



SOUTH AFRICAN TOURISM

Delivered by e-mail

Date: 14 June 2021

Dear Supplier

Subject Matter: Identification of corporate companies that align to the South African sectors within the Market Investment Framework

The South African Tourism (SAT) invites reputable and experienced research service providers with a good track record to submit proposals that demonstrate their ability and capability to deliver services as required through the request for proposal. South Africa National Convention Bureau acts as a 'one-stop solution' for independent information and assistance, giving neutral advice on all aspects of hosting and organising any business event in SA. The unit provides dedicated assistance to meeting planners, as well as incentive and exhibition organisers, who are considering South Africa as their next destination. Support is provided on every level, using their expertise, strategic planning and destination knowledge to ensure conferences, exhibitions or incentives in SA are memorable for delegates and hassle-free for organisers and associations. Furthermore, the SANCB's role is to generate qualified leads and inform targeted positioning of South Africa as a business events destination. Moreover, capacitating and enable a competitive business events destination. Through the South Africa National Convention Bureau (SANCB), SA Tourism has identified Business Development as a critical role in assisting with the identification of corporate companies in South Africa Tourism's key source markets. South African Tourism's key source markets were selected based on parameters such as South Africa's existing market share, South Africa's ability to win in these markets, and the outbound potential of these markets. The activated growth potential for these markets is based on econometric forecasts and South African Tourism's growth aspirations, equally optimising marketing investment across the identified target markets and distributing resources to help meet set objectives.

Business Goal

The objective of the study is to identify sectors and corporate companies in these source markets, and align them to South Africa priority sectors according to SANCB's reviewed bid support programme. South African Tourism's key source markets include:

- Europe: France, Netherlands, United Kingdom, Germany, Spain, Italy & Russian Federation
- Americas: USA, Canada and Brazil
- Asia Pacific: China, India, Japan & Australia
- Africa: Nigeria, Kenya

The SANCB is tasked with generating potential leads to create future bidding opportunities for destination South Africa. South African Tourism has 10 country offices across various regions, which have an assigned marketing workforce. The SANCB is able to partner with its 10 in-market partners, to target corporate companies and incentive houses in achieving the aforementioned business goal. The following sectors have been identified in the Reviewed Bid Support Programme:

- Manufacturing, Wholesale, Retail trade, Financial services, Transport, Mining, Agriculture, Travel & tourism, Trade and Export Development and Promotion, Medical Science, Technology, Science, Religious, Philanthropy and Education

Once these corporate companies are identified within the aligned sectors, the aim is to communicate with these corporates directly without relying on intermediaries. As it stands, the SANCB does have the data about the corporate companies explicitly relating to the key sectors in order to develop strategies to target these companies directly. This is an acquisition strategy focused on aggressive lead generation, targeting corporates and incentive organisers.

Deliverables:

- Secondary research (Industry trends, learnings from other markets; such as means of incentivising, and white spaces, etc)
- A detailed report with the findings from the study; that answers the research objectives and provides insights
- Questionnaires used in the study
- Databases developed during Fieldwork
- List of corporate companies and incentive houses that are sector specific including key contacts (to include: telephonic, email, designation, level of decision making)

Cost structure and project plan:

Suppliers must submit the total price for the assignment based on the skills, resources and time allocated to the project. Suppliers should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

Evaluation Method:

The evaluation process of proposals will comprise of the following phases:

Phase 1	Phase 2
Functionality	Price and B-BBEE
Proposals will be evaluated in terms of functionality	Suppliers that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Functionality:

“functionality” means the measurement according to predetermined norms, as set out in the RFP documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability and viability of a service and the technical capacity and ability of a supplier.

Performance Indicators	Value allocated
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<ul style="list-style-type: none"> • Credentials and experience relevant to the scope of work under this RFP, and doing research in tourism • Experience in working on similar projects (Industry, methodology and size; suppliers should clearly state work done similar to a project of this nature) • The supplier is required to provide three (3) contactable client references where its services can be verified. References should be presented in the form of a written letter on official letterhead from clients with similar services and should not be older than three (3) years. No appointment letters from clients will be accepted as reference letters. 	15
<p>1. Proposed methodology, technique and approach to be applied to the project:</p> <ul style="list-style-type: none"> • Comprehensive application of the research design and demonstrate understanding of the business goal/problem (Supplier 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); • Proposal to include output examples reflecting the study objectives • Data validation / Quality assessment: (Supplier should relate, quality measures that are applied by the entity to ensure that the data is of sound quality) 	45
<p>2. Infrastructure, capacity and capability, including the proposed project team that will be assigned to the project and their experience</p> <ul style="list-style-type: none"> • Research expertise (10+ years research experience) • Field force and fielding tools • Data processing capabilities • Technology applications/tools (optional); supplier may propose efficient, technologically advanced tools that are either cost effective and/or robust, and/or have a quicker turnaround time compared to traditional tools 	30
<p>3. A project implementation plan with timelines from inception to completion of the project</p>	5
<p>4. Value add: any additional value SAT will benefit from through the awarding of this contract (data, research, industry information, etc)</p>	5
Total weight	100

Evaluation matrix determining value of weights based on				
Very poor	Poor	Average	Good	Excellent
1	2	3	4	5

Proposals will be evaluated strictly according to the evaluation criteria stipulated in this section

- Suppliers must submit supporting documentation for all functional requirements. The official responsible for scoring the respective proposals will evaluate and score all proposals based on submissions and information.
- The score for functionality will be calculated in terms of the 1 - 5 rating scale as shown in the functionality criteria matrix above
- The value score for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the supplier which meets the highest score will be deemed the preferred proposal.

Important notice: A minimum threshold of 75% has been set for suppliers to achieve for FUNCTIONALITY during the evaluation process of Phase 1. Any supplier who does not achieve at least 350 points or more (>75%) will be eliminated and will not qualify for further adjudication where only comparative price and B-BBEE level of the contributor will be considered.

Points awarded for B-BBEE status level of contributor

“B-BBEE status level of contributor” means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

Awarding of Points for Price and Broad-Based Black Economic Empowerment

The suppliers that have successfully progressed through to Phase 2 (suppliers who meet the minimum threshold for functionality of 75%) will be evaluated according to the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 Preferential Procurement Regulations of 2017.

80 points will be awarded for price, while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table:-

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Adjudication and Final Award of project

The successful supplier will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

National Treasury Centralized Supplier Registration and B-BBEE Certificates

All submissions must include a copy of successful registration on National Treasury’s Centralized Supplier Database (CSD) with a valid tax clearance status and an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

Proposals which does not include these documents will not be considered.

Deadline for submission

All proposals must be e-mailed, in PDF format, to Evah Mkwazi at evah@southafrica.net no later than 29 June 2021 on Tuesday and should remain valid for at least 3 months after the closing date.

Confidentiality

The request for a technical and cost proposal and all related information shall be held in strict confidence by suppliers and usage of such information shall be limited to the preparation of the bid. All suppliers are bound by a confidentiality agreement preventing the unauthorised disclosure of any information regarding SA Tourism or of its activities to any other organisation or individual. The suppliers may not disclose any information, documentation or products to other clients without written approval of SA Tourism.

Terms of engagement

Prior to commencing with the assignment, the successful supplier will be required to meet with the Chairperson of SA Tourism's Audit and Risk Committee to align the final statement of work (SOW) and criteria for approval.

Payments

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful supplier shall, after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful supplier unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall normally be made into the supplier's bank account normally 30 days after receiving an acceptable, valid invoice.

Non-compliance with delivery terms

The successful supplier must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the supplier that they will not deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Audit and Risk Committee must be given immediate written notice to this effect.

Retention

Upon completion of the assignment and / or termination of the agreement, the successful supplier shall on-demand hand over to SA Tourism's Audit and Risk Committee all documentation, information, etc., relevant to the assignment without the right of retention.

Cost

The supplier will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the supplier will be borne by SA Tourism.

Cancellation of the request for proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the RFP if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable proposals are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

The appointment of the successful supplier will be subject to the signing of a Service Level Agreement with South African Tourism which will clearly outline the key deliverables, project duration and other terms and conditions which will be negotiated at the appropriate time.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism
Evah Mkwazi
evah@southafrica.net