

Date: 01 December 2025
Reference No.: 13/9/5/7/2025

Dear prospective applicant,

The Department of Tourism through its Market Access Support Programme (MASP) hereby invites eligible tourism businesses to apply for support to participate in the following event. This initiative aims to enhance market access opportunities for South African tourism enterprises and promote sustainable growth in the sector.

Event Details

Event Type	International Event
Event Category	conference
Location	New York, United States
Event Date & Time	01 Dec 2025
Application Period	01 Dec 2025 - 05 Dec 2025
Reference No.	13/9/5/7/2025

Event Description

The purpose of the 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 the international tourism trade platforms in which neither the Department nor SA Tourism are directly involved in terms of hosting a pavilion or roadshow.

Requirements

Central Supplier Database (CSD) Registration
Public Liability Insurance Cover
Proof of turnover
Proof of compliance with Amended Tourism B-BBEE Sector Codes
Comprehensive company profile
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Proof of turnover
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Comprehensive company profile

Ready to Apply?

Interested businesses that meet the requirements are invited to submit their applications. This is an excellent opportunity to expand your market reach and grow your tourism business.

For more information or clarification, please contact us at tipenquiries@tourism.gov.za

Yours sincerely,

The MASP Team.

Department of Tourism
Republic of South Africa