

Department of Tourism

CALL FOR APPLICATIONS

INCENTIVE, BUSINESS TRAVEL AND MEETING EXHIBITION (IBTM) WORLD

19 – 21 NOVEMBER 2024, BARCELONA, SPAIN

The Department of Tourism through the Tourism Incentive Programme (TIP) invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IBTM World 2024, scheduled to take place at Fira Gran Via, Barcelona, Spain from 19 – 21 November 2024.

IBTM World attracts industry professionals to Barcelona every year consisting of key meetings, events and incentive industry suppliers, destinations, technologies, senior event organisers, planners and decision makers and so much more. By attending IBTM World, participants gain immediate competitive advantage for their business and keep up-to-date with the latest developments in the meetings industry. IBTM World delivers three inspirational days of business, networking and education to a community of international suppliers and buyers, helping drive their business into the future. Join over 12,000+ industry professionals from over 100 countries across the world and enter a world of business opportunities.

A limited number of spaces on the South Africa pavilion, IBTM World 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 to medium tourism enterprises that wish to showcase packaged meetings, events, and business travel experiences to buyers in the European markets. The guidelines for the IMASP are available on the Department's website. The Guidelines outline the eligibility criteria, application process, and support offered.

Preference will be given to 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 and Convention Association (ICCA), the Society for Incentive Travel Excellence (SITE); Small Tourism Enterprise Association (STEA), Tshwane Tourism Association (TTA) etc.
- Have previously exhibited at domestic exhibitions like Meetings Africa, WTM Africa and Africa Tourism Indaba, participation at international exhibitions will be an added advantage.
- Product and services are market ready and have capacity to host and provide services for groups over 50 delegates.

For IBTM World 2024, 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;
- 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 IBTM World 2024, visit <https://www.ibtmworld.com/>

The guidelines and application form for the International 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, 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 "IBTM World 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.

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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