



LIMPOPO TOURISM AGENCY

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Enq : Mr Harris Rikhotso
Ref : 27/03
Date : 27/02/2025

Dear Tourism Partners

RE: INVITATION TO PARTICIPATE AT TOURISM INDABA 12 -15 MAY 2025

Africa's Travel Indaba is scheduled to take place from the 12th to 15th May 2025 at the ICC in Durban. Widely regarded as the continent's premier travel and trade exhibition aimed for the travel operators, INDABA has grown over the years. It has grown in status, quality and diversity to become one of Africa's most valuable events for the travel industry as well as one of the world's top three 'must visit' travel trade shows.

For the past four (04) years Limpopo Tourism Agency has successfully introduced the Limpopo Tourism Pavilion where all Limpopo products were hosted under one roof at the show. Products are therefore invited to come and participate with LTA under the Limpopo Tourism Pavilion.

Limpopo Tourism Agency will cover the costs of the floor space, layout design and construction of the pavilion. Products are required to cover costs for your own travel and accommodation.

The key objectives for LTA's participation at INDABA 2025 are:

- To provide an opportunity for Limpopo to showcase itself as a destination worth visiting and packaging amongst the INDABA Buyers.
- To create a platform for the province to also showcase its tourism products and services.
- To provide an opportunity to showcase premier icons and attractions such as Mapungubwe World Heritage Site and Makapanes Valley caves, Greater Limpopo Transfrontier Park, Kruger National Park, and the network of Limpopo Nature Reserves.
- To establish new strategic relationships within the industry and media.
- To strengthen existing relationships within the industry and media.
- To conduct business to business marketing especially for our co-exhibitors; and
- To generate sales leads with visiting buyers and representatives.

Limpopo Tourism Agency have partnered with product owners, SMME's and district municipalities to attend this premium show as a joint effort of achieving our goal in ensuring that Limpopo is the leading tourism destination in Southern Africa.

It would be a great honour if you exhibit at this Tourism INDABA thus giving yourself a better opportunity to market your tourism product and also allowing you an opportunity to network with the international trade.

Products and SMME's from the following categories are encouraged to apply:

Accommodation providers (bed and breakfast, guest houses/backpackers and hostels, caravan and camping sites/country housed and lodges, hotel/self-catering; game and nature reserves); business tourism, adventure products, conference centres and tour operators are invited to join Limpopo Tourism Agency at INDABA 2025.

Application consideration will be done as per the geographic spread and product offering. Important information about LTA stand:

1. Stand design: Nature, Heritage and Culture which shall reflect on the design and layout of the stand alongside flagship attractions.
2. Exhibition partition: Each establishment willing to participate will be allocated a cubicle (table with three chairs) including the storage space and accreditation inside the Limpopo Tourism Stand.
3. For products to be considered, they should meet the following criteria:
 - Must be registered on the South Africa Central Supplier database.
 - Must be resident in the Limpopo Province
 - Must be graded by the Tourism Grading Council of South Africa
 - Must have all the insurances as their type of business.
 - Must provide various packages to the buyers in line with the theme.
4. LTA has adopted an SMME Marketing Policy which guides the participation of SMME's marketing platforms which includes trade exhibitions. Since 2022, LTA has been implementing the policy in the execution of its marketing platforms. The following are the key clauses to note on the policy:

The SMME Policy section 9.4(d) states that "successful products will be on the LTA SMME programme for a period of three years. They will be in a pool of products that are provided with market access support on ongoing basis.

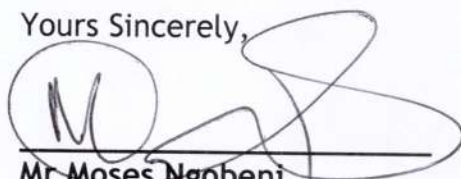
9.4(e) Products that complete a three-year period will then form part of the aftercare programme where its generally constituted by fully established products.

NB: SMME's that have participated for three years since 2022, 2023 and 2024 with fully marketing support are discouraged to apply for support at Africa's Travel Indaba 2025. However, they are encouraged to apply as independent products who will only qualify for exhibition space only.

Applications should reach Ms Fulufhelo Simerone by the 20th of March 2025 at fulufhelos@golimpopo.com or contact her at 076 402 3051.

We are looking forward to your positive response.

Yours Sincerely,



Mr Moses Ngobeni
Chief Executive Officer