

Department of Tourism

CALL FOR APPLICATIONS

WORLD TRAVEL MARKET (WTM) AFRICA

09 – 11 APRIL 2025, CAPE TOWN, SOUTH AFRICA

The Department of Tourism through the Market Access Support Programme (MASP), invites eligible tourism enterprises to apply and participate at the World Travel Market (WTM) Africa 2025 exhibition to be held in Cape Town, South Africa from 09 – 11 April 2025.

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.

A limited number of enterprises will be supported to participate in the event with a particular focus on small tourism enterprises offering tour operator services; accommodation; attractions; meetings and special events; and experienced providers in travel packaging, negotiating and selling relevant tourism packages to international buyers.

The following enterprises should not apply:

- Enterprises who have previously participated at the international tourism trade shows or roadshows.
- Enterprises with an annual turnover of more than R5 million.

For WTM Africa 2025, the Department will pay upfront the costs of return economy airfare, accommodation and exhibition/participation costs 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;
- Return road trip where there are no flight options for traveling – a distance of between 250km and 350km, reimbursement of cost in line with rates as determined by the Department of Transport;
- 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 Africa 2025, visit <https://www.wtm.com/africa/en-gb.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 Africa 2025 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 due date will be considered.

Closing date of application forms: 01 November 2024, 16:00pm.

For enquiries kindly contact:

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