

CALL FOR APPLICATIONS · APPLICATION & BOOKING FORM

THE GETAWAY AT VAKANTIEBEURS 2027

7 - 10 January 2027 · Jaarbeurs, Utrecht, Netherlands

South African Pavilion – invitation for participation and application form for tourism stakeholders and trade partners. Formerly Vakantiebeurs.

APPLICATION DEADLINE Thurs 01 Oct 2026 17:00 SAST	EXHIBITOR RATE ZAR 60 000 per business	RETURN FORM TO NEtrade@southafrica.net
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South African Tourism North Europe invites tourism stakeholders and trade partners to apply for space on the South African Pavilion at The Getaway - an experience by Vakantiebeurs, in Utrecht. This document is both the call for applications and the booking form: please read it in full, complete the form from the Booking Form section onward, and return it by the deadline above. Late applications will not be considered.

01 Invitation for Participation

Dear Industry Partner,

We are pleased to invite South African trade and product to join the South African Pavilion at The Getaway - an experience by Vakantiebeurs (formerly Vakantiebeurs), taking place in Utrecht, Netherlands, from 7 - 10 January 2027. Show details: vakantiebeurs.nl/en

HIGH-LEVEL PROGRAMME		FOUR SHOW DAYS
7 January 2027 PROFESSIONAL DAY	The Getaway Professional Day (previously known as travel trade day). 30 000 visitors attended the 2026 edition overall, across all show days; 2025 recorded 6 300 trade visitors, down from 8 150 the year before. Details: vakantiebeurs.nl/en/vakdag South African Tourism networking function with key Dutch trade · Africa Feeling high tea on the SA stand.	
8 - 10 January 2027 CONSUMER DAYS	Daily food and wine-tasting activations on the SA stand.	

02 What's Changing: the Getaway Revamp

From 2027, the show is evolving from a traditional trade-and-consumer fair into The Getaway – a more immersive platform built around an experiential destination experience, rather than a stand-and-

brochure format. Visitors will move through themed, sensory-rich zones, and destinations are expected to bring their offering to life rather than simply display it.

BRING YOUR OWN ACTIVATION

In line with this shift, South African Tourism will run both food and wine activations on the SA stand throughout the show. If you would like to bring an additional activation of your own – a tasting, a demonstration, a cultural performance, or similar – you are welcome to include this in your application. South African Tourism will not cover the cost of additional supplier-led activations, but will make allowance for them on the stand.

We look forward to working with you on showcasing South Africa at The Getaway at Vakantiebeurs 2027.

Abby Jacobs

Marketing and Promotions Manager: North Europe, South African Tourism

Bookings and questions: NEtrade@southafrica.net

PART TWO

Booking Form

Deadline · Thursday 01 October 2026, 17:00 SAST

Space is limited and allocated first come, first served — book early to guarantee space and inclusion in pre-show marketing. Late applications will not be considered.

03 Participation Confirmation

I, the undersigned, hereby accept South African Tourism's invitation to join the SA Pavilion at The Getaway at Vakantiebeurs, taking place physically from 7 - 10 January 2027, and confirm my participation as Exhibitor. I also confirm that I have an in-country representative who will be able to manage diaries and meet buyers physically on my behalf in the event I am unable to be physically present.

04 Exhibitor Rate and Inclusions

EXHIBITOR RATE

ZAR 60 000 per business

Inclusive of three representatives per company. This is an already subsidised rate from South African Tourism.

THE RATE INCLUDES

- A booth (comfort unit) on the SA Tourism pavilion for the four-day period
- Lunch on the stand on each day of the show
- Coffee, tea, water and soft drinks
- Daily food and wine-tasting activation on the stand

BOOTH INCLUSIONS

- 3kW electricity
- Visual on the back wall of the booth (supplied by you)
- 1 spotlight · 1 bar stool · 1 desk
- Carpet tiles
- Daily stand cleaning

EXCLUSIONS — OWN ACCOUNT

- All accommodation
- All flights and transport
- All meals outside of those listed alongside

Exhibitors are responsible for arranging and covering their own travel, accommodation and related expenses. As an exhibiting partner, your fees contribute towards a percentage of the total cost of participation; South African Tourism subsidises the remainder of your physical participation. Benefits of exhibiting on the South African Pavilion include a physical booth, onsite presence, and access to trade partners and SA Tourism activations.

05 Exhibitor Details

COMPANY TRADING NAME	
INVOICING NAME	
VAT NO.	COMPANY REG. NO.
ADMIN CONTACT NAME	DESIGNATION
CATALOGUE CONTACT NAME	DESIGNATION
POSTAL ADDRESS	
CITY	CODE
EMAIL ADDRESS	WEB ADDRESS
TEL	FAX

STAFF ATTENDING THE PHYSICAL EVENT

Maximum three attendees per company.

#	NAME	DESIGNATION	CELL	EMAIL ADDRESS
1.				
2.				
3.				

PRODUCT CATEGORY

Please select your primary business activity.

☐ Accommodation	☐ Transport
☐ Conference venue	☐ Travel publication
☐ Destination marketing	☐ Tourism association
☐ DMC	☐ Tourist attraction
☐ Golf	☐ Other (please provide details): _____

PRODUCT OVERVIEW – 50 WORDS MAXIMUM

Please attach your 50-word profile as a Word document with your application form and email it to NEtrade@southafrica.net. This profile is also used for reporting purposes.

PAYMENT TERMS

The full participation fee is payable within thirty (30) days of receipt of the invoice, which South African Tourism issues once it has received the completed Booking Form and confirmed its acceptance in writing. The Participation Fee is non-refundable. As the show is hosted outside South Africa, South African VAT is not applicable; invoices are issued in ZAR only, at a flat rate with no additional taxes.

PAYMENT DETAILS – PLEASE USE YOUR COMPANY NAME AS REFERENCE	
ACCOUNT NAME South African Tourism	BANK ABSA - Sandton
ACCOUNT NO. 2310 000 062	BRANCH CODE 631005
SWIFT CODE ABSAZAJJ	

06 Declaration

By joining the SA Pavilion at The Getaway at Vakantiebeurs, you agree to the following:

- 01 To complete and sign this Booking Form and pay the Participation Fee within thirty (30) days of receipt of the invoice.
- 02 In all arrangements involving third parties, SA Tourism acts as facilitator and not as agent, and shall at no point be liable for any failures, errors or delays whatsoever; you indemnify us against any and all claims, losses, demands, actions, damages and causes of action arising directly or indirectly from any system or third-party failure.
- 03 You take physical space participation on your own accord and understanding.
- 04 You will provide your logo and profile and adhere to all timelines given, to ensure that you and SA Tourism receive the expected ROI.
- 05 If you intend to partner and co-share your space, your co-sharer must align with, or be of equivalent or similar status to, your product category.
- 06 To maximise participation and business opportunities, you must be present at the stand for all scheduled exhibition days, during operational hours, until the conclusion of the show.
- 07 In the event you require assistance related to the event, SA Tourism will facilitate communication with the event organiser, but will not be responsible for information you receive from the event organiser; you indemnify us against any and all claims, losses, demands, actions, damages and causes of action arising directly or indirectly from your acts connected with or arising from your activities.
- 08 Upon completion of the event, you must complete the SA Tourism exhibitor survey.

For more information on The Getaway at Vakantiebeurs, visit vakantiebeurs.nl/en.

Terms and Conditions for Participation

1. Definitions

In the context of this document, the following terms and definitions apply:

- 1.1 “SA Tourism” means the South African Tourism Board, a juristic person established in terms of the Tourism Act, 2014, with its principal place of business and registered address at 90 Protea Road, Chislehurst, Sandton, 2196.
- 1.2 “Exhibitor” means You and/or Your Co-sharer, being the company that has contracted with SAT for participation at the Event.
- 1.3 “Product” means the declared merchandise, expertise and/or product range of the Exhibitor which it contracts to exhibit and/or promote at the Event.
- 1.4 “Facility” means the exhibition space allocated to the Exhibitor at the Event.
- 1.5 “Contract” means this document together with the Booking Form agreement, read with the Event Organiser’s General Rules and Regulations for Exhibitors (the “Rules”), obtainable on request and which will be sent to the Exhibitor.
- 1.6 “Event” means The Getaway at Vakantiebeurs 2027, a physical event taking place from 7 - 10 January 2027 (SAT reserves the right to amend the event name at any time).
- 1.7 “Parties” means either You or Your and Us, as the context requires.

Any reference to any gender, or to singular or plural number, shall in the appropriate context be deemed to refer to any other gender or number, as the context requires.

2. Basic contract

We agree to contract with you only on the terms and conditions contained herein. These Terms and Conditions take precedence over any terms or conditions previously issued to you. All transactions relating to this Contract, whether verbal or in writing, are subject to these Terms and Conditions, deemed incorporated by reference into this Contract. You must pay the non-refundable Participation Fee requested before this Contract becomes binding on us. If we accept your Booking Form, we will issue an invoice for the amount payable. The issue of the invoice and receipt of the completed and signed Booking Form shall constitute the Contract between us.

3. Rules

- 3.1 The inclusion of the Rules constitutes an integral part of this Contract. You unconditionally undertake and agree to ensure that each of your employees, agents, contractors, invitees or persons under your direct or indirect control while present at the Facility, or otherwise engaged by you, shall unreservedly respect, comply with and fully adhere to the Rules. Any contravention of these undertakings will constitute grounds for the immediate cancellation of your participation at the Event.
- 3.2 Neither the Contract nor any right nor interest thereunder may be ceded or assigned to any other party without the prior written consent of SA Tourism, which consent may be unreasonably withheld in its sole discretion.

4. Reservation of contract benefits

- 4.1 Whilst the Contract shall have become established as detailed in Clause 2, all rights and benefits flowing therefrom in favour of the Exhibitor shall remain suspended until the Exhibitor has fully paid the agreed Participation Fee to SA Tourism.
- 4.2 Payment by the Exhibitor of the Participation Fee will convert the booking into a Facility for the Exhibitor.
- 4.3 Until the Participation Fee is paid and received by SA Tourism, the allocation of the Facility space shall remain tentative and at all times free to be re-allocated by SA Tourism to any alternate Exhibitor in its sole discretion. SA Tourism will notify the Exhibitor in writing of this fact.

4.4 Payment of the Participation Fee must be effected by the Exhibitor in strict compliance with the invoice terms issued by SA Tourism. Failure to pay any amount due under this Contract by the applicable deadline will constitute a material breach of this Contract.

5. Cancellations and alterations

5.1 Cancellation by the Exhibitor. Cancellation of the Contract will be accepted at the sole discretion of SA Tourism. Should the Exhibitor wish to cancel, such cancellation must be sent and confirmed in writing to SA Tourism. The Participation Fee is non-refundable. On receipt of the cancellation instruction, SA Tourism retains the full Participation Fee already paid by the Exhibitor. Where the Participation Fee has not yet been paid in full, the outstanding balance remains due and payable within thirty (30) days of receipt of the invoice.

5.2 Cancellation by SA Tourism. Should SA Tourism elect to cancel the Contract prior to the commencement of the Event, SA Tourism will not be liable for any individual accounts and damages incurred by the Exhibitor.

5.3 Whilst every effort will be made to meet the requirements of exhibitors, SA Tourism reserves the right to make any alterations considered necessary, including to the positions of any facilities at any Event, or to take any other steps considered necessary in connection with event participation, and the Exhibitor shall have no claim of whatsoever nature arising from any such cause against SAT.

5.4 SA Tourism shall use the Exhibitor's personal information only for the purposes of the Event and shall share it only with the Event Organiser, who has adequate safeguards in place to protect such information against loss, damage, unauthorised destruction or use, and unlawful processing.

6. Breach

6.1 In the event of a breach by any party of any term or condition of this Contract, the aggrieved party shall only be entitled to seek relief hereunder after giving the defaulting party written notice to remedy the same within the following parameters:

6.1.1 Should the breach materialise within the two months prior to the commencement date of the Event, the defaulting party shall be given forty-eight (48) hours to remedy it; and

6.1.2 Should the breach materialise during the Event, the defaulting party shall be liable for any and all claims and damages sustained by SA Tourism as a result of such breach.

6.2 By virtue of the inherent nature of the Exhibition, time is acknowledged by all parties to be of the absolute essence.

6.3 Without prejudice to any other right, whether under common law or in terms of the Contract, the parties reserve the right to any other or additional claim or claims which the aggrieved party may have against the defaulting party in law. In the event of a breach not being remedied, the aggrieved party shall have the right, forthwith, either to cancel this Contract or to institute proceedings for specific performance against the defaulting party, with or without any additional claim for damages arising from such breach.

6.4 All legal costs incurred shall be recoverable by the aggrieved party on the scale of attorney and own client.

7. Limitation of liability

In all arrangements involving third parties, SA Tourism acts only as a facilitator and not as agent of the Exhibitor, and no liability of any kind shall attach to SA Tourism in connection with or arising from such arrangement with a third party. SA Tourism will not be responsible for loss, damage or injury to any Exhibitor or third party or their property, however caused.

8. Domicilium

The domicilium citandi et executandi shall be those addresses of the Exhibitor and SA Tourism as recorded on the face hereof.

9. Governing law

This Contract shall be governed by and construed in accordance with the laws of the Republic of South Africa, and the parties submit to the jurisdiction of its courts.

Acceptance and Confirmation

I have read and accept the terms and conditions set out in this document.

FULL NAME

DESIGNATION

DATE

SIGNATURE

RETURN TO

NEtrade@southafrica.net

Please email a signed, scanned copy.