

Department of Tourism

CALL FOR APPLICATIONS

WORLD TRAVEL MARKET (WTM) LONDON 2024

05 – 07 NOVEMBER 2024, LONDON, UNITED KINGDOM

The Department of Tourism through the Tourism Incentive Programme (TIP), invites eligible small tourism enterprises to apply and participate at the South African Tourism pavilion at World Travel Market (WTM) London 2024 to be held in London, United Kingdom from 05 – 07 November 2024.

World Travel Market London is home to the world's travel trade - the most influential travel and tourism event globally. WTM London brings together the international leisure travel community; providing inspiration, education, sourcing, and benchmarking to travel professionals while providing exhibitors a place to do business and showcase their services to the international press. In 2023, WTM welcomed over 40,000 professionals from 184 countries.

A limited number of spaces on the South African Pavilion, WTM London 2024, has been secured for market access support under the International Market Access Support Programme (IMASP) – Group Support and is specifically aimed at assisting small tourism enterprises offering tour operator services; accommodation; attractions; meetings & special events and business travel experiences to buyers in the European markets.

Preference will be given to small enterprises that also meet the following additional requirements:

- Affiliated with business events trade associations such as the Southern African Association for the Conference Industry (SAACI), Exhibition Association of Southern Africa (EXSA), International Congress, Convention Association (ICCA), South African Tourism Services Association (SATSA), the Society for Incentive Travel Excellence (SITE); Tshwane Tourism Association (TTA), Small Tourism Enterprise Association (STEA) etc.;
- Have previously exhibited at local tourism platforms such as Meetings Africa, Africa Travel Indaba, WTM Africa etc.; and
- Have products and services that are market ready and also have capacity to host and provide services for groups of over 50 delegates.

For WTM London 2024, the Department will pay upfront the costs of return economy airfare, accommodation and exhibition/participation directly to the relevant service providers, while other specified qualifying costs will be reimbursed through a claim process upon return from the event.

In line with the programme guidelines, approved enterprises may qualify for the cost of:

- Flight - Return economy class airfare, paid by the Department directly to the service provider;
- Accommodation including breakfast – Per person per night, linked to the duration of the exhibition; including a day before the show, paid by the Department directly to the service provider;
- Exhibition/participation costs for approved enterprises will be paid by the Department directly to the service provider; and
- Ground transport in destination – reimbursement of the specified cost from the airport to the accommodation facility and back to the airport;

For more information on the WTM London 2024, visit <https://www.wtm.com/london/en-gb/about.html>

The programme guidelines and application form for the Market Access Support Programme, are available to download and complete on the Department's website or by clicking on the following link: https://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 "WTM London 2024" Application". **(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).**

Only completed applications together with supporting documents received from the date of the publication of a call for application till the deadline will be considered. Please note, no incomplete applications with missing/invalid supporting documents and or applications received before publication of a call for applications or after the closing date will be considered.

Closing date of application forms: 02 August 2024, 16:00pm.

For enquiries kindly contact:

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