

GUIDELINES IN RESPECT OF THE INTERNATIONAL TOURISM MARKETING ASSISTANCE SCHEME (ITMAS) (REVISED – APRIL 2002)

The purpose of assistance under ITMAS is to partially compensate businesses for certain costs incurred in respect of activities aimed at promoting tourism to South Africa.

1. THE FOLLOWING ITMAS SCHEMES ARE AVAILABLE:

- 1.1. Exhibition assistance
- 1.2. Production and distribution of international marketing material.

2. GENERAL

2.1. In order to qualify for participation in the schemes, businesses must:

- (a) Be trading for commercial gain
- (b) Be appropriately equipped to conduct business in the international marketplace by possessing at least (i) dedicated offices, (ii) working communication technology, i.e. telephone and fax facilities, and (iii) a marketing brochure and/or confidential sales manual.
- (c) Have already participated in the Tourism Indaba and/or any other international marketing exhibition organised or recognised by South African Tourism, or have been formally approved by South African Tourism to participate in a future international marketing exhibition.
- (d) **FILL IN AN ITMAS REGISTRATION FORM (COMPLETE WITH TAX NUMBER AND THE LATEST AUDITED FINANCIAL STATEMENT OF THE COMPANY).**

2.2. The scheme will be funded and administered by the Department of Environmental Affairs and Tourism. Effective auditing and checking procedures will be instituted in this regard.

2.3. For purposes of determining the extent of financial assistance, businesses are subdivided into the following two categories:

CATEGORY A: Emerging tourism enterprises, which are independently owned and managed and do not form part of an enterprise which exceeds the criteria referred to below. The emerging enterprises must also comply with the following criteria:

One point per field is allocated for each match attained by the enterprise. A minimum of three points must be attained to be awarded the Category A status. The fields are as follows:

- Previously Disadvantaged Individuals*: One Point
- Disabled Owned One Point
- Age (1-4) One Point
- Turnover (<R1,0 m): One Point
- Operational Assets**(<R1, 0 m) One Point

* Individuals who, being South African citizens, are socially and economically disadvantaged by the legacy of the South African political dispensation prior to April 1994. For the purpose of the scheme, the refutable presumption shall be made that individuals who fall into population groups that had no franchise in national elections prior to the introduction of the 1994 constitution and the tricameral parliamentary system, are previously disadvantaged individuals, subject to persons who obtain South African citizenship after 2 February 1990 demonstrating traceable South African parentage. It is incumbent on individuals to demonstrate their claims to fall into such population groups on the basis of identification and association with, and recognition by the members of such groups.

** Excluding fixed property.

CATEGORY B: Other tourism enterprises.

- 2.4. Interested businesses must apply to the Department of Environmental Affairs and Tourism on the prescribed form to be registered as participants in the scheme. Applications for registration will be evaluated to ensure that they meet the criteria mentioned above and will be informed whether they were accepted or not. Application forms for registration can be obtained on request from the national department **and provincial offices**. Completed forms must be returned to the following address:

The Senior Administration Officer: ITMAS

Postal Address:

Department of Environmental Affairs and Tourism
Private Bag X447
PRETORIA

Physical Address:

315 Pretorius Street
Fedsure Forum Building
South Tower
PRETORIA
0001

Tel: 012-310 3427

Fax: 012-320 4740

- 2.5. The onus rests on applicants to obtain the appropriate application forms, submit the duly completed forms to the above office, and obtain approval before incurring scheme-related expenses.
- 2.6. Any assistance given is at the discretion of the director-general of the department and his/her decision will be final. Financial assistance, i.e. subsidised air tickets, cannot be used to extend an overseas visit for vocational purposes. Similarly, when any of the schemes are deliberately abused, the director-general will have the discretion to withhold financial assistance and deregister such an enterprise.

3. SCHEME PROGRAMMES

3.1. Programme 1: Exhibition Assistance

3.2.1. Description

- (a) The purpose is to encourage and assist South African companies to introduce their products to foreign markets by participating in recognised overseas exhibitions that are considered as suitable to promote South Africa's tourism trade, as well as assisting emerging companies to participate in the Indaba.
- (b) The priority exhibitions that the department will sponsor are as follows:
- ITB - Germany
 - Indaba - Durban
 - WTM - London
- (c) For other exhibitions applicants will have to provide a detailed profile of the exhibition they wish to attend. The following will be considered when assessing the applications:
- Where the exhibition will be held
 - Sectors that will benefit from the exhibition
 - Scale of attraction
 - Frequency of the exhibition
 - Economic impact.
- (d) **ALL APPLICATIONS HAVE TO BE SUBMITTED TO THE DEPARTMENT TWO MONTHS PRIOR TO THE EXHIBITION. NO LATE APPLICATIONS WILL BE CONSIDERED.**

3.2.2. Allowances and Requirements

3.2.2.1. Individual overseas exhibition participation

| | Emerging Business (Category A) | | | | | | Non-Emerging Business (Category B) | | | |
|------------------|-----------------------------------|--------|------------------------------|------|------------------------------|------|---------------------------------------|----|-----------------------------|----|
| | Trip 1 | | Trip 2 | | Trip 3 | | Trip 1 | | Trip 2 | |
| | X* | Y | X | Y | X | Y | X | Y | X | Y |
| Exhibition | 80% | R1 000 | 50% | R800 | 50% | R600 | 0% | R0 | 0% | R0 |
| Stand Assistance | 50% Maximum of R20 000 | | 30% Maximum of R15 000 | | 30% Maximum of R10 000 | | 50% Maximum of R10 000 | | 30% Maximum of R5 000 | |

- (a) A percentage (under "X" on the above table) of the real cost of an economy return air ticket (discounted or full fare) and a daily subsistence allowance (under "Y" above), for 1 person for the duration of the exhibition for Category A enterprises.
- (b) A percentage (as indicated on the table above) of the real cost of the stand rental, construction of shell, etc. (as indicated in the application form) for Category A and B enterprises.
- (c) Postage and/or transportation costs of promotional and/or decorations to be used, to a maximum of R 3000 per exhibition.
- (d) Category A and B enterprises will qualify to participate in a maximum of 3 and 2 exhibitions per annum respectively with the above financial assistance.
- (e) With the exception of exhibitions organised by South African Tourism, a maximum of eight companies will be assisted for a particular exhibition in view of the limited financial resources.
- (f) **THE APPLICATION SHOULD BE SUBMITTED TO THE DEPARTMENT TWO MONTHS PRIOR TO THE EXHIBITION AND CLAIM FORMS SHOULD BE SUBMITTED WITHIN ONE MONTH FROM THE DATE OF RETURN.**

3.2.2.2 Local exhibitions (Indaba)

- (a) In view of the importance of the Indaba to the South African tourism industry, the department will grant financial assistance to local companies participating in it. Due to limited financial resources, assistance will only be granted to Category A enterprises.
- (b) Depending on the budget allocation to ITMAS, a fixed amount will be granted to emerging enterprises participating in the Indaba to partially cover travel, accommodation and participation

costs. For this purpose, a specific application form has to be submitted one month prior to the Indaba to the department.

- (c) After the Indaba a claim has to be submitted, including the invoice/receipt and a report on the results/success achieved, within one month from the date of return.

3.3. PROGRAMME 2: PRODUCTION AND DISTRIBUTION OF INTERNATIONAL MARKETING MATERIAL

3.3.1. Description

- (a) The purpose is to assist South African companies to market their tourism products in foreign countries by way of brochures, manuals, multimedia presentations; computer-based marketing information or any other international marketing materials.
- (b) Reimbursement with regard to the design, compilation, production, printing, reprinting, and distribution of material to market the product internationally.

3.3.2. Allowances and Requirements

| | Emerging Business (Category A) | Non-emerging Business (Category B) |
|--|---|---|
| Production & Distribution of Marketing Materials** | Available for three years Year 1: R15 000 Year 2: R10 000 Year 3 R 5 000 | Available for two years Year 1: R8 000 Year 2: R5 000 |

These allowances will also be available for the production of materials to be used in respect of exhibition participation.

- (a) A maximum amount, as per the above table, per annum per company for Category A and Category B, including distribution costs respectively.
- (b) Only real expenses, up to such maximum amount, will be reimbursed.
- (c) **The application must be submitted to the Department two months prior to the production and/or distribution of the marketing material.**
- (d) This assistance will only be provided to individual companies.
- (e) These materials can also be distributed through an overseas reputable agent on behalf of the South African company. Full particulars of the agent must be submitted with the application.
- (f) Assistance will only be provided for materials that were specifically produced to market the tourism product(s) in foreign countries and not in South Africa.

4. CLAIMING PROCEDURES

- One consolidated claim of permissible expenditure should be submitted by the participant to the department within one month of the date of return from the attendance of the exhibition.
- Claims for the production and distribution of marketing materials should be submitted within one month from the date of approval of the maximum amount.
- If claims are not submitted within the suggested time frame, funding will be forfeited and subsequent funding will not be granted unless claims are submitted on time.
- A set of claim documents and a report format will be made available with the approval of the application.
- **NO LATE CLAIMS WILL BE REIMBURSED.**

4.1 The following documents and reports must be submitted with the claim:

4.1.1 For exhibitions:

- (a) Copies of the air tickets for the trip should be provided as proof of air travel costs and dates travelled, and must be in the same name as the claimant (for Category A enterprises only).
- (b) Companies eligible for discounted tickets and full fares will only be reimbursed if proof is provided that a request for a discounted ticket was declined.
- (c) Certified copy of a passport clearly showing:
 - personal particulars
 - departure date stamp from South Africa
 - re-entry date stamp into South Africa (for Category A enterprises only)
 - the stamp of the country being visited.
- (d) A statement of expenditure and documentary proof of stay, e.g. hotel bills, should also be submitted (for Category A enterprises only).
- (e) Complete and return the report-back questionnaire on the exhibition participation to the department, together with the claim form. Please note that the department undertakes to treat this information as confidential and that it will only be used for the purpose of effectively administering the scheme.
- (f) **PAYMENT IS SUBJECT TO THE PROVISION OF PROOF OF EXPENSES INCURRED AND WILL ONLY PERTAIN TO THE OFFICIAL DURATION OF THE EXHIBITION.**

4.1.2 For marketing materials

- (a) **EXAMPLES OF MATERIALS CLAIMED FOR MUST BE PROVIDED.**
- (b) Clear and specified proof of payment for the compilation, production, printing, reprinting, and/or distribution of the materials claimed for must be provided.
- (c) Such proof should contain the title and description of the materials claimed for, date of service rendered, exact cost and quantities produced and distributed.
- (d) An affidavit must be submitted, stating that the material was specifically produced for the purpose of marketing the tourism product(s) in foreign countries and not in South Africa.
- (e) If an overseas agent was used to distribute the material, a declaration from him must be submitted, stating the number of copies he has received and that all materials were distributed one month after receiving it.