

INVITATION TO PARTICIPATE AT THE 2020 TOURISM FAIRS

PROFILE

Botswana Tourism Organisation (BTO) continues to execute its mandate to market and promote Botswana as a tourist destination of choice. Tourism is the second contributor to Botswana's economy, and the government has identified the industry as an engine of growth that can meaningfully contribute to the national diversification programme. Through different competitive platforms, BTO continues to facilitate Tour Operators to participate at different tourism events/ fairs to showcase and promote their products and services. These events are premier Business to Business (B2B) and Business to Consumer (B2C) tourism platforms where tourism trade takes place. In order to facilitate varying operators according to size, BTO has in some fairs tiered participation fee for small, medium and large sized companies further.

In light of the above BTO wishes to invite Botswana based and registered companies holding a valid tourism license to participate at the following Tourism Fairs.

NAME OF TRADE OF FAIR	DATES	VENUE	PARTICIPATION FEE	WEBSITE	CONTACT
World Travel Market - Africa	06 – 08 Apr	Cape Town, South Africa	P10 000.00 (Small & Medium Scale Operators) P30 000.00 (Large Scale Operators)	https://africa.wtm.com/	cnsala@botswanaturism.co.bw
INDABA	12 – 14 May	Durban, South Africa	P10 000.00 (Small & Medium Scale Operators) P30 000.00 (Large Scale Operators)	www.indaba-southafrica.co.za	kmotlamma@botswanaturism.co.bw
Namibia Travel Expo	10 – 13 Jun	Windhoek, Namibia	P3 000.00 (All Categories)	http://nte.nmh.com.na/	kmotlamma@botswanaturism.co.bw
Beijing International Tourism Expo	18 – 20 Jun	Beijing, China	P6 500 (All Categories)	www.bjbite.com	mmatolela@botswanaturism.co.bw
Global Expo Botswana	04 – 07 Aug	Ditshupo Hall, Fairgrounds – Gaborone, Botswana	P3 000 (All Categories)	www.globalexpo.co.bw	kmotlamma@botswanaturism.co.bw
Botswana Consumer Fair	24 – 30 Aug	Ditshupo Hall, Fairgrounds – Gaborone, Botswana	P3 000 (All Categories)	http://www.fairgroundholdings.com/core-business/botswana-consumer-fair/	cnsala@botswanaturism.co.bw
IFTM TOP RESA	22 – 24 Sep	Paris, France	P6 500 (All Categories)	www.iftm.fr	dramsdan@botswanaturism.co.bw
JATA Tourism Expo	29 Oct – 01 Nov	Okinawa, Japan	P6 500 (All Categories)	www.jata-net.org.jp	cnsala@botswanaturism.co.bw

Interested companies should send applications by email with the following details:

Applications for participation should include the following information:

- Company Profile
- Postal Address
- Telephone Number
- Contact Person
- Email Address
- Copy of Tourism Enterprise License and Grading Certificates for accommodation establishments

Eligibility

- Botswana registered companies with a valid tourism license.
- Graded accommodation facilities

Closing date

- Friday 14th February 2020 @1630hrs

Deadline for Payment

- Varied according to event dates (will be indicated on the invoices)

Payment

- Payment should be made to the Botswana Tourism Organisation, only after the invoice has been issued.

Exhibitors

- Exhibition participation will be allocated on First – come – first – serve – basis. Successful applicants will be informed by email.

For more information contact **Messiah Matolela** by telephone at 3913111 or email at mmatolela@botswanaturism.co.bw