



SOUTH AFRICAN TOURISM

COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER!

BUSINESS INTELLIGENC TOOL NEEDED.

South African Tourism Board (SAT) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of SA Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy.

The scope of SA Tourism business includes three distinct areas of business focus and delivery, with different target markets and segments:

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

International Tourist Arrivals is one of the key indicators used to measure the performance of the tourism sector in SA and globally. There are a number of challenges experienced in solely relying on this indicator with the biggest one being; 1) delays (two months' lag period) in the release of the data and 2) that the data is backward looking.

In light of this, SA Tourism is looking for an alternate sources of data that could be used as a lead indicator to provide business intelligence on traveller flows and searches in near real time. This data will enhance the sector knowledge bank and help better react to incidents / events that impact tourism performance as we will have near real-time data as well as a view of booked travel for the future months. SA Tourism is looking for answers to the following business questions:

- Which source market is searching for flights for which destination?

- When are the searches being made, where exactly in that source markets are searches coming from and What available offers do consumers have (price points)
- How are the forward bookings for the destinations looking like for the future?
 - Which agency is making most of the bookings?
 - The top caring airline per market, how often they fly an at what price?
- Who are the key competing destinations and their respective market share?

Access to this intelligence will help SA Tourism to monitor the impact of marketing efforts (ROI) and events influencing the booking trends for the identified strategic source markets and Identify new opportunities from the emerging markets.

This notice is aimed at gauging the market for potential service providers who provides the most advanced travel Business Intelligence solution. The agency must have access to data from the top leading GDS companies and must have at least 70% coverage for reliable prediction or extrapolations. The agency must also have developed API, that will allow the creation of applications that access the features or data of their system.

Services providers who specialises in these services are required to forward their contact details, company profiles, proof that they are rendering these services to at least 3 other contactable clients, Financial Proposal and proof that you are successfully registered on National Treasury's Centralised Supplier Database (CSD) using this URL <https://e-procurement.southafrica.net> by no later than **Monday 09 November 2020 at 12h00.**

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. SA Tourism may issue a Request for Proposal (RFP) for the purchase and implementation of a preferred solution. 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 services that are the subject of this notice and its right to procure them from a vendor that has not responded to this notice.