



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

## **ASIA TRAVEL TRADE ROADSHOW**

**25 JUNE TO 08 JULY 2016**

South African Tourism (SAT) continues to play a critical facilitation role for travel business exchange between South African inbound operators and product suppliers in the Asian (China, Japan and South Korea) markets. To this effect SAT is arranging travel trade workshops to enable South and Southern African tourism experience suppliers to showcase their products and offerings to the Asian (China, Japan and South Korea) market.

The workshops serve as a valuable networking opportunity, allowing not only for the creation and consolidation of new business and trade opportunities, but help boost confidence in the destination among the outbound operators and travel agents in the market place. The travel trade workshops are scheduled to take place as follows:

- Leg one, China(Beijing, Xi'an, Hangzhou and Guangzhou) 25 June – 01 July 2016
- Leg two, South Korea and Japan (Seoul, Osaka and Tokyo), 02 – 08 July 2016.

The National Department of Tourism (NDT) under the International Market Access Support Programme (IMASP) has secured limited spaces for eligible and qualifying tourism enterprises to participate at the China, South Korea and Japan trade workshops. Under the IMASP the department will partially provide financial assistance on a reimbursement basis, to qualifying enterprises according to the IMASP guidelines.

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

- Accommodation – R 2 230.00 per person per night, linked to the duration of the roadshow;
- Flight – R 32 100.00 , based on an economy class return flight (including connecting flights); and
- Participation fees for approved tourism enterprises will be paid for by the Department.

The guidelines and application form for the International Market Access Support Programme are available on the Department's website to download and complete. Should you wish to apply, please access these documents on the following link: <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: 20 May 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:**

Mr Tlhopane Nthatisi

or

Ms Mutakalo Ramashia

Tel: 012 444 6583

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

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

Application forms and guidelines are available on the website to download and complete. Should you wish to apply, please access the NDT website, follow the link <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>

**PRELIMINARY ITINERARY OF THE ASIA TRAVEL TRADE ROADSHOW 25 JUNE – 08 JULY 2016**

<b>Day</b>	<b>Activity</b>	<b>City</b>	<b>Comment</b>
Day 1 & Day 2 Sat & Sun <b>25/06</b> <b>26/06</b>	Arrival throughout the day and at leisure <b>Briefing dinner(June 26<sup>th</sup>): 18:00-21:00</b> Overnight: Beijing	Beijing	SA exhibitors arrive.
Day 3 Mon <b>27/06</b>	Booth set up from 8:30-9:00 <b>Morning Workshop: 9:00-12:00</b> <b>Luncheon: 12 : 30-13:30</b> <b>14h00 transfer to take</b> <b>CA1235 PEK/SIA 17:15-19:25</b> Overnight: in Xi'An	Beijing	<b>Workshop Hotel : TBC</b>  <b>Transfer for suggested flight will be arranged</b>
Day 4 Tue <b>28/06</b>	Morning at leisure/ Own appointments Booth set up from 13:00-14:00 <b>Lunch: 13:00-14:00</b> <b>Workshop: 14:00-17:00</b> <b>Cocktail: 17:30-18:30</b> Overnight: in Xi'An	Xi' An	<b>Workshop Hotel : TBC</b>
Day 5 Wed 29/06	Transfer to Hangzhou Flight number: CA1904 SIA/HGH 10:55-13:05. Afternoon at leisure or your own appointments Overnight: in Hangzhou	Hangzhou	<b>Workshop hotel : TBC</b>  <b>Transfer for suggested flight will be arranged</b>
Day 6 Thurs. 30/06	Set up 08:00 – 09:30 Morning Workshop : 9:30-12:30 Luncheon: 13:00-14:00 Flight number : CZ3502 HGH/CAN 1800/2000 Overnight: in Guangzhou	Hangzhou	<b>Workshop hotel : TBC</b>  <b>Transfer for suggested flight will be arranged</b>

Day 7 Fri 01/07	Morning at leisure or your own appointments Lunch: 13:00-14:00 Booth set up from 13:00-14:00 Workshop: 14:00-17:00 Cocktail: 17:30-18:30 Overnight: in Guangzhou	Guangzhou	<b>Workshop hotel : TBC</b>
Day 8 Sat 02/07	02/07 Transfer to Seoul Korea Flight number: CZ4501 CAN/SEL 1240/1705 Overnight: In the Westin Hotel in Seoul	Seoul	<b>Transfer for suggested flight will be arranged</b>
Day 9 Sun 3/07	At leisure or own appointments	Seoul	<b>All the delegates arrive at different times of the day till late.</b>
Day 10 Mon 4/07	Korean Workshop	Seoul	
Day 11 Tue 5/07	Transfer to Osaka, Japan  *Please try to book OZ112, from Incheon airport at 10:00am, so that the group travels together.	Osaka	<b>Day for travel &amp; own arrangements</b>
Day 12 Wed 6/07	Osaka Workshop	Osaka	<b>On 7 July, it is free day for the delegates for your own business arrangements</b>
Day 13 Fri 8/07	Tokyo Workshop	Tokyo	

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