



Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM Tender 200/22 - ROUTE TO MARKET

Bid Description	
ROUTE TO MARKET	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 200/22
Closing Time:	12h00
Closing Date:	07 March 2022 (No late submission will be accepted)
Compulsory Briefing Session:	Yes
Date and Time:	18 February 2022 at 10h00 to 12h00
Briefing Meeting Link	https://meet.google.com/mxd-vogp-zvp?hs=122&authuser=0
Contact Person	Pulane Muligwa
Bid Submission Link	https://forms.gle/piA9egqkBjxBShV6
Section	Supply Chain Management
Contact Person	Pulane Muligwa
Email Address	Tenders@southafrica.net

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 THE CONTRACT

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1 CLOSING DATE

The closing date for the submission of proposals is **07 March 2022 at 12:00pm**. No late submissions will be accepted.

2 TENDER SUBMISSION LINK

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/piA9egqkBjxBShhV6>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Prospective tenderers must periodically review <http://www.southafrica.net/gl/en/corporate/page/tenders> for updated information or amendments about this tender before 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 Pulane Muligwa, via email at tenders@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 **21 February 2022**.

All responses will be published by **25 February 2022** on the following links:

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

3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

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 and 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 to provide strategic advisory services with a reputable track record and vast experience in this field to develop a Route to Market (Market Entry Strategy). The Route to Market Strategy allows South African Tourism to gain an in-depth understanding of the selected markets and effectively tap into the potential of these markets that will support the marketing of South Africa and the recovery of the tourism industry.

4.2 Background to the study

South African Tourism is a research lead organisation, and the insights gained from research are one of the key success factors in the markets we operate in. However, due to the COVID-19 pandemic and the significant impact on travel behaviours and consumption, consumers were impacted adversely by this pandemic and thus changed their travel and tourism consumption. In alignment with this, South African Tourism has since updated its Market Prioritisation & Investment Framework (MPIF) to identify priority markets to optimise its marketing investments across the identified targets and distributing resources, that will assist it in the recovery of the tourism industry and the growth of tourism to achieve its objectives.

The Route to Market Strategy will cover a combination of the below six markets. Depending on cost, South African Tourism may or may not include all six markets

- USA
- Canada
- France
- Italy
- Russia
- Japan

The Route to Market strategy will need to include a thorough analysis of each market, identify the potential segments of consumers to focus on and the related messages and channels to use, recommendations on investments, both financial and human resources, that will be

required to succeed in these markets; key performance indicators to measure successes and how it will be measured.

4.3 Objectives of the study

The primary purpose of the Route to Market Strategy is to develop an entry strategy to gain an in-depth understanding of the markets to tap into the potential of the markets effectively. Considering the potential of these six markets as attractive source markets for SA Tourism, the Route to Market Strategy framework needs to cover factors such as political and economic landscape, consumer and competitive review, access to information and tourism outflows, and highlight market characteristics that should influence SA Tourism's financial and human resource investment plans. The project will need to answer the following key questions for each country under consideration:

- Macro-economic market conditions
 - What is the macro-economic and tourism landscape of each market?
 - What potential do the markets hold for SA Tourism in terms of outbound tourism
 - How do the local business and regulatory environment work (including the impact of COVID-19)?
 - How do they affect SA Tourism's market entry options? (visas, airlift, etc.)
- Trade and competitive landscape impact on SA Tourism's Market Entry
 - How does the tourism trade market structure affect SA Tourism's entry into the markets?
 - How does each market's travel and tourism value chain look, who are the key players and the ideal partners for SA Tourism to leverage?
 - What can SA Tourism learn from competing destinations that have successfully penetrated the markets?
 - How does SA Tourism position South Africa as a business events destination in the markets?
- Tourism consumer behaviour (including in-depth consumer needs and market segments)
 - Who are the primary consumer segments in the market?
 - What are the inherent travel needs and behaviours of the key consumer segments?
 - How can the key segments be approached for long-haul travel?
 - What are the shifts in travel patterns and behaviours in these markets due to the COVID-19 pandemic?
 - What messaging and communication channel should SA Tourism use to best reach the segments?
- Resources required to operate in the market
 - What is the most suitable strategy to enable SA Tourism to successfully enter the focus markets?
 - What is the most efficient and effective plan that SA Tourism should implement to enter the markets?
 - What investments and resources are required to support the implementation plan?
 - What key metrics should be employed to track the performance of the strategy in the coming years?
 - How can SA Tourism effectively manage and leverage the trade channels in these markets?
 - Investment model evaluation includes the need for in-country operators vs

virtual support from head office, hybrid configurations, and due diligence around each option, including labour laws, language, cultural fit, etc.

The assessment is expected to support the development of various SA Tourism initiatives to enable the timely capture of outbound tourism flows. The scope of the study should only be focused on the above six markets.

4.4 Technical Specifications

Bidders will need to propose a methodology to gather market and consumer insights from various primary and secondary data and information sources to gain specific and actionable insights on each market that will allow SA Tourism to grow its market share in these markets.

Deliverables:

- All data collection tools translated and transcribed in collaboration with SA Tourism
- Individual country Route to Market report in a presentation format or any other format agreed upon by SA Tourism and the bidder
 - The presentation must contain all the relevant information and recommendations for SA Tourism
- A detailed consumer engagement strategy that outlines for SA Tourism how to attract and convert them to travelling to South Africa
 - This needs to include a guide for SA Tourism's positioning.

4.5 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. For the avoidance of doubt, the detailed pricing schedule should 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, and the cost structure should outline costs by market.

- USA
- Canada
- France
- Italy
- Russia
- Japan