASP-Individual Support**, the Department does not incur any costs upfront or on behalf of qualifying enterprises. Successful applicants will be responsible for all arrangements and the payment (from own funds) of all costs related to their participation at a supported trade platform, and can upon their return to South Africa, submit a claim (together with all required supporting documentation) for the reimbursement of certain cost elements as specified in the contract between the Department and the successful applicant.

In line with the programme guidelines for **IMASP-Individual Support**, the contract between the Department and a successful applicant will stipulate the capped amounts for claimable cost elements applicable to the particular trade platform being for which support has been approved. **Enterprises should submit their application with an exhibition/roadshow participation quotation from the show organiser and a full detailed brochure of the exhibition or the roadshow they are applying for.** Claimable cost elements may include:

- Return economy airfare;
- Accommodation including breakfast;
- Return road trip¹;
- Exhibition participation cost;
- Ground transport costs (transfers between airport and hotel in destination); and
- Limited cost for shipping of promotional materials.

¹ Applicable to trade platforms in neighbouring countries, where Air transport is deemed impractical and where successful applicants are based within a reasonable driving distance from the event location.

The designated representative of an approved enterprise must ensure that they have sufficient funds to cover all costs related to event participation including additional costs such as Visa application fees, insurance, extra hotel costs, etc.

The programme guidelines and application form for the IMASP-Individual Support, 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/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 "IMASP Individual Support 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. Any further communication will be limited to recommended applications. 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 applications till the deadline will be considered, no incomplete applications with missing supporting documents and or applications received before publication of a call for applications or after the due date will be considered.

Closing date of application: 20 March 2024, 16h00pm.

For enquiries kindly contact:

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