



**SOUTH AFRICAN TOURISM**

## **NOTICE FOR EXPRESSION OF INTEREST FOR A SERVICE PROVIDER TO COMPLIMENT OUR DYNAMIC TEAM.**

### **THE ORGANISATION AND OPPORTUNITY**

South African Tourism (SAT) is a Schedule 3A Public Entity, listed in terms of the Public Finance Management, 1999 (Act No. 1 of 1999), and it is accountable to the Minister of Tourism. SAT is a public entity established in terms of section 2 of the Tourism Act, 2014, (Act No. 72 of 2014). In line with its mandate, SAT receives funds for its operations from government.

SAT's business includes three distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure Tourism (travel trade and consumer); and Domestic Leisure Tourism (travel trade and consumer);
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions); and
- III. Quality Assurance of Tourism establishments through the delivery unit the Tourism Grading Council of South Africa.

South African Tourism is responsible for executing the two trade shows in the country. Africa's Travel Indaba (ATI) and Meetings Africa(MA), are two of the biggest trade show in South Africa. The mandate of these two shows is to create a platform for the African countries at large to engage with buyers of high quality in creating leads and converting leads into business. The platforms contribute in increasing tourist traffic into the country through business deals that are formed during the shows, this is our key mandate as the organization. In order for this objective to be achieved efficiently, South African Tourism needs to create an integrated exhibition management system that will allow and host ease of exhibitor and buyer transaction, Customer Relations Management and agile digitalization of a centralized exhibitor system functionalities. Ownership of backend-functionality-front user.

#### **1. Meetings Africa:**

In recent years, the global meeting industry has begun to recognize Africa as a sought after destination. Meetings Africa showcases Africa's diverse offering of services and product where African associations and African meetings industry professionals can partner to help transform our continent. Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continents business events industry and ultimately contribute towards the transformation of the continents economic growth. Please go to [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)

#### **2. Africa's Travel Indaba**

Africa's Travel Indaba is a Pan-African event, a deliberate strategy to boost the African economy. Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest

variety of Africa's best tourism products and attracts international buyers and media from across the world. Africa's Travel Indaba is owned by South African Tourism and organised by Synergy Business Events (Pty) Ltd. Africa's Travel Indaba has won the awards for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

**The proposed system should support the operations of the MA & ATI in the following ways:**

- Applications or online registration for Trade Shows
- User Access Control (role based)
- Email Notifications
- Participant Dashboard
- Seminar Management/Online Diary Management/Business Matchmaking
- Statistics and reports
- Approval or Rejection of Applications for: Visitors; Exhibitors (Sellers); Hosted Buyers
- Floor Plan simulations and stand design and approval (allocations)
- Automatic pre-population of repeat user's information
- Data Analytics and Simulations to aid decision-making and improve performance
- Contract Management
- Sponsor Management
- Product Management
- Logistics Management

This notice is aimed at gauging the market for potential consulting firms which can perform digitalisation assessments and business modelling. Reputable Consulting firms who specialise in digital transformation and business modelling, are required to forward their contact details, company profiles and proof that each is successfully registered on National Treasury's Centralised Supplier Database (CSD) via e-mail to The Supply Chain Sourcing Specialist, Mrs Evah Mkwanazi, e-mail: [evah@southafrica.net](mailto:evah@southafrica.net) by no later than Friday 12 December 2019.

It must be noted that responses to this notice are not offers and SAT does not intend to award a contract on the basis of the responses to this notice, to pay for any information submitted, or for the use of such information. SAT may invite suppliers for presentations and thereafter issue a Request for Proposal/Quotations (RFP/RFQ) for digital transformation assessment. Furthermore, this notice shall not limit any rights of SAT, and SAT reserves all its rights including but not limited to its rights to elect not to procure the solutions that are the subject of this notice and its right to procure them from a vendor that has not responded to this notice.

Yours in tourism

Evah Mkwanazi