



SOUTH AFRICAN TOURISM

Delivered by e-mail

Date: 28 June 2021

Dear Supplier

**Subject Matter: Request for Proposal for Short-term Rental Data Provider.**

The South African Tourism Board (South African Tourism) 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. SA 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 South African 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 strategic industry in terms of the National Tourism Sector Strategy as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four (4) distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure 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);
- III. Quality assurance of the tourism sector/industry through the delivery of both Visitor Experience and the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual RFQ or not. This information will form part of the eventual RFQ and must therefore be completed, as there will not be an opportunity to do so later. Thus, it essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

Having regard for the aforementioned SA Tourism is hereby extending an invitation to your firm, as part of a competitive bidding process, to submit a technical and cost proposal for short-term rental data provider.

## Business challenge

The Insights team are charged to be forward looking and have insightful information integrated into the strategies and marketing activities of the organization. SIA is in the process of creating a new brand for the unit which is linked to be a “Knowledge Leader” in the industry. For this to occur, the unit will share content for consumption and consideration of broader audiences; to extend the SIA brand more effectively into the industry and to the public. Looking for new sources that take a deeper look at short term rental industry, benchmarks and industry trends.

This is needed particularly in the context of South African Tourism’s ambitious targets and vision to champion the growth of tourism, creation of opportunities for the population and delivery of quality experiences to tourists. South African Tourism is looking for partners and providers of the latest thinking, cutting edge short-term rental data, insights and market analysis to empower South African Tourism.

## What is needed?

SAT’s SIA business unit is inviting reputable and suitably qualified sources for monthly reports on short-term rental trends for South Africa, the rest of Africa and the global performance. Each of the reports must include the following aspects in the deliverable:

- Analysis of trends in the short-term rental industry
- Analysis of the number of nights stayed in the accommodation
- Trended data on number of short-term rental listings, occupancy rate, average daily rate, RevPAR, rooms sold and rooms available.
- The period of stay; day of the week, day, month and year
- The location of the accommodation
- The guest details such as city and country of origin
- Accommodation segmentation by property type and number of bedrooms
- Forecast of short-term rental trends
- Isolate seasonal trends and anomalies with monthly, annual and year-on-year view

## Scope of work:

The unit is charged with internal and external reporting and the content within the reports is often re-purposed by the unit to extend the reach of the knowledge from the reports to broader audiences.

This procurement process is in pursuance of **monthly short-term rental reports** from the selected supplier(s) which will be:

- Infused into South African Tourism’s internal and external reports and may be used in public platforms of South African Tourism. As such the respondent must be clear on the rights of the reports shared. South African Tourism will use these reports in strategy development, inclusion into insights reports and for presentations within the South African Tourism ecosystem to further the Tourism agenda of South Africa as a destination, including partners, provinces and other government or private tourism players as South African Tourism sees fit.
- Source material for South African Tourism to develop strategies, campaigns and innovations for the benefit of tourism in and to South Africa
- Provide insights on the tourism industry from a broader vantage to better understand the accommodation sector

The outputs are required in a format readily accessible, intuitive and not requiring any special software, training or any other prework or additional resources beyond the specifications of this request for proposal.

Proposals will be accepted from performance reporting service providers as well as other companies with products or services geared towards monitoring and tracking the short-term rental industry.

## 1. Key considerations when preparing proposals:

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and financial proposals.

Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicted below: -

- (a) Cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status;
- (c) Proof of B-BBEE status level of contributor;
- (d) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work were undertaken.
- (e) Overview of the methodology your firm will apply for this assignment;
- (f) Project approach and plan which outlines the activities to be undertaken during the process bearing in mind that SA Tourism requires the entire process to be finalised as rapidly as possible;
- (g) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter and three examples of content pieces written that are in line with our target audience from the candidate who will be assigned to this matter;
- (h) Financial proposal to deliver the assignment including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (i) Declaration of Interest - SBD 4;
- (j) Preference Point Claim Form - SBD 6.1;
- (k) Declaration of Bidder's Past Supply Chain Management Practices - SBD 8; and
- (l) Independent Bid Determination - SBD 9.

### Cost structure and project plan:

Bidders must submit the total bid price for the assignment based on the skills, resources and time allocated to the project. Bidders 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.

Time sheets need to be submitted for payment to take place.

**2. Evaluation Method:**

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

Phase 1 Evaluation Administrative Requirements	Phase 2 Functionality Evaluation Criteria	Phase 3 Price and B-BBEE Evaluation
Compliance with administration and mandatory requirements.  Bidders must submit all documents to proceed to Phase 2.	Bidder(s) are required to achieve a minimum threshold <b>70%</b> to proceed to Phase 3 (Price and B-BBEE).	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, 2017  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.

Bidder(s) are required to achieve a minimum threshold **70%** to proceed to Phase 3 of procurement process.

Evaluation Criteria	Weight
1. Credentials and experience relevant to the scope of work under this RFP <ul style="list-style-type: none"> <li>• 5+ years of company being in existence</li> <li>• Experience on working on similar projects (Industry, methodology and size; suppliers should clearly state work done like a project of this nature)</li> <li>• The supplier 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 three (3) years. No appointment letters from clients will be accepted as reference letters.</li> </ul>	20
2. Demonstration of capability through a sample report with real or dummy data that illustrates the report contents and analysis of the rental industry trends. <ul style="list-style-type: none"> <li>• The supplier is required to provide one (1) report where its services can be verified. This needs to be on an MS Excel or PDF format. This report will be judged on the quality scale below:</li> </ul>	30

<p>5 - excellent quality report with data analysis and trends that lead to actionable recommendations  4 - above average report  3 - average report  2- below average report  1 - poor quality report with no data analysis and trends that lead to actionable recommendations  0 - No report example</p> <p>NB: The contents of the sample report will be taken to represent the type of information that will be available in the report deliverable and the bidder commits to be able to replicate the report for the specific market.</p>	
<p>3. Depth and breath of topics covered for the specific market.</p> <ul style="list-style-type: none"> <li>This report will be judged on the quality scale below:</li> </ul> <p>5 - excellent coverage depth and breadth in sample report  4 - above average  3 - average  2 - below average  1 - poor coverage with little depth and breadth in sample report  0 - No report example</p> <p>NB: The contents of the sample report will be taken to represent the type of information that will be available in the report deliverable and the bidder commits to be able to replicate the report for the specific market.</p>	40
<p>4. A project implementation plan with timelines from inception to completion of the project</p>	10
<p><b>Total Points for functionality</b></p>	<b>100</b>
<p><b>A minimum threshold of 70% is applicable</b></p>	

**functionality”** means the measurement according to predetermined norms, as set out in the bid 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, viability and durability of a service and the technical capacity and ability of a bidder;

2.1.1 Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.

2.1.2 Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as well as key considerations under section 1. The official responsible for scoring the respective bids will evaluate and score all bids based on their submissions and the information provided

2.1.3 The score for functionality will be calculated as in terms of the table below where the SAT official will rate each individual criterion on the score sheet using the following value scale:

Rating	Definition	Score
<b>Excellent</b>	<b>Exceeds</b> 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 value, with supporting evidence.	<b>5</b>
<b>Good</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> . 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 required services, with supporting evidence.	<b>4</b>
<b>Acceptable</b>	<b>Satisfies</b> 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.	<b>3</b>
<b>Minor Reservations</b>	Satisfies the requirement with <b>minor reservations</b> . 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.	<b>2</b>
<b>Serious Reservations</b>	Satisfies the requirement with <b>major reservations</b> . 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.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement</b> . 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.	<b>0</b>

2.1.4. The value scored 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.

2.1.5. The proposal from the bidder which meets the highest score for functionality will be deemed the preferred proposal.

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

The bidders that have successfully progressed through to Phase 3 (bidders who meets the minimum threshold for functionality of 70%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for price while 20 points will be allocated for preference points for BBBEE 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 (80/20 system)
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Bidders are required to submit proof of B-BBEE Status Level of contributor. Proof includes original and valid B-BBEE Status Level Verification Certificates issued by a SANAS credited agency or certified copies thereof together with their price quotations, to substantiate their B-BBEE rating claims.

In terms of the Generic Codes of Good Practice, an enterprise including a sole propriety with annual total revenue of R10 million or less qualifies as an EME. An EME is required to submit a sworn affidavit confirming their annual total revenue of R10 million or less and level of black ownership to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2017.

The Codes define a QSE as any enterprise with annual total revenue of between R10 million and R50 million. A QSE is required to submit a sworn affidavit confirming their annual total revenue of between R10 million and R50 million and level of black ownership or a B-BBEE level verification certificate to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2017.

Bidders who do not submit B-BBEE Status Level Verification Certificates or Sworn affidavits, in the case of EME's and QSE's, or who are non-compliant contributors to B-BBEE do not qualify for preference points for B-BBEE but will not be disqualified from the bidding process. They will score points out of 80 for price only and zero (0) points out of 20 for B-BBEE.

### **3. National Treasury Centralized Supplier Registration and B-BBEE Certificates.**

All bid submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and proof of B-BBEE status level of contribution.

### **4. Deadline for submission**

All proposals must be e-mailed, in PDF format, to [leratos@southafrica.net](mailto:leratos@southafrica.net) no later than **14h00 on Wednesday, 07 July 2021** and should remain valid for at least 1 month after the closing date.

**Proposals submitted after the closing date and time will be not considered.**

### **5. Confidentiality**

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

## **6. Terms of engagement**

Prior to commencing with the assignment, the successful bidder will be required to meet with the Ms. Batandwa Simelane to align the final statement of work (SOW) and criteria for approval.

## **7. 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 bidder shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism. Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid invoice. The bidder must ensure that their banking details are verified on the CSD report.

## **8. Non-compliance with delivery terms**

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

## **9. Cost**

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

## **10. Cancellation of the request for a technical and cost proposal**

SA Tourism may, prior to the award of the bid, have the right to cancel the bid 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;
- (c) No acceptable bids 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.

## **11. Clarification.**

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing from the Sourcing Specialist.

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

Yours in Tourism

**Lerato Segomotso**

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