CALL FOR APPLICATIONS: THE GETAWAY AT VAKANTIEBEURS 2027

Event details

7 – 10 January 2027

Utrecht, Netherlands

The Getaway at Vakantiebeurs serves as a valuable trade and networking platform for South Africa tourism products and experiences to engage and do business with both trade buyers and consumers in the Dutch and Northern European market. The 2027 exhibition will shift from the traditional stand-and-brochure format to a more immersive platform built around authentic and experiential destination experiences. Visitors can find travel agencies, travel insurance, rental car companies, airlines and much more. It is also a good opportunity for businesses to get supply information, meet customers, carry out promotional activities and introduce and sell products. Please visit **https://www.exhibitionstand.contractors/en/news/756/Vakantiebeurs-2027-Utrecht-Netherlands**

Why participate?

- **Gain exposure** to global tourism trade buyers and European consumers.
- **Build valuable connections** with top-tier buyers and international tourism stakeholders.
- **Position your business** on a new trajectory for sustained growth.

Who should apply?

In line with the IMASP 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 TGCSA.
- **Travel and related services** – inbound tour operator/destination marketing company, experience providers, and inbound travel agents.
- **Hospitality and related services** – attractions, venues and activities.

Make sure to thoroughly read all information on eligibility requirements!

The Call for Applications is open to enterprises from all provinces. It is however important to note that in line with the Department's broader developmental and sector transformation objectives, specific consideration and preference will be given in relation to ownership and geographic location in provinces such as the Free State, Northern Cape, Eastern Cape, North West and Limpopo.

What support is offered under the IMASP?

In line with the programme guidelines, qualifying and selected enterprises will benefit from financial support under the International Market Access Support Programme (IMASP) to cover the following:

- **cost of 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);
- **cost of return economy flights** and connecting flights where necessary, paid directly to the service provider by the Department;
- **participation/exhibition costs**, on the South African Pavilion paid directly to the service provider by the Department;
- reimbursement of **ground transport costs in the destination** (from the airport to the hotel and back).

Is my enterprise eligible for support?

In order to be eligible for support under the IMASP, 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 R45 million;
- has been in operation for at least one calendar year;
- have previously participated at recognised local or international tourism trade platforms such as Africa's Travel Indaba, World Travel Market (WTM) Africa, etc;
- is tax compliant in accordance with the regulations of SARS;
- is an Exempt Micro Enterprise (EME) or Qualifying Small Enterprise (QSE) in line with, and compliant with the Amended Tourism B-BBEE sector codes;
- is appropriately insured through insurance cover relating to the relevant tourism sub-sector;
- affiliated with established and recognised trade associations such as the, Southern Africa Tourism Services Association (SATSA), Federated Hospitality Association of Southern Africa (FEDHASA), South African Township and village Tourism Association (SATOVITO), Association of Southern African Travel Advisors (ASATA), Small Tourism Enterprise Association (STEA), etc.; and
- have products and services that are market ready with capacity to host and provide services for groups of over 50 tourists/guests.

How do I apply for IMASP support to participate at The Getaway at Vakantiebeurs 2027?

Download and complete the IMAPS application form. Please visit the Department's website, **www.tourism.gov.za**

Application forms should be submitted to the following e-mail address, **tipapplications@tourism.gov.za**, with the **subject-line clearly marked: Vakantiebeurs 2027.**

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.**



Which documents must accompany my application form?

The following supporting documents should accompany the IMASP application form (available at **www.tourism.gov.za**):

- a comprehensive company profile;
- 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;
- proof of turnover (audited financial statements or a letter from an accountant); and
- proof of compliance with the Amended Tourism B-BBEE sector code.

NB!

- A limited number of spaces are available for IMASP supported enterprises on the South African Pavilion at The Getaway at Vakantiebeurs 2027.

- 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.

What is the closing date for applications?

Applications close 16 October 2026 @ 16:30

Contact details:

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The Getaway at Vakantiebeurs

Market Access Support Programme (MASP)

tourism
Department:
Tourism
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