

# PROGRAMME GUIDELINES

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## TOURISM INCENTIVE PROGRAMME (TIP)

GUIDELINES FOR THE MARKET ACCESS SUPPORT PROGRAMME

APRIL 2022

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**tourism**

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Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



## TABLE OF CONTENTS

INTRODUCTION.....	5
MASP QUALIFYING ENTITIES.....	6
MASP QUALIFYING SUB-SECTORS.....	7
INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME (GROUP SUPPORT) .....	7
Programme description.....	7
Eligibility criteria.....	7
Evaluation criteria.....	8
Financial assistance.....	8
Application supporting documents.....	10
INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME (INDIVIDUAL SUPPORT) .....	10
Programme description.....	10
Eligibility criteria .....	10
Evaluation criteria.....	11
Financial assistance.....	11
Application supporting documents .....	13
DOMESTIC MARKET ACCESS SUPPORT PROGRAMME (GROUP SUPPORT) .....	13
Programme description.....	13
Eligibility criteria.....	13
Evaluation criteria .....	14
Financial assistance.....	14
Application supporting documents .....	16
MARKET ACCESS SUPPORT PROGRAMME APPLICATION PROCESS.....	16
NON-QUALIFYING COSTS.....	18
REQUIRED APPLICATION SUPPORTING DOCUMENTS .....	18
LIMITATIONS AND EXCLUSIONS.....	20

<b>MARKET ACCESS SUPPORT PROGRAMME CLAIM PROCESS.....</b>	<b>21</b>
<b>CLAIM SUPPORTING DOCUMENTS.....</b>	<b>22</b>
<b>NON-QUALIFYING PROOF OF PAYMENT .....</b>	<b>23</b>
<b>MONITORING AND EVALUATION.....</b>	<b>24</b>
<b>GENERAL LEGAL STIPULATIONS.....</b>	<b>24</b>

## ENQUIRIES AND CORRESPONDENCE WITH THE DEPARTMENT

- [tipapplications@tourism.gov.za](mailto:tipapplications@tourism.gov.za) – to submit application forms and supporting documentation for the Market Access Support Programme.
- [tipenquiries@tourism.gov.za](mailto:tipenquiries@tourism.gov.za) – for any enquiries related to MASP applications and claims.
- [tipadministrator@tourism.gov.za](mailto:tipadministrator@tourism.gov.za) – for submission of post-trip reports and communication to MASP Officials.

## DEPARTMENT OF TOURISM

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Sunnyside  
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Private Bag X 424  
Pretoria  
0001

Switchboard: +27 (12) 444 6000  
Call Centre: 0860 868 747 or 0860 Tourism

[www.tourism.gov.za](http://www.tourism.gov.za)

## **LIST OF ACRONYMS**

<b>B-BBEE</b>	<b>BROAD-BASED BLACK ECONOMIC EMPOWERMENT</b>
<b>CI</b>	<b>CAPITAL INCENTIVES</b>
<b>CSD</b>	<b>CENTRAL SUPPLIER DATABASE</b>
<b>DMASP</b>	<b>DOMESTIC MARKET ACCESS SUPPORT PROGRAMME</b>
<b>DT</b>	<b>DEPARTMENT OF TOURISM</b>
<b>EME</b>	<b>EXEMPTED MICRO ENTERPRISE</b>
<b>IMASP</b>	<b>INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME</b>
<b>MASP</b>	<b>MARKET ACCESS SUPPORT PROGRAMME</b>
<b>N-CI</b>	<b>NON-CAPITAL INCENTIVES</b>
<b>NDP</b>	<b>NATIONAL DEVELOPMENT PLAN</b>
<b>NTSS</b>	<b>NATIONAL TOURISM SECTOR STRATEGY</b>
<b>QSE</b>	<b>QUALIFYING SMALL ENTERPRISE</b>
<b>SARS</b>	<b>SOUTH AFRICAN REVENUE SERVICES</b>
<b>SA TOURISM</b>	<b>SOUTH AFRICAN TOURISM</b>
<b>TIP</b>	<b>TOURISM INCENTIVE PROGRAMME</b>
<b>TBCSA</b>	<b>TOURISM BUSINESS COUNCIL OF SOUTH AFRICA</b>
<b>TGCSA</b>	<b>TOURISM GRADING COUNCIL OF SOUTH AFRICA</b>
<b>TSRP</b>	<b>TOURISM SECTOR RECOVERY PLAN</b>

## 1. INTRODUCTION

1.1. The tourism sector continues to play an important role in the growth and development of South Africa's economy. The Department of Tourism introduced the Tourism Incentive Programme (TIP) in April 2015, in order to stimulate the development and growth of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprises (QSEs) in the tourism sector. The programme is designed to contribute towards the achievement of the objectives of the National Development Plan (NDP), National Tourism Sector Strategy (NTSS), the Tourism Sector Recovery Plan (TSRP) and other government policies.

1.2. In line with the department's broader objectives to facilitate greater destination competitiveness, sector transformation and accelerated tourism growth, the following support mechanisms have been introduced under the TIP:

- Market Access Support Programme (MASP);
- Tourism Grading Support Programme (TGSP);
- Green Tourism Incentive Programme (GTIP);
- Tourism transformation Fund (TTF); and
- Tourism Equity Fund (TEF).

(more information on the above programmes are available on the department's website ([www.tourism.gov.za](http://www.tourism.gov.za)))

1.3. This guideline document specifically focusses on the **Market Access Support Programme (MASP)** as one of the support mechanisms under the TIP that aims to assist small inbound tourism enterprises to access and engage with tourism buyers in new and existing markets through reducing the cost burden of qualifying enterprises to attend and participate in predetermined international and domestic tourism trade platforms. By reducing the cost of accessing markets for small inbound tourism enterprises, the programme aims to not only facilitate growth in foreign tourist arrivals and increased foreign exchange earnings for South Africa, but also to stimulate enterprise growth and expansion that will ultimately lead to further job creation and transformation in the sector.

1.4. For participation at predetermined international trade platforms, support will be offered on either on individual basis or on a group basis, while for participation at predetermined domestic trade platforms, support will only be offered on a group basis through the following sub-programmes.

- International Market Access Support Programme (IMASP) – Group Support
- International Market Access Support Programme (IMASP) – Individual Support
- Domestic Market Access Support Programme (DMASP) – Group Support

- 1.5. Should you wish to apply for support under this programme, please read this document carefully to familiarise yourself with all the conditions of the programme. The Department reserves the right to amend or update guidelines from time to time. You are advised to visit the Department's website, [www.tourism.gov.za](http://www.tourism.gov.za) to ensure that you have the latest version of the programme guidelines.
- 1.6. Any assistance provided under the MASP will be subject to availability of funds, availability of exhibition/participation space and receipt of the sufficient number of qualifying applications. No appeals will be entered into.
- 1.7. The Department reserves the right, in its sole discretion, to provide rulings on the interpretation of these guidelines, in instances where the guidelines appear not to be specific.

## **2. MASP QUALIFYING ENTITIES**

2.1 Entities that may qualify for support under the MASP include:

- 2.1.1 Small inbound tourism enterprises that meet the definition of an Exempted Micro-Enterprise (EME) or Qualifying Small Enterprises under the Amended Tourism Broad-Based Black Economic Empowerment (B-BBEE) sector codes.
- 2.1.2 Commission Agents of Small inbound tourism enterprises under a Joint Marketing Agreement representing at least five tourism EMEs and or QSEs.
- 2.1.3 Representative groups of small inbound tourism enterprises under a Joint Marketing Agreement representing at least five Tourism EMEs and or QSEs.
- 2.1.4 Non-governmental Industry associations recognised by, and affiliated to the Tourism Business Council of South Africa (TBCSA) and by municipalities.

### 3 MASP QUALIFYING SUB-SECTORS

- 3.1 Financial support is limited to the following tourism industry sectors and sub-sectors when participating in predetermined international platforms namely:
- 3.1.1 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).
  - 3.1.2 Travel and related services – inbound tour operator/Destination Marketing Company, conference organisers, incentive travel organisers and inbound travel agents.
  - 3.1.3 Hospitality and related services – conference venues (not attached to hotels) and attractions.

### 4 INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME (IMASP) - GROUP SUPPORT

#### 4.1 PROGRAMME DESCRIPTION

- 4.1.1 The purpose of the **International Market Access Support Programme (IMASP) – Group Support** is to provide financial support to a group of small inbound tourism enterprises (EMEs and QSEs) to participate in predetermined international tourism trade platforms in which the Department or South African Tourism (SA Tourism) are directly involved through hosting a South African pavilion or roadshow. In the case of **IMASP-Group Support**, the Department will pay certain applicable cost related to return economy airfare/ transport, accommodation and exhibition/ participation upfront and directly to the relevant service providers, while other specified qualifying costs will be borne by the approved applicant and reimbursed upon return from the event.

#### 4.2 ELIGIBILITY CRITERIA

- 4.2.1 In order to be eligible to apply for IMASP-Group Support, an enterprise must be:
- 4.2.1.1 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);
  - 4.2.1.2 a majority South African owned inbound tourism enterprise that offer integrated and packaged experiences; products and or services, with an annual turnover not exceeding R45 million;
  - 4.2.1.3 tax compliant in accordance with the regulations of the South African Revenue Service (SARS);
  - 4.2.1.4 an EME or QSE in line with and compliant with the Amended Tourism B-BBEE sector codes;
  - 4.2.1.5 appropriately insured through insurance cover applicable to the relevant tourism sub-sector; and



4.2.1.6 in operation for at least one calendar year.

### **4.3 EVALUATION CRITERIA**

4.3.1 Applications received from eligible enterprises will be assessed against specific qualifying criteria, which will relate to experience and market readiness, financial strength of the business, developmental aspects in line with government objectives and specific regulatory compliance, and transformation status:

4.3.1.1 Market readiness of the enterprise – Enterprises will be assessed and scored in terms of their promotion initiatives, marketing objectives and strategies, the guest/tourist handling capacity of the enterprise; the integrated nature of packages or services offered; membership to industry associations and tourism awards received, as well as their ability to demonstrate experience in selling local packages and participation in domestic and international tradeshow;

4.3.1.2 Financial strength – Enterprises will be scored based on their annual turnover;

4.3.1.3 Developmental impact – Enterprises will be scored in terms of geographic spread, number of permanent employees, number of women employees, number of youth employees, number of employees living with disabilities, and ownership by women and youth; and

4.3.1.4 Transformation status – Enterprises will be scored based on their proven compliance with the Amended Tourism B-BBEE Sector Codes.

### **4.4 FINANCIAL ASSISTANCE - IMASP - GROUP SUPPORT**

4.4.1 Assistance to qualifying enterprises will be limited to a maximum of three occasions in a calendar year for a period of three years after which the enterprise will exit the programme. Approved enterprises may qualify for the cost of return economy airfare/ return road trip, accommodation cost, ground transport in destination, exhibition and or participation costs/ digital participation, and the design, translation and printing of group marketing brochure. Through the MASP, the Department will pay upfront the costs of return airfare/ transport costs, accommodation and exhibition/ participation costs directly to the relevant service providers where applicable, while other specified qualifying costs will be reimbursed through a claim process upon return from the event.

4.4.2 The typical cost elements covered by the financial assistance offered under IMASP-Group Support are highlighted in the table below:

Description	Financial Benefit
<p><b>Return economy airfare</b> Include local and international flights as well as travel insurance.</p>	<p>100% of specified cost paid upfront by the Department directly to the service provider.</p>
<p><b>Return road trip</b> For approved shows in neighbouring countries.</p>	<p>100% reimbursement of the road trip cost in line with rates as determined by the Department of Transport.</p>
<p><b>Accommodation including breakfast</b> For the duration of the show (including a day before the show to allow for stand build-up and preparation before the opening day).</p>	<p>100% of specified cost paid upfront by the Department directly to the service provider <b>or</b> a subsistence allowance as determined by the Department.</p>
<p><b>Ground transport in destination</b> From the airport to the accommodation facility and back to the airport.</p>	<p>100% reimbursement of the cost of taxi, bus, shuttle, train or other public ground transport in destination.</p>
<p><b>Exhibition Costs:</b></p> <ul style="list-style-type: none"> <li>• Rental of exhibition space/ participation fees;</li> <li>• Participation costs and/or digital participation;</li> <li>• Design and construction of the stand;</li> <li>• Rental of furniture and equipment;</li> <li>• Electricity installation and usage;</li> <li>• Cleaning and security fees;</li> <li>• Listing in the official directory or registration fees;</li> <li>• Internet connection where necessary;</li> <li>• Interpretation fees (for events in non-English speaking countries);</li> <li>• Stand catering; and</li> <li>• Design, translation and printing of a group marketing brochure.</li> </ul>	<p>Paid upfront and directly by the Department to the service provider based on a negotiated package.</p>

## **4.5 APPLICATION SUPPORTING DOCUMENTS – GROUP SUPPORT**

4.5.1 The following supporting documents (indicated in **4.5.1.1 to 4.5.1.5**) should accompany the completed MASP application form and should be submitted online:

4.5.1.1 proof of insurance cover applicable to the relevant tourism sub-sector;

4.5.1.2 proof of turnover or audited financial statements;

4.5.1.3 Central Supplier Database (CSD) **Registration Report**;

4.5.1.4 proof of compliance with the Amended Tourism B-BBEE sector code; and

4.5.1.5 a comprehensive company profile.

## **5 INTERNATIONAL MARKET ACCESS SUPPORT PROGRAMME (IMASP) - INDIVIDUAL SUPPORT**

### **5.1 PROGRAMME DESCRIPTION**

5.1.1 The purpose of the **International Market Access Support Programme (IMASP) – Individual Support** is to provide individual financial support to small inbound tourism enterprises (EMEs and QSEs) to showcase their tourism products and services in predetermined international tourism trade platforms in which neither the Department nor SA Tourism are directly involved in terms of hosting a pavilion or roadshow. In the case of **IMASP- Individual Support** all applicable and qualifying costs will be borne by the approved applicant and reimbursed upon return from the event.

### **5.2 ELIGIBILITY CRITERIA**

5.2.1 In order to be eligible to apply for IMASP-Individual Support, an enterprise must be:

5.2.1.1 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);

5.2.1.2 a majority South African owned inbound tourism enterprise that offer integrated and packaged experiences products and or services, with an annual turnover not exceeding R45 million;

5.2.1.3 tax compliant in accordance with the regulations of SARS;

5.2.1.4 an EME or QSE in line with and compliant with the Amended Tourism B-BBEE sector codes;

5.2.1.5 appropriately insured through insurance cover applicable to the relevant tourism sub-sector;

5.2.1.6 in operation for at least one calendar year.

### **5.3 EVALUATION CRITERIA**

- 5.3.1 Applications received from eligible enterprise will be assessed against specific qualifying criteria, which will relate to experience and market readiness, financial strength of the business, developmental aspects in line with government objectives and specific regulatory compliance, and transformation status:
- 5.3.1.1 Market readiness of the enterprise –Enterprises will be assessed and scored in terms of their promotion initiatives, marketing objectives and strategies, the guest/tourist handling capacity of the enterprise; the integrated nature of packages or services offered; membership to industry associations, and tourism awards received, as well as their ability to demonstrate experience in selling local packages and participation in domestic and international tradeshows;
  - 5.3.1.2 Transformation status – Enterprises will be scored based on their proven compliance with the Amended Tourism B-BBEE Sector Codes;
  - 5.3.1.3 Developmental impact – Enterprises will be scored in terms of geographic spread, number of permanent employees, number of women employees, number of youth employees, number of employees living with disabilities, and ownership by permanent women and youth; and
  - 5.3.1.4 Financial Strength – Enterprises will be scored based on the annual turnover.

### **5.4 FINANCIAL ASSISTANCE: IMASP – INDIVIDUAL SUPPORT**

- 5.4.1 Assistance to qualifying enterprises will be limited to a maximum of three occasions in a calendar year for a period of three years after which the enterprise will exit the programme. Financial assistance granted to approved enterprises under MASP-Individual Support will be limited to the cost of return economy airfare/ return road trip, accommodation cost including breakfast or a subsistence allowance, ground transport in destination, exhibition and/or participation costs, the cost of shipping of promotional materials and the cost of design and printing of materials for non-English speaking countries where applicable. All applicable and qualifying costs will be borne by the approved applicant and is reimbursable upon return from the event.

5.4.2 The cost elements of the financial assistance claimable upon return from the show are highlighted in the table below:

Description	Financial Benefit
<p><b>Return economy airfare</b> Include travel insurance, local and international flights.</p>	Capped amount as determined by the Department.
<p><b>Return road trip</b> For approved shows in neighbouring countries.</p>	Capped amount in line with rates as determined by the Department of Transport.
<p><b>Accommodation including breakfast</b> For the duration of the show (including a day before the show to allow for stand build-up and preparation before the opening day).</p>	Cost of accommodation or a subsistence allowance determined by the Department.
<p><b>Ground transport in destination</b> From the airport to the accommodation facility and back to the airport.</p>	100% of specified cost of taxi, bus, shuttle, train or other public transport in destination.
<p><b>Exhibition Costs:</b></p> <ul style="list-style-type: none"> <li>• Rental of exhibition space/ participation fees</li> <li>• Design and construction of stand;</li> <li>• Rental of furniture and equipment;</li> <li>• Electricity installation and usage;</li> <li>• Cleaning and security fees;</li> <li>• Listing in the official directory or registration fees;</li> <li>• Internet connection where necessary.</li> <li>• Interpretation fees (for events in non-English speaking countries)</li> <li>• Shipping of promotional materials (Hand luggage).</li> </ul>	<p>The Department will only consider re-imbursement of exhibition costs including sales tax as reflected alongside <b>(5.4.2)</b>.</p> <p>The Shipping of promotional materials limited to a maximum of R 7000,00.</p>

## **5.5 APPLICATION SUPPORTING DOCUMENTS – INDIVIDUAL SUPPORT**

5.5.1 The following supporting documents (indicated in **5.5.1.1 to 5.5.1.5**) should accompany the completed MASP application form and should be submitted online:

5.5.1.1 proof of insurance cover applicable to the relevant tourism sub-sector;

5.5.1.2 proof of turnover or audited financial statements;

5.5.1.3 Central Supplier Database (CSD) **Registration Report**;

5.5.1.4 proof of compliance with the Amended Tourism B-BBEE sector code; and

5.5.1.5 a comprehensive company profile.

## **6 DOMESTIC MARKET ACCESS SUPPORT PROGRAMME (DMASP) – GROUP SUPPORT**

### **6.1 PROGRAMME DESCRIPTION**

6.1.1 The purpose of the **Domestic Market Access Support Programme (DMASP) – Group Support** is to provide financial support to groups of EMEs in the tourism sector to attend and showcase their tourism products and services at domestic trade fairs and exhibitions, consumer fairs and festivals. Specific emphasis will be placed on, and preference given to majority black-, youth-, and woman-owned EMEs. Most of the qualifying costs for DMASP-Group Support at domestic trade platforms will be paid upfront by the Department and directly to the relevant service provider on behalf of approved applicants.

### **6.2 ELIGIBILITY CRITERIA**

6.2.1 In order to be eligible to apply for DMASP-Group Support, an enterprise must be:

6.2.1.1 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);

6.2.1.2 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;

6.2.1.3 in operation for at least one calendar year;

6.2.1.4 an enterprise that has not participated or exhibited at an international tourism trade platform before;

6.2.1.5 tax compliant in accordance with the regulations of the South African Revenue Service;

6.2.1.6 an EME in line with, and compliant with the Amended Tourism B-BBEE sector codes; and

6.2.1.7 appropriately insured through insurance cover relating to the relevant tourism sub-sector.

### **6.3 EVALUATION CRITERIA**

6.3.1 Applications received from eligible enterprises will be assessed against specific qualifying criteria, which will relate to experience and market readiness, financial strength of the business, developmental aspects in line with government objectives and specific regulatory compliance, and transformation status. In addition, the following will also be considered:

6.3.1.1 location in terms of geographical spread objectives;

6.3.1.2 products or services offered; and

6.3.1.3 previous attendance of tourism related enterprise development training.

### **6.4 FINANCIAL ASSISTANCE**

6.4.1 Assistance to qualifying and approved enterprises under the DMASP-Group Support will be limited to a maximum of three occasions in a calendar year for a period of three years after which the enterprise will exist the DMASP-Group Support and encouraged to apply for IMASP-Group support or IMASP-Individual support to participate in international market platforms. Approved enterprises will be supported with 100% of the cost for return economy air fare/ return road trip from business premises to destination (for a distance between 250km and 350km), accommodation including breakfast, local ground transport to and from the airport to the accommodation facility (where applicable), exhibition/ participation costs, the cost of shipping of promotional materials (where applicable), marketing and media coverage, design and printing of materials and other related costs as specified. Under DMASP-Group Support, the department will pay approved costs upfront and directly to the service providers on behalf of approved enterprises.

6.4.2 The cost elements of the financial assistance covered under DMASP-Group Support are highlighted in the table below:

Description	Financial Benefit
<p><b>Return economy airfare</b> From the airport of origin to the exhibition destination and back to the airport of origin inclusive of travel insurance.</p>	100% of the cost paid directly and upfront by the Department to the service provider.
<p><b>Return road trip</b> Distance of between 250km and 350km.</p>	100% reimbursement of the road trip cost in line with rates as determined by the Department of Transport.
<p><b>Accommodation including breakfast.</b> For the duration of the show (including a day before the show to allow for stand build-up and preparation before the opening day).</p>	100% of the cost paid directly and upfront by the Department to the service provider.
<p><b>Ground transport in destination</b></p>	100% of the cost of taxi, bus, shuttle or other public transport from, and to the airport and the accommodation facility.
<p><b>Exhibition Costs:</b></p> <ul style="list-style-type: none"> <li>• Rental of exhibition space;</li> <li>• Design and construction of the stand;</li> <li>• Rental of furniture and equipment;</li> <li>• Electricity installation and usage;</li> <li>• Cleaning and security fees;</li> <li>• Listing in the official directory or registration fees;</li> <li>• Internet connection where necessary;</li> <li>• Shipping of marketing materials where applicable;</li> <li>• Promotional marketing materials;</li> <li>• Group marketing brochure; and</li> <li>• Stand refreshments.</li> </ul>	100% of the cost paid directly and upfront by the Department to the service provider based on a negotiated package.



## **6.5 APPLICATION SUPPORTING DOCUMENTS**

6.5.1 The following supporting documents (indicated in **6.5.1.1 to 6.5.1.5**) should accompany the completed DMASP application form and should be submitted online:

6.5.1.1 Central Supplier Database (CSD) **Registration Report**;

6.5.1.2 proof of insurance cover applicable to the relevant tourism sub-sector;

6.5.1.3 proof of turnover or six months bank statements;

6.5.1.4 proof of compliance with the Amended Tourism B-BBEE sector code; and

6.5.1.5 a comprehensive company profile.

## **7 MARKET ACCESS SUPPORT PROGRAMME APPLICATION PROCESS**

7.1 From November every year, the Department will publish a list of predetermined international and domestic exhibitions, roadshows, and conferences identified for support in the following financial year (April to March). Once the list is published, the Department will start to issue Calls for Applications for support to participate in a particular exhibition/ roadshow/ conference. The Call for Applications for a particular exhibition/ roadshow or conference will be issued well in advance to allow sufficient time to conduct validation, due diligence and facilitate the required logistical arrangements.

7.2 Information on the list of predetermined international and domestic platforms to be supported as well as information related to the application process can be found on the department's website ([www.tourism.gov.za](http://www.tourism.gov.za)). Applicants may obtain further information about the application process by telephone and e-mail via the numbers and addresses indicated earlier in this document.

7.3 All applications received by the Department will be acknowledged through e-mail correspondence. A unique client number will be allocated and communicated to the applicant and will be used in all subsequent correspondence between the applicant and the Department. No late (after the specified application deadline) or incomplete applications will not be considered.

7.4 The Department may correspond with applicants to obtain outstanding documentation or to clarify information, but it is ultimately the responsibility of the applicant to submit all required documentation.

7.5 The Department reserves the right to request other documentation that may be relevant in its validation, due diligence and adjudication process.

- 7.6 The number of enterprises that can be supported at international trade platforms are dependant on availability of space and funds. The Department can support a minimum of 5 enterprises and a maximum of 150 enterprises under DMASP-Group Support.
- 7.7 Dedicated window periods for applications for IMASP-Individual Support will be opened on a quarterly basis.
- 7.8 Enterprises are encouraged to apply for support to participate in a particular/ preferred exhibition/ roadshow for a three-year cycle, as it has been shown that repeat participation at the same platform assist in building trust and lasting relationship with prospective buyers.
- 7.9 All applications will be subject to a technical assessment to verify compliance and adherence to eligibility and qualifying criteria, and to review the documentation provided in relation to a particular exhibition, roadshow or conference.
- 7.10 Based on the outcome of the technical assessment, qualifying applications will be recommended to the adjudication panel. The adjudication panel will assess, qualify, score and rank recommended applications for approval. The market readiness of an applying enterprise will be considered and preference given to EMEs. Based on the outcome of the adjudication process, the panel will make final recommendations for approval as per departmental delegations.
- 7.11 Once an application is approved, the successful applicant will be issued with a contract letter, which will indicate a unique client number, the specific cost elements and amounts of support offered for the particular exhibition, roadshow, or conference applied for. Assistance is subject to the applying enterprise signing a contract with the Department. The applicant should either accept or decline the contract within forty-eight hours upon receipt. Unsuccessful applicants will be notified through e-mail correspondence.
- 7.12 The proposed traveller to represent the enterprise must ensure that their passport is valid for at least six months before travelling. It is the traveller's responsibility to ensure they have a valid passport and secure relevant visa(s) that may be required well before travelling.
- 7.13 The Department cannot be held liable for any cost incurred by applicants prior to approval and acceptance of the contract letter.

7.14 An approved applicant must notify the Department in writing of any material changes related to the application before the commencement of the event, and the Department must approve any such changes.

## **8 NON-QUALIFYING COSTS**

8.1 All other additional expenses not covered (lunch, dinner, visa, travel insurance-IMASP individual support, communications, vaccinations, room service, change of flights, legal costs, medical costs and repatriation costs) will be for the enterprise's own account and not be covered by the Department.

## **9 REQUIRED APPLICATION SUPPORTING DOCUMENTS**

### **9.1 Proof of insurance cover**

9.1.1 The applicant is required to submit a signed letter from an insurer confirming cover and/ or the actual signed insurance cover documentation indicating the nature of cover (e.g. passenger liability cover/ General public liability cover/ Professional liability cover) as well as the relevant inception and expiry/ renewable dates.

### **9.2 Central Supplier Database (CSD) Registration Report**

9.2.1 The National Treasury's Central Supplier Database (CSD) serves as single source of key supplier information for Organs of State from 01 April 2016, providing consolidated, accurate, up to date, completed and verified supplier information to any Organs of State to facilitate procurement from, or payments to public and private entities. The CSD maintains a database of amongst others organisations, institutions and individuals who can provide goods and services to Government. In order for the Department to make payments into the bank account of a MASP beneficiary in respect of any approved reimbursements, applicants are required to submit a valid CSD Registration Report as part of their application. Prospective applicants should log into <https://secure.csd.gov.za> to register, complete and obtain a CSD Registration Report and submit together with their application.

### **9.3 Comprehensive company profile;**

9.3.1 The company profile submitted as part of a MASP application should be comprehensive and provide a description of the applying entity an include as much detail as possible. To allow for effective assessment of the application, the company profile should ideally include information on the following aspects:

- Ownership (in terms of shareholding by gender, ethnic group, age group and people living with disability)
- a clear description of products, services and packages offered;
- location of the enterprise (physical address and GPS co-ordinates);
- a comprehensive description of all marketing initiatives and promotion efforts including:

- clearly defined marketing objectives and strategies of the enterprise;
  - details of website address/ listings and all company social media accounts;
  - advertisements (printed publications, radio/television and electronic media);
  - brochures (hard copy/ electronic) and other promotional tools used;
  - details about dedicated marketing/ sales managers or agents appointed and utilised;
  - any joint marketing agreements and/or collaborative marketing partnerships;
  - membership and listing through local/ provincial tourism authorities and/or industry associations; and
  - professional accreditation/endorsement and any relevant awards received.
- Guest/ tourist handling capacity: Reflecting the number of guests/ tourists that the applicant can accommodate or cater for in their facilities/ vehicles through their offering/ packages. (e.g. number of rooms or seats);
  - An indication of the main provinces/ areas in which the enterprise operates and covered by packages offerings;
  - description of previous markets/ clients served (main markets and segments);
  - previous domestic and international exhibition participation (list of shows attended in the last five years including names and the year); and
  - any other information that you feel might be necessary and which is not clearly reflected in the application form.

#### **9.4 Proof of turnover or audited financial statements;**

9.4.1 A prospective applicant should submit a signed letter from their accountants/ auditors/ accounting officer confirming the latest turnover and/or their latest audited financial statements or in the case of a DMASP-Group Support application, bank statements for the last six months.

#### **9.5 Proof of Compliance with the Amended Tourism B-BBEE sector code.**

9.5.1 Proof of compliance with the Tourism B-BBEE code is compulsory. In the case of:

- an **Exempted Micro Enterprise (EME)**, which has an annual turnover of less than R5 million, required to submit a sworn affidavit confirming **i)** total annual revenue of R5 Million or less, and **ii)** level of Black ownership.
- a **Qualifying Small Enterprise (QSE)**, which has a total annual revenue of more than R5 million, but less than R45 million, are required to submit a verification certificate from an accredited verification agency to substantiate their B-BBEE status. A **QSE that is majority black owned (51% and above)** is only required to obtain a sworn affidavit on an annual basis confirming **i)** the total annual revenue of

more than R5 million, but less than R45 million, **ii)** level of black ownership, and **iii)** empowering supplier status.

## **10 LIMITATIONS AND EXCLUSIONS**

- 10.1 The number of enterprises supported for participation in a particular exhibition or roadshow will be limited based on the availability of funds and available exhibition/ participating space for allocation.
- 10.2 The Department will only support shows published on the predetermined list its website for MASP-Group Support and only a limited number of shows will be identified for MASP-Individual Support. The Department reserves the right to withdraw from, or make changes to the published list of exhibitions/ roadshows if a sufficient number of applications are not obtained before the closing date.
- 10.3 Enterprises are liable for all costs incurred by the department in the event that they fail to attend and participate at the show for which support has been approved and a contract signed. The department will recover such costs directly from defaulting applicants.
- 10.4 Qualifying enterprises are to conduct themselves in a professional manner during participation at supported exhibitions or roadshows.
- 10.5 Only one senior representative per approved enterprise (including subsidiaries) will qualify. The representative should have the necessary experience, decision – making capacity and hold the necessary authority to conclude contracts on behalf of the enterprise and only people living with disability may be accompanied by a caregiver. The decision-making representative should be on their stand for the whole duration of the show.
- 10.6 No support will be considered when a foreign agent or distributor represents the applicant.
- 10.7 Ownership and shareholding information must confirm that there is no shareholding by national, provincial or local government or any government entity in the applying enterprise. The MASP will not support enterprises who establish new businesses after exhausting their number of participations. It is not permissible for an enterprise to submit more than one application with a common director or shareholder. If found that the owners have benefited under a different name, the applying entity will be disqualified immediately and not receive any future assistance from the Department.

- 10.8 An enterprise applying for DMASP-Group Support should participate in the programme for three years before accessing other sub-programmes. All supported exhibitions or roadshows under Group Support programmes will be led by a senior official of the Department and/ or SA Tourism, who will be responsible for the coordination and management of the exhibition or roadshow itinerary or programme.
- 10.9 The Department reserves the right to conduct planned and unplanned site visits to the premises of approved MASP applicants/ beneficiaries for verification and/ or impact assessment purposes.
- 10.10 Enterprises registered as a Trust may not apply for MASP.
- 10.11 The Department reserves the right, in its sole discretion, to provide rulings on the interpretation of these guidelines, in instances where the guidelines appear not to be specific.
- 10.12 Where applicable, the status and validity of supporting documents will be verified with relevant authorities;
- 10.13 Only applications received within the Call for Applications window period will be accepted. Applications received outside the specified window period will, without exception not be considered.
- 10.14 Enterprises must follow up with the team from the Directorate: Non-Capital Incentives (N-CI) if no acknowledgement was received after three working days of submitting an application. It is the applicant's responsibility to ensure submission of their applications.

## **11 MARKET ACCESS SUPPORT PROGRAMME (MASP) CLAIM PROCESS**

- 11.1 Following participation in a particular exhibition, roadshow or conference qualifying enterprises that has incurred specified re-imbursable expenses in line with the MASP guidelines and contract with the Department, must submit, within sixty (60) calendar days after the last day of the supported event, a fully completed post-trip report.
- 11.2 The completed post-trip report (in PDF format) must be submitted together with the official MASP claim form and all relevant the supporting documents. Completed post-trip reports and supporting documentation received by the Department will be acknowledged through e-mail correspondence.

11.3 Non-submission of claims, incomplete claims and claims submitted after 60 calendar days, will be rejected without exception and the grant will be forfeited and cancelled.

11.4 The Department will endeavour to process post-trip reports and qualifying claims timeously and will make qualifying payments (complete and valid claim with all the supporting documentation) within 30 working days from the date of receipt or claim approval. A claimant must ensure that the CSD registration report is valid at the time of claim submission.

## **12 CLAIMS SUPPORTING DOCUMENTS**

12.1 The requirement for claims and relevant supporting documents relate predominantly to eligible and specified costs incurred by enterprises under IMASP-Individual Support, but would also apply in cases where the enterprise incurred certain eligible and specified costs (e.g. road trip, ground transport) not covered by the upfront payment by the department to service providers under IMASP-Group Support and DMASP-Group Support.

12.2 The following supporting documents must be submitted as part of a claim within sixty (60) calendar days after the last day of the supported event:

12.2.1 a completed and signed claim form;

12.2.2 an invoice in the name of the approved enterprise billing the Department;

12.2.3 a completed Post Intervention Report (domestic and international);

12.2.4 proof of payment for claimed amounts (where applicable, receipts or bank statements will be accepted as proof of payment – in the case of the latter, only original and stamped bank statements, certified copies of stamped bank statement, or online verified bank statement will be accepted);

12.2.5 Personal Particulars (Applicable to international travellers and road travellers to neighbouring countries):

- Passport photo page;
- Passport page with the departure date stamp from South Africa; and
- Passport page with the re-entry date stamp into South Africa.

12.2.6 Mode of transport:

- Return economy airfare including all the connection flights and train tickets;
- Copy of the tax invoice from the travel agent/ airline in an instance where the amount is not indicated; and
- In the case of a road trip, an enterprise should submit the make, model of vehicle and the engine capacity.

12.2.7 Invoices:

- Exhibition/ Participation/ Digital costs;
- Registration costs;
- Ground transport to and from the accommodation facility; and
- Shipping of marketing materials (Hand luggage).

#### 12.2.8 Receipts/ Tickets:

- Shipping of marketing materials (Hand luggage);
- Interpretation fees; and
- Ground transport to and from the accommodation facility.

#### 12.2.9 Proof of Payment:

- The invoice should be in the name of the approved entity;
- Original or a certified copy of the bank statement / copy of the stamped bank statement/ online verified bank statement of an approved enterprise;
- Direct deposit receipt only acceptable for airfare payments; and
- Only emergency payments effected by the proposed traveller whilst attending the event accepted otherwise all approved costs paid using the enterprise's bank account.

#### 12.2.10 Third party payments will be considered for re-imbusement based on the following:

- The applicant should submit the invoice from the service provider and the invoice from the third party.
- The enterprise should submit the proof of payment of the amount paid to the third party and the proof of payment from the third party to the service provider.
- Management fees or any other administrative costs incurred by the enterprise will not be reimbursed by the Department.

### **13 NON-QUALIFYING PROOF OF PAYMENT**

13.1 The following payment methods will not be accepted and will not be reimbursed as part of a claim:

13.1.1 Cash payments; and

13.1.2 Credit notes, offset payments and (payments made through loyalty and rewards programmes such as e-bucks, voyager miles, momentum multiply, etc.) and other accumulation point system.



## **14 MONITORING & EVALUATION**

- 14.1 It is imperative for the Department to evaluate the impact of the programme. In this regard, the enterprise will be issued with a Six-month Post Event Report questionnaire to complete and return to the Department within the stipulated timeline.
- 14.2 All approved applicants will be monitored during event participation and thereafter to assess the impact of the programme. Failure to submit the Six-month Post Event Report within the stipulated time will result in the enterprise being excluded from TIP funding for a period of twenty-four months from the date of receiving the exclusion letter.
- 14.3 The Department may also conduct planned and unplanned site visits to the premises of approved MASP applicants/ beneficiaries for verification and/ or impact assessment purposes.

## **15 GENERAL AND LEGAL STIPULATIONS**

- 15.1 The Department may upon suspicion of any criminal, misleading, dishonest and or irregular activities, suspend payments, and shall not be liable for any damages or interest, pending finalisation of any forensic investigations, and any criminal proceedings emanating from such investigations.
- 15.2 Entities and or person(s) representing an entity found guilty of any criminal offence will be reported to the South African Police Services and excluded from the programme for a period of five (5) years.
- 15.3 If any of the information in the application was not correct or omitted, the adjudication committee shall be entitled to withdraw or amend its decision and without prejudice to its rights, to recover any amounts already paid or to withhold further payments due.
- 15.4 The submission of misleading information or abuse of any of the MASP assistance by applicants may lead to such an applicant excluded from further assistance under the MASP of the Department.
- 15.5 The Department reserves the right to publish success stories of successful MASP recipients. The right to choose the recipient will be at the sole discretion of the Department and by applying for MASP incentive, the applicant provides his/ her consent to such publication.