



**Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM Tender 202/21 - BUSINESS EVENTS BRAND EQUITY STUDY**

<b>Bid Description</b>	
<b>BUSINESS EVENTS BRAND EQUITY STUDY</b>	
<b>FOR</b>	
<b>THE SOUTH AFRICAN NATIONAL CONVENTION BUREAU</b>	
<b>Bidder Name:</b>	
<b>CSD MAA number</b>	MAAA
<b>Tender Number:</b>	SAT Tender Number 202/21
<b>Closing Time:</b>	12h00
<b>Closing Date:</b>	14 December 2021 <b>(No late submission will be accepted)</b>
<b>Compulsory Briefing Session:</b>	No
<b>Contact Person</b>	Lerato Segomotso
<b>Bid Submission Address</b>	<a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a>
<b>Envelope Addressing</b>	<p>SA Tourism has developed and implemented an online e-Procurement Portal, enabling bidders to respond to procurement opportunities as and when SA Tourism issues them. The Portal is the official Portal for SA Tourism, ensuring an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>The Portal enables a bidder to register as a supplier on the system, RSVP to tender briefings and submit tender responses on the Portal.</p> <p>The Portal's URL (<a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, Firefox and Safari. Therefore, interested bidders should immediately consider registering and submitting their bid proposals on the Portal, which has specifically been developed and implemented for this purpose.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website at <a href="https://www.southafrica.net/gl/en/corporate/page/tenders">https://www.southafrica.net/gl/en/corporate/page/tenders</a>.</p> <p>Therefore, all bidders should note that the physical drop-offs and courier of bid responses to SA Tourism's physical address are no longer permitted.</p>

	<p>Prospective tenderers must periodically review both <a href="http://www.southafrica.net/gl/en/corporate/page/tenders">http://www.southafrica.net/gl/en/corporate/page/tenders</a> and <a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a> for updated information or amendments concerning this tender, before due dates.</p> <p>Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects may invalidate the tender.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used. Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.</p>
	<b>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</b>
<b>Section</b>	Supply Chain Management
<b>Contact Person</b>	Lerato Segomotso
<b>Email Address</b>	<a href="mailto:leratos@southafrica.net">leratos@southafrica.net</a>

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

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**1 CLOSING DATE**

The closing date for the submission of proposals is **14 December 2021 at 12:00pm**. No late submissions will be accepted.

**2 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING**

2.1 SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on SA Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.

2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.

2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

**3 CONTACT AND COMMUNICATION**

3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Ms. Evah Mkwana via email [evah@southafrica.net](mailto:evah@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than **07 December 2021**.

All responses will be published by the **09 December 2021** on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and

<https://e-procurement.southafrica.net>.

## 4 SCOPE OF SERVICES

### 4.1 Scope of work

The South African Tourism (SAT) is the official destination marketing organisation whose mandate is to create demand and promote the country as the preferred tourist destination. The organisational mission is to drive tourism growth to benefit the economy of South Africa, through focused targeted marketing efforts across key international markets as well as the domestic market. The organisation's mission to drive tourism growth is founded on increasing the return on marketing expenditure through focused activities against key source markets. At the centre of South Africa's competitive advantage is the ability to invest in sound market insights that enable South African Tourism to make informed business and strategic decisions further empowering South African Tourism with tools to maximise the economic potential of tourism for the country and its people.

At the core of South African Tourism operations sits the commitment to make insights-driven decision-making, through sound research and analytics. While South African Tourism has invested heavily in building the knowledge bank of tourism information over the past decade or more, it is critical that South African Tourism improves its efforts in leading and being equipped with strategic and actionable insights that help the business achieve its key business objectives.

Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solution to the South African Tourism's business problem in determining the brand health of South Africa as a business events destination. The collected information allows South African Tourism to gain deeper insight that will support the marketing of South Africa.

### 4.2. Background to the Study

The South African National Convention Bureau (SANCB), a unit within South African Tourism, wishes to conduct a business events brand equity study that aims to understand the equity of South Africa as a business events destination. South African Tourism currently has a brand study that measures South Africa's brand as leisure destination and targets the travelling community. The business events sub-sector also previously referred to as MICE (Meetings, Incentives, Conferences and Exhibitions) forms an integral part of the tourism sector and is a key contributor to the tourism economy.

Brand equity is a multidimensional concept that is based on the evaluation of the brand and its perceived benefits. The imperative of this project is to foster a solid and salient brand that fulfils the key pillars that contributes to South Africa's brand equity as a business events destination.

The SANCB wants further to understand and barriers of South Africa as a business events destination amongst key decision makers in business events space.

The SANCB wants to position South Africa as a competitive business events destination in order to grow the number of business events as well as number of delegates attending these events. To achieve the above the brand would need to understand the market drivers, competitive landscape, barriers, and key brand attributes and market effects of a business events destination.

It is with this goal in mind that the SANCB would like to embark on this research study.

### 4.3. Objectives of the survey

The primary purpose of the survey is to measure the brand health and equity of South Africa as a business events destination across various markets and MICE segments (see Appendix A). The survey should track:

- Awareness of South Africa as a business events destination amongst key decision makers, compared to level of awareness amongst competitors
- Familiarity and perception of South Africa as a business events destination

- Determine the decision-maker consideration set when choosing a business events destination for MICE
- Identify brand attributes for South Africa as a business events destination
- Determine brand equity against competitors (this may be brand measure index that determines the brand equity vs competitors)
- Criteria (including trends in bidding criteria) that key decision makers apply to nominate or select destination of choice across the various MICE segments / geographies
- The buying process and decision-making process of decision makers
- Travel intent
- Covid-19 protocols (how Covid-19 has shaped travel and the business events subsector)
- Brand Evaluation module (measurement of brand campaigns)
- South Africa's performance on hygiene factors against its competitors

#### 4.5. Technical Specifications

- South African Tourism prides itself on high quality data collection and accurate data as information sits at the heart of decision-making within our organisation. It is therefore important that the proposal demonstrates compliance with local and/or global market research data quality standards, data security standards as well as maintaining industry standards for quality processes.
- Provide SA Tourism with an aggregate report, segment report, country report in PowerPoint format as well as a dashboard on key brand health performance indicators
- Compile survey results and deliver a cleaned electronic dataset in an asv. data file format
- Design a robust sample that allows for reporting at a segment level and country level, provide two cost options one with a coverage of 16 countries and another with a coverage of 18 countries (see Appendix A),
- The sample is to comprise of decisions makers, from business events organisations (see Appendix A)
- The data collection instrument used should be localised and back translated
- Project plan is to include - kick-off meetings, data collection instrument design, status meetings, field work timelines, dependencies by project team members
- Produce a technical report, to ensure continuity of the work
- A report on the meta-data for the survey. This report should cover:
  - Definitions and classifications
  - Procedures by which data is collected and processed
  - Operational elements such as measures of respondent burden, response rates, edit failure rates, test for straight lining, etc.
  - Statistical quality measures

#### 4.6. PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document. For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

The proposal is to include a detailed cost structure, the cost structure should outline costs by period; a 1 year (baseline) and 3 years.

APPENDIX - A

	<b>Meetings</b>	<b>Incentives</b>	<b>Conventions</b>	<b>Exhibitions</b>
<b>Priority Markets / Cities:</b>	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Montreal, (Canada), Beijing, Shanghai, (China) Berlin, Frankfurt, (Germany), Washington, Minneapolis, California (USA) Geneva (Switzerland) Dubai, Abu Dhabi, (UAE), Brussels (Belgium) Paris (France) Vienna (Austria) Rome (Italy), The Hague, (The Netherlands), Melbourne (Australia), London (United Kingdom), Mumbai (India), Singapore, Japan, The Russian Federation	Australia, Austria, Belgium, Brazil, Canada, China, France, Italy, Spain, Germany, India Japan, Netherlands, Turkey, UK, USA,

	Meetings	Incentives	Conventions	Exhibitions
<b>Organisations:</b>	Global Corporations	Global Corporations	Global Associations	Global PEOs
	Regional Headquarters	Incentive Houses	AMCs	Regional PEOs
	Corporate Agencies	Corporate Agencies	Core PCOs	
	National Headquarters	Regional Headquarters	Regional Associations	
	Third Party Planner	Third Party Planner		
	Intermediaries	Intermediaries		

Hygiene Factors	World Class Venue (Size, specs, catering, meeting rooms)
	Quality Accommodation
	Logistics / Venue: Technology and Connectivity (Internet)
	AV, sound, lightning, décor, entertainment etc (Hybrid Event Technology)
	Accessibility
	Visas (Access)
	Infrastructure: Speciality services, and experience (by e.g. PCO's and DMC's)
	Proximity to venue (and other services) & Quality Accommodation - (Quality assurance )
	Destination support: Local contact /liaison
	In-kind Support / Subvention
	Sustainability
	Strong local industry representation
	Health / Medical Access
	Safety & security
	Overall Pricing (Venue, Accommodation)



	Weather and seasonality
	Group travel experiences
	Social event options, experiences and entertainment