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Department:
Tourism
REPUBLIC OF SOUTH AFRICA

PRELIMINARY LIST OF MARKETING PLATFORMS FOR 2023/24 & 2024/25

DOMESTIC MARKET ACCESS SUPPORT PROGRAMME – GROUP SUPPORT

Region	Platform / Event	Country	Event Date	Call for applications Open date	*Call for applications Closing date
Africa	Meetings Africa	Sandton, South Africa	*February/March 2024 * February/March 2025	November 2023 July 2024	November 2023 July 2024
	Africa Travel Indaba	Durban, South Africa	*May 2024 * May 2025	January 2024 January 2025	January 2024 January 2025
	World Travel Market (WTM) Africa	Cape Town, South Africa	10 – 12 April 2024 *April 2025	September/October 2023 September/October 2024	September/October 2023 September/October 2024

INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME – GROUP SUPPORT

Africa and Middle East	East Africa Regional Travel Expo (EARTE)	Nairobi, Kenya	20 – 24 November 2023	October 2023	October 2023
	Arabian Travel Market (ATM)	Dubai, United Arab Emirates	6 – 9 May 2024	December 2023	January 2024
Americas & Caribbean	IMEX America (Incentive Travel, Meetings and Events)	Las Vegas, United States of America	8 – 10 October 2024	April 2024	April 2024
Asia & Australasia	Asia Pacific Trade Show	China, South Korea & Japan	22 June – 8 July 2024	January 2024	January 2024
Europe	Post Vakantiebeurs Roadshow	Netherlands Belgium	17 – 23 January 2024 & *January 2025	October/November 2023 August 2024	October/November 2023 August 2024
	Internationale Tourismus-Börse (ITB)	Berlin, Germany	5 – 7 March 2024	November 2023	November 2023

November 2023



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IMEX Frankfurt	Frankfurt, Germany	*May 2024	December 2023	January 2024
World Youth Student Travel Confederation (WYSTC)	Lisbon, Portugal	*September 2024	April 2024	April 2024
World Travel Market (WTM) London	London, United Kingdom	*November 2024	May 2024	May 2024
IBTM	Barcelona, Spain	*November 2024	May 2024	May 2024

****-Date to be confirmed***

****-Call for applications publication date may change due to unforeseen circumstances and will be published on the Department's website once confirmed. No applications will be accepted if the call for applications is not published.***

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