



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

PRELIMINARY LIST OF INTERNATIONAL MARKETING PLATFORMS FOR 2020/21

Region	Platform / Event	Country	Event Date	Call for applications Open date	Call for applications Closing date	Responsible Official
Africa	World Travel Market (WTM) Africa	Cape Town, South Africa	6 – 8 April 2020 & * April 2021	10 December 2019	31 January 2020	Ms Kgadi Papo
Americas & Caribbean	IMEX America (Incentive Travel, Meetings and Events)	Las Vegas, United States of America	15 - 17 September 2020	01 April 2020	30 April 2020	Ms Phumeza Manzi
Asia & Australasia	Asia Pacific Roadshow	Module 1: China Module 2: South Korea & Japan	20 June – 03 July 2020	23 December 2019	31 January 2020	Ms Phumeza Manzi
	Australia Roadshow	Australia	*October 2020	1 June 2020	30 June 2020	Ms Shereen Gurannah
	India Roadshow	India	*January 2021	1 August 2020	30 August 2020	Ms Kgadi Papo
Europe	IMEX Frankfurt (Incentive Travel, Meetings and Events)	Frankfurt, Germany	12 - 14 May 2020	23 December 2019	31 January 2020	Ms Shereen Gurannah
	World Youth Student Travel Confederation (WYSTC)	Lisbon, Portugal	22 – 25 September 2020	3 June 2020	28 June 2020	Ms Kgadi Papo
	World Travel Market (WTM) London	London, United Kingdom	2 – 4 November 2020	1 Jul 2020	31 July 2020	Ms Kgadi Papo
	IBTM World (Incentive Travel, Meetings and Events)	Barcelona, Spain	*November 2020	1 July 2020	31 July 2020	Ms Shereen Gurannah



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	Vakantiebeurs	Utrecht, Netherlands	15 – 19 January 2021	1 August 2020	30 August 2020	Ms Shereen Gurannah
	Internationale Tourismus-Börse (ITB)	Berlin, Germany	04 – 08 March 2021	1 October 2020	31 October 2020	Ms Kgadi Papo
	Moscow International Travel & Tourism (MITT)	Moscow, Russia	17 – 19 March 2021	1 October 2020	31 October 2020	Ms Phumeza Manzi
Middle East	Arabian Travel Market (ATM)	Dubai, United Arab, Emirates	19 – 22 April 2020	10 December 2019	31 January 2020	Ms Phumeza Manzi
	Ace of MICE	Istanbul, Turkey	*January – February 2021	2 September 2020	30 September 2020	Ms Phumeza Manzi
	Middle East Roadshow	Middle East	*February 2021	2 September 2020	30 September 2020	Ms Shereen Gurannah

**-Date to be confirmed*

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