CALL FOR APPLICATIONS: WORLD TRAVEL MARKET (WTM) AFRICA 2027

Event details

07 – 09 April 2027

Cape Town, Western Cape

WTM Africa is an annual vibrant event that welcomes nearly 5 000 attendees from the travel industry globally. Through industry networks, global reach and regional focus, WTM Africa creates personal and business opportunities providing customers with quality contacts, content and communities. The travel industry professionals attend this Africa's leading and only business to business (B2B) exhibition for inbound and outbound Africa travel and tourism markets. For more information on the show, please visit **www.wtm.com/africa/en-gb.html**

Why participate?

- **Gain Exposure** to local and global tourism trade buyers.
- **Buil valuable connections** with top-tier buyers and stakeholders.
- **Position your business** on a new trajectory for sustained growth.

Who should apply?

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 attached to hotels) and attractions.

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 DMASP?

In line with the programme guidelines, qualifying and selected enterprises will benefit from financial support under the Domestic Market Access Support Programme (DMASP) 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**, 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 costs in the destination** (from the airport to the hotel and back).
- other aspects of participation e.g. official shuttles, online diary management system, networking events, etc.

Is my enterprise eligible for support?

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;
- is 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.

How do I apply for DMASP support to participate at WTM Africa 2027?

Download and complete the DMASP application form. Please visit the following link, **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: WTM Africa 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 DMASP 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 or bank statements for the past six months; and
- proof of compliance with the Amended Tourism B-BBEE sector code.

NB!

- A limited number of spaces on the Department's MASP supported enterprises Pavilion at WTM Africa 2027 is available for support under the DMASP.
- 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 30 November 2026 @ 16:30

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).

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World Travel Market (WTM) Africa

Market Access Support Programme (MASP)

tourism
Department:
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