



SOUTH AFRICAN TOURISM

COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE 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 and Regional (African Continent) Leisure Tourism 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 RFI or not. This information will form part of the eventual RFI 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 (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.

BUSINESS CHALLENGE

Currently the landscape of destination marketing in the tourism industry is in disarray. There are many unknowns with bi-lateral travel agreements, regional travel blocks, countries added and removed from safe lists as the COVID 19 situation changes. Keeping abreast of the shifts in the space has been extremely challenging and medium to long term planning near impossible with the number of moving parts.

There have been shifts in the mind-set of consumers when it comes to their destination choices and how they consider, plan and book travel. Similarly, destinations have adapted to the new reality with enhancements in the way they entice and engage with potential travelers. Shifts in consumer bucket lists / consideration sets, the core destination value proposition assets, products, services, infrastructure, COVID 19 response and regulations. The strategies employed by destinations have changed the landscape of travel and understanding these dynamics for each competitor is important to South Africa's own strategy development and building of competitive advantage.

WHAT IS NEEDED?

To this end South African Tourism requires live data that is accurate, recent and based on the current destination status of competitors. Access to various sources on how competitor destinations approach their destination value proposition, marketing campaigns and engage with audiences before, during and after their trip. This information is required to cover the destination's consumer and business travel approaches including MICE. We need to understand the following competitors in detail:

Egypt, UAE, Kenya, Australia, New Zealand, Thailand, India, Brazil, USA, Canada, UK, France and Switzerland.

To fully identify opportunities for destination South Africa requires and benchmarking of competitors, identification of gaps and white spaces as well as critical areas where South Africa needs to improve to be on par with other destinations in the consideration set. This includes availability of online information, ease of access to information and responsive and accurate information on relevant activities, attractions, accommodation, air tickets, road transport and land border process etc.

From a domestic (South African outbound) and African consumer perspective (proximate alternative destinations on the continent) we need an analysis of Botswana, Namibia, Mozambique, Zambia and Malawi, Eswatini and Lesotho - for Africa land markets (tourists from Zimbabwe, Botswana, Mozambique, Lesotho, Namibia, Eswatini, Zambia and Malawi). Also, tourists travelling out of South Africa - which destinations compete with domestic travel. Analysis to include both air travel destinations and land travel destinations.

For South Africa to grow there is a need to discriminate between what is the current value proposition and what are the emerging opportunities, audiences and technologies in the near future. This deep and wide analysis of competitor trends will be required to broaden the perspective on what lies on the horizon for travel.

This data is required quarterly and continually tracked over the next 3 years.

When providing your response, we appreciate that you may not have a complete suite of solutions for all the competitors. Please be clear in your response which competitors you are able to provide a solution for.

Estimate cost and time resource requirements in your response indicating what information is available.

The above information is required to:

- Identify existing and emerging trends in selling tourism among competitors to create parity and eventually competitive advantage for SA
- To determine the COVID 19 regulations status of all destinations that compete with South Africa - both direct competitors and indirect competitors
- To understand the mind-set of consumers when it comes to these identified competitors and the shifts in their bucket list / consideration set
- To understand the destination value proposition of competitors - assets, products, services, infrastructure, COVID 19 response and regulations
- To understand each competitor's specific strategies and the changes to these strategies brought on or planned due to COVID 19
- To understand the tourism destination i.e. DMO, Country or Regional best practice business and marketing strategies
- To understand budgeting and resourcing
- To understand destination pricing dynamics, packaging approach
- Deep dive into advertising channel selection, brand content and creative
- Deep dive into where they play in terms of target regions, markets and segments
- To create a benchmark of market share
- To create a benchmark of meaningful insights, marketing intelligence, planning and decision making relative to competitors
- To determine if we have new or emerging competitors based on consumer trends, behaviour or intentions - both direct and indirect
- To understand aviation availability, pricing and network including feeder and connecting flights

COMPLIANCE REQUIREMENTS

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 **Friday 30 July 2021 at 14h00 (South Africa Time CAT (GMT +2)).**

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.