



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 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 (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

The Corona pandemic has affected life as we know it, from the work environment to home life to entertainment and all facets of life. This pandemic has had a great impact on destinations; most travel products and distribution channel were impacted adversely by this pandemic; many have closed their doors or ceased to be viable channel for travel while others minimized their cost or place their business on pause until the travel industry becomes viable again.

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 are many unknowns for example is the brick-and-mortar traditional travel agent still relevant to the post-corona travelers? Have there been shifts in booking in an online environment? How do cancellation policies affect booking in these uncertain times? Where and how do consumer book for domestic, short haul as well as long haul travel?

WHAT IS NEEDED?

South African Tourism requires live data that is accurate, recent and based on the current travel behaviours and intentions. Access to platforms which read into the travel information databases from bookings of air ticket sales, itinerary reservations, hotel and other accommodation supply. This information is needed for South Africa and for the global distribution system in South African Tourism key markets. The provider or providers must have access to live retail, online and aggregator information.

This information is required from consumer and business travel including MICE. We need to understand the travel audiences in:

South Africa (Domestic),

Zimbabwe, Mozambique, Lesotho, Eswatini, Botswana, Namibia, Zambia, Malawi, Nigeria, Kenya,

China (incl Kong Kong), Japan, India, Australia,

UK, France, Spain, Italy, Germany, Netherlands, Russia,

USA, Canada, Brazil

A key consideration is that the travel distribution channel has broadened beyond the traditional travel trade as defined narrowly as Tour Operators, Travel Agents (online and offline), Online Travel Aggregators. We would like to include in the scope all non-traditional travel providers such as online platforms, consumer rewards programs from banking, retail and all other sectors. An example is how Amazon, Facebook Travel, Google Travel, AirBnB have created innovative disruption to how travel is acquired in various markets across the world. In addition, with these disruptions caused by the global pandemic many tourism properties, activities, attractions and providers have built direct to customer approaches and the responding solution would need to also take this into consideration.

Addressing growth will also need to discriminate between what is currently available and what are the emerging opportunities, audiences and technologies. To this end a deep and wide analysis of 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 markets. Please be clear in your response which markets or regions 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:

- Build a clear map of the Tourism Value Chain within each market
- Identify direct to consumer touchpoints
- Identify all indirect, non-traditional intermediaries and support services within travel landscape
- Build a distribution engagement plan for the present and future of travel
- Develop a prioritised strategy for implementation in the broader distribution channel - along with incentive structures to ensure the right actions and outcomes are rewarded to drive growth
- Identify existing and emerging consumer segments and their path to purchase along with strategies to enhance South Africa's presence to drive preference and conversion of travel to SA
- Identify existing and emerging trends in selling tourism among competitors to create parity and eventually competitive advantage for SA.

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.