



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

## CALL FOR APPLICATIONS:

### ADVENTURE TRAVEL WORLD SUMMIT

**19 – 22 SEPTEMBER 2016, ANCHORAGE, ALASKA**

The National Department of Tourism, through the International Market Access Support Programme (IMASP), invites eligible **'adventure tour operators'** to apply and participate at the Adventure Travel World Summit (ATWS) 2016. ATWS is a trade-only conference attended by 700 adventure travel executives from over 50 countries and allows networking opportunities with tour operators from around the world, building of relationships with media, and the promotion of packaged adventure products to industry's key players. In addition to the conference a Marketplace is held, which is a 1-day event that is limited to 100 suppliers and is attended by all buyers, giving attendees the opportunity to sell their product.

A limited number of participation packages have been secured at the ATWS 2016. The participation includes a one year membership to the Adventure Travel Trade Association, registration and attendance to the Adventure Travel World Summit 2016, and a marketplace table, in which scheduled meetings with trade buyers will be held. Preference will be given to small-medium **'adventure tour operators'** that wish to showcase packaged adventure travel experiences to buyers in the American and broader global markets. For more information regarding ATWS 2016 please visit the following webpage <http://www.adventuretravel.biz/events/summit/alaska-2016/>

The guidelines for the International Market Access Support Programme are available on the Department's website. The Guidelines outline the eligibility criteria, application process, and support offered. For ATWS 2016, the Department will offer partial financial assistance in capped amounts towards the cost of airfare and accommodation, as well as participation fees that will be paid by the Department on behalf of qualifying applicants, on a reimbursement basis.

Reimbursement of costs incurred is subject to the following capped amounts:

- Accommodation – R 3 800.00 per person per night, linked to the duration of the exhibition;
- Flight – R 25 900.00 based on an economy class return flight; and
- Participation fees for approved tourism enterprises will be paid for by the Department.

Should you wish to apply, please access the application form on the following webpage:

<http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>

All applications received will be acknowledged and qualifying applicants will be notified upon approval and will be 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.

**Closing date of application forms for the International Market Access Support Programme: 14 March 2016**

**Submission of Application forms: (You will receive a unique number confirming receipt of your application within three (3) working days from the Department. Should you not receive a unique number after three (3) days, please follow up with the officials below for assistance. The department will not be held responsible for any non-delivery of applications)**

E-mail: [tipapplications@tourism.gov.za](mailto:tipapplications@tourism.gov.za)

**For enquiries kindly contact:**

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