



LIMPOPO TOURISM AGENCY

☒ 2814

ERF 92/688, PORTION 2

SOUTHERN GATEWAY EXT 4

N1 MAIN ROAD

0700 POLOKWANE

Republic of South Africa

☎ +15-293-3600

E-mail : info@golimpopo.com

website: www.golimpopo.com

Date : 09 January 2024

Enq : Ms Constance Mabusa

Dear Tourism Partner,

RE: INVITATION TO PARTICIPATE AT PROFILING OF LIMPOPO WOMEN-OWNED TOURISM FROM 09 -18 JANUARY 2024

The profiling of Limpopo Women-owned Tourism products is an initiative of Limpopo Tourism Agency for the period of 2023/24 Financial Year. The initiative came as part of implementing the resolution of the Tourism Lekgotla that was held at Tiveka Game Lodge in 2021. The initiative is to assist provincial women-owned tourism products in packaging its product offerings to enhance the profile and marketability of the products.

Limpopo Tourism Agency had appointed the service provider that will assist to execute the above-mentioned activity of profiling Limpopo based women-owned products in accordance with the mandate of marketing and promoting destination Limpopo.

The key objectives of the scope in profiling women-owned products :-

- To build and strengthen the packaging of women-owned tourism products and services.
- To raise the profile of women-owned products and services.
- To showcase Limpopo's hidden gems including the experiences and nearby attractions.
- To drive domestic tourism to increase tourist arrivals.

Limpopo Tourism Agency have appointed the expert company to assist in the profiling of the twenty-five (25) women - owned tourism products with the deliverables which will include, 200 DL Flyers, 250 Business Cards, 2 Minutes promotional video of each product.

Limpopo Women-Owned Tourism Products from the following categories: Accommodation providers (Bed and Breakfast and guesthouses/ backpackers and hostels, caravan and camping sites/ country housed and lodges, hotel/ self-catering: game and nature reserves), business tourism, adventure products, conference centers, travel agencies, tourists guides and tour operators are all invited to apply for profiling by Limpopo Tourism Agency.

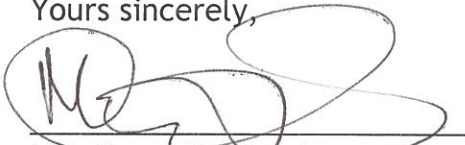
For products to be considered, they should meet the following criteria:

- Must be registered on the South African central supplier database.
- Must be resident in the Limpopo Province.
- Must be graded (if applicable) by the Tourism Grading Council of South Africa.
- Must have been in business for at least 3 years.

Closing date for application: 18 Jan 2024. For application enquiries, please liaise with Ms. Constance Mabusa at motorom@golimpopo.com or call her at 082 452 5775.

We are looking forward to your application to be profiled.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'M. Ngobeni', written over a horizontal line.

Mr. Moses Ngobeni
Chief Executive Officer
Limpopo Tourism Agency



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E-mail : info@golimpopo.com

Website: www.golimpopo.com

Enq: Ms. Constance Mabusa

Date: 09 January 2024

Ref: 11/28

APPLICATION FORM

PROFILING OF LIMPOPO WOMEN-OWNED TOURISM
 PRODUCT
 09th JANUARY 2024

Please take note to adhere to the information and the deadlines provided below at the end of this form:

Company name: _____

VAT NUMBER: _____

Exhibitor (Exhibiting as): _____

Industry description (eg. Accommodation, Restaurant, Tour Operator, Attraction, Tourist Guides, Travel Agencies, etc)

Grading/Accreditation: _____

Region and Town: _____

Type of registration (eg: Cc, Pty,Ltd, etc): _____

30 word description of product or service (for marketing purposes): _____

Contact Person: _____ Designation: _____

Code: _____

Tel: _____ Fax: _____

Cell: _____ Email: _____

Website: _____

Gender	
Youth	
People living	

with Disability	
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PROFILING SERVICES WILL BE COMPLETED WITH THE FOLLOWING DELIVERABLES INCLUDED

200 DL BROCHURE	YES
250 BUSINESS CARDS	YES
2-MINUTES VIDEO FOR EACH PRODUCT	YES

APPLICANT

Signature _____ day of _____ Month _____

Please take note of the following:

- We need to receive the application for participation to be profiled as women-owned tourism product through the return of this completed form before the 19th of January 2024.
- Confirmation of participation should be forwarded to us on or before the 19th January 2024 to Ms. Constance Mabusa at motorom@golimpopo.com
- Once the application is successful. LTA will send the compulsory questionnaire to be completed by the applicant that confirms participation, LTA will visit the product to identify nearby tourist attractions for packaging and photo and video shooting with the service provider appointed.
- Should you need any additional information kindly contact Ms. Constance Mabusa @ 082 452 5775.

FOR ANY OTHER SPECIAL REQUIREMENTS PLEASE MAKE USE OF THE SPACE PROVIDED BELOW:
