



SOUTH AFRICAN TOURISM

LAND MARKETS RESEARCH SOUTH AFRICAN TOURISM TENDER 157/19

NON-COMPULSORY BRIEFING SESSION



MANDELA
Character: Courageous, Gentle, Dreamer, Negotiator, Statesman
This sculpture was unveiled on the 100th anniversary of the 50th Anniversary
of the 1961-62 journey of Nelson Mandela
to the Robben Island Prison, Cape of Good Hope, South Africa
2012-2013
Sculpture: "RELEASE"
Sculptor: "Sculptor"

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TENDER INFORMATION



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2.TENDER INFORMATION

- SAT 157/19 Land markets research
- Advertised on 7 June 2019
(Press, Tender Bulletin, e-tender Portal, and SA Tourism website)
- Non-Compulsory Briefing session on 19 June 2019 at 14:30 - 16:00
- Tender Closing Date - **1 July 2019, 12h00am** at SAT Head Office
 - 1 X Original Hard Copy
 - 3 X Hard Copies
 - 4 X Soft Copies in PDF Format

PRE-QUALIFICATION CRITERIA:

- As a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999, SA Tourism fully conforms and supports transformation initiatives embedded in the Preferential Procurement Regulations, 2017 issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) when procuring goods or services from suppliers
- SA Tourism has therefore elected, to implement a prequalifying bid criteria that will see participation of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprise (QSE) which are 51% owned by either of the following: Blacks; Black Youth; Black Women; Black people with disabilities; Black people living in rural or underdeveloped areas or townships; cooperatives owned by Black people; Black people who are Military Veterans

- Bidders are required to be registered on the Central Supplier Database and the National Treasury shall verify the bidder's tax compliance status through the Central Supplier Database
- Where Consortia / Joint Ventures / Sub-contractors are involved, each party must be registered on the Central Supplier Database and their tax compliance status will be verified through the Central Supplier Database
- Bidder(s) must be compliant when submitting a proposal to South African Tourism and remain compliant for the entire contract term with all applicable tax legislation, including but not limited to the Income Tax Act, 1962 (Act No. 58 of 1962) and Value Added Tax Act, 1991 (Act No. 89 of 1991).

- It is a condition of this bid that the tax matters of the successful bidder be in order, or that satisfactory arrangements have been made with South African Revenue Service (SARS) to meet the bidder's tax obligations.
- The Tax Compliance status requirements are also applicable to foreign bidders / individuals who wish to submit bids.
- It is a requirement that bidders grant a written confirmation when submitting this bid that SARS may on an ongoing basis during the tenure of the contract disclose the bidder's tax compliance status and by submitting this bid such confirmation is deemed to have been granted.
- Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

SCOPE OF WORK



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Purpose

To improve the lives of South Africans through inclusive economic growth in tourism



Vision

To position South Africa as an exceptional tourist and business events destination that offers a value-for-money, quality visitor experience that is diverse and unique

Mandates Governing the South African Tourism Board

1

Constitutional Mandate

According to section 155 read together with Part A of Schedule 4 of the Constitution of the Republic of South Africa, tourism is a functional area of concurrent national and international legislative competence

2

Legislative Mandates

The South African Tourism Board derives its mandate from Chapter 3 of the Tourism Act, which empowers the board to function as the key body responsible for marketing the destination and maintaining international relations

3

Policy Mandates

The policy mandates governing the South African Tourism Board include National Development Plan, New Growth Path, National Tourism Sector Strategy

SA TOURISM'S ENHANCED GROWTH STRATEGY FOR 2017-2021



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In 2016, SA Tourism set itself a five-year goal: To contribute to the inclusive growth of the South African tourism economy by increasing the tourism baseload by five million arrivals/trips during 2017-2021 - four million international arrivals and one million domestic holiday trips

International



Leisure

Business Events



Domestic

Holiday



**~3.9 million more
arrivals**

in the duration 2017–21



**~1.0 million more
holiday trips**

in the period 2017–21



**~5.0 million more
trips**

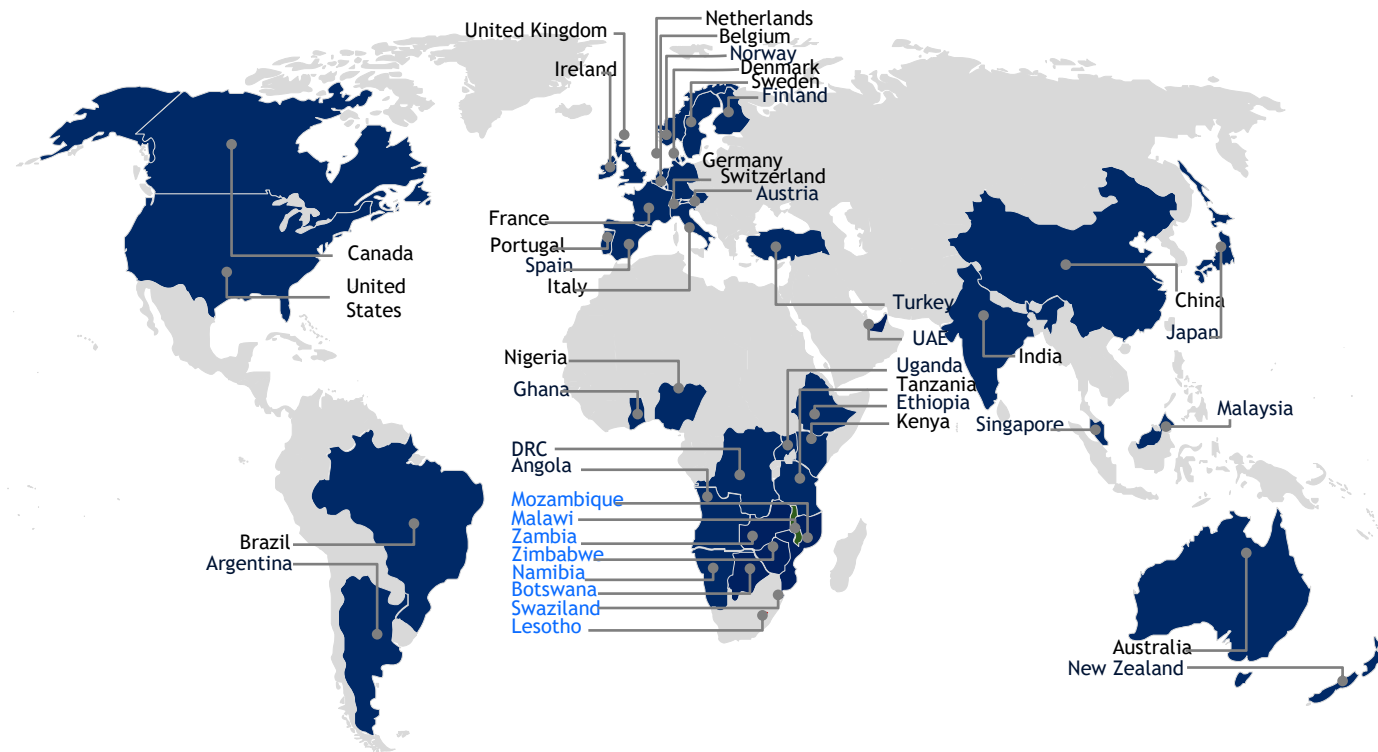
in the period 2017–21

KEY MARKETS



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To reach this goal South African Tourism carefully selected 44 core markets, based on their tourism potential and SA Tourism's ability to win in these markets, in achieve its 5 million more arrivals/trips in 5 years (The markets are broken down into regions and hubs, 8 of them are referred to as Land Markets - namely;



- In 2018 South Africa welcomed 10.5 million tourists,
~74% (7.8 million) of them were from African countries and of this total
~96% (7.4 million) of them were from Land markets
- Although land market makes up the greater portion of arrivals to South Africa, the come mainly for VFR (visiting friends and family) and only a small portion visits South Africa for holiday and business events purposes.

In line with our enhanced growth strategy (5 in 5 goal), SA Tourism wants to understand Land markets consumers, in order to grow the holiday and business events influx into South Africa from these markets, and to meet the 5 in 5 goal.

The outcome of the study will be used to support the development of various SA Tourism marketing and promotion initiatives to encourage travel to SA for leisure and business events / MICE (Meetings, Incentive, Conference, and Exhibitions) tourists and assist SA Tourism in designing communication that appeals to the travel needs land markets of consumers

FUNCTIONAL EVALUATION

MANDELA
Chairman, Council, Justice, Democracy, Negotiation, Settlement
This sculpture was unveiled on the 25th anniversary of the 27th of June 1955, the day that the
South African People's Organisation (SAP) was founded.
The sculpture is a tribute to the life and work of Nelson Mandela.
It was created by the artist, Zanele Muholi.
The sculpture is made of steel and is 10 meters high.
It is located in the foreground of the Mandela Park in Johannesburg.
The sculpture is a tribute to the life and work of Nelson Mandela.
It was created by the artist, Zanele Muholi.



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4. FUNCTIONAL EVALUATION

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

4. FUNCTIONAL EVALUATION

Score	Definition	Score
5	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	Excellent
4	Satisfies the requirement with minor additional benefits. Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	Good
3	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	Acceptable
2	Satisfies the requirement with minor reservations. Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	Minor Reservations
1	Satisfies the requirement with major reservations. Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	Serious Reservations
0	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods / services, with little or no supporting evidence.	Unacceptable

4. FUNCTIONAL EVALUATION

Evaluation criteria	Weighting
Bidders track record: The bidder is required to provide three (3) contactable client references where its services can be verified. References should be presented in a form of a written letter on an official letterhead from clients where similar services have been provided and should not be older than (3) years. No appointment letters from clients will be accepted as reference letters. References must be included for the bidders, partners and sub-contractors. In a case where the bidder does not have the presence in the said country, the bidder should provide credentials of the partner/sub-contractor and the partner/sub-contractor should not be listed as non-conforming research provider.	10

4. FUNCTIONAL EVALUATION

Evaluation criteria	Weighting
<p>Methodology and approach:</p> <p>Comprehensive description of the research design and approach that demonstrates understanding of the business goal/problem.</p> <p>Supplier is to give a thorough explanation of how they will conduct the study and should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations.</p> <p>Bidders must include reasons and rationale for the methodology proposed, the benefits and insights it will garner that another method will not.</p> <p>Bidders must also provide a detailed description of how they intend executing the assignment from inception to completion.</p> <p>This must include, as a minimum, a project plan with clear time frames, skills and resources utilized in each area, processes in place to focus on, monitor and check on quality; staff, facilities and technology resources to undertake this project and how the bidder intends on delivering on the services required by SA Tourism. Transcription, translation, quality assurance and other professional services to ensure the successful delivery of the project must be factored into the proposal.</p> <p>3. = <i>average demonstration of methodology</i></p> <p>4. = <i>good demonstration of methodology</i></p> <p>5. = <i>excellent demonstration of methodology</i></p>	40

4. FUNCTIONAL EVALUATION

Evaluation criteria	Weighting
<p>Previous qualitative multi-country project delivery:</p> <p>Experience on working on similar projects (Industry, methodology and size; suppliers should clearly state work done similar to a project of this nature).</p> <p><i>1 to 3 projects = 3</i></p> <p><i>3 to 4 projects = 4</i></p> <p><i>5 and more projects = 5</i></p>	20
<p>Expertise and experience of proposed local team in South Africa and subject matter experts globally:</p> <p>Detailed CVs of proposed team must be submitted which must elaborate on areas that they will be involved in.</p> <p>Proven experience of proposed personnel to be deployed to the project.</p> <p>Number of years' experience of the proposed team member in:</p> <p>a) Business advisory in Travel and Tourism</p> <p><i>3 years up to 5 = 3</i></p> <p><i>+ 5 years up to 7 = 4</i></p> <p><i>more than 7 years = 5</i></p>	5

4. FUNCTIONAL EVALUATION

b) Primary and secondary research <i>3 years up to 5 = 3</i> <i>+ 5 years up to 7 = 4</i> <i>more than 7 years = 5</i>	5
c) Business Administration <i>3 years up to 5 = 3</i> <i>+ 5 years up to 7 = 4</i> <i>more than 7 years = 5</i>	5
d) Quantitative and Qualitative analytics <i>3 years up to 5 = 3</i> <i>+ 5 years up to 7 = 4</i> <i>more than 7 years = 5</i>	5
e) Project Management <i>3 years up to 5 = 3</i> <i>+ 5 years up to 7 = 4</i> <i>more than 7 years = 5</i>	5
Value-add (any additional value SAT will benefit from through the awarding of this contract)	5

(Q & A)





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THANK YOU

