



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - (SAT TENDER NUMBER GLOBAL CHANNEL DISTRIBUTION & COMPETITOR LANDSCAPE 199/22).

Summary of the Evaluation Phases (table below):

Table 1: Evaluation Summary

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Desktop Technical Functional evaluation	Phase 3 Presentations of demo presentation with examples of data and insights	Phase 4 Price and Preference (B-BBEE) evaluation
Bidders' responses will be evaluated based on Table 2 below.	<p>Only bidder(s) who score 75% and above on Phase 2 will proceed to Phase 3 for demo presentation.</p> <p>The Tender/Evaluation Matrix Cross Reference:</p> <p>Bidders should reference the criteria to the portfolio of evidence in the bid proposal.</p>	<p>Shortlisted bidders from Phase 2 who met the minimum threshold of 75% will be invited for demo presentation.</p> <p>Demonstrate how they will answer to our needs within the scope of the project either with dummy data or actual data from previous work done with anonymised clients. They will also demonstrate their proposed approach towards providing data, insights, and strategic recommendations. Presentations should not exceed 1 hour with 45 min presentation and 15 minutes for questions. We want to see the breadth and depth of the data, their understanding and expertise within tourism, and their ability to synthesise the information into a story.</p>	Shortlisted bidders from Phase 3 who met the minimum threshold of 75% will be evaluated on an 80/20 preference point system.

Phase 1: Administrative and mandatory bid requirements

All documents must be completed, each page initialised and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Table 2: Phase 1 Evaluation

Document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin
B - BBEE Certificate 1		B - BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf <i>(Failure to submit an affidavit will result in non-compliant on the preference points system)</i>
Annexure A-Invitation (SBD 1)		Complete, initial each page, and sign the standard bidding document (SBD) where applicable
Annexure B-Registration on Central Supplier Database (CSD)		All agencies, including proposed partner/subcontractor agencies must be registered as a service provider on National Treasury's Central Supplier Database (CSD). If you are not registered, proceed to complete the registration of your company before submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration.
Annexure E-Declaration of Interest - SBD 4)		Complete, initial each page, and sign the SBD where applicable
Annexure D-Preferential Procurement SBD 6.1		Complete, initial each page, and sign the SBD where applicable
Annexure F-Declaration of Bidder's Past Supply Chain Management Practices - SBD 8		Complete, initial each page, and sign the SBD where applicable
Annexure G-Certificate of Independent Bid Determination - SBD 9		Complete, initial each page, and sign the SBD where applicable

Phase 2: Desktop Technical Function Evaluation = Weighting out of 100 basis points

All bidders are required to respond to the technical functional evaluation criteria (Table 3: Desktop Technical Functional evaluation) and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

Bidders will be required to achieve a minimum threshold of 75% to proceed to Phase 3 for Price and B-BBEE level of contribution evaluation.

Table 3: Phase 2: Desktop Technical Functional Evaluation

Deliverables / Performance Indicators	Weight Allocated	Reference pages in the bidder's proposal.
<p><u>Company Track Record</u></p> <p>Criterion 1A: Demonstrate credentials</p> <ul style="list-style-type: none"> • Demonstrate the level of Credentials and Experience relevant to the scope of work. <ul style="list-style-type: none"> ○ Bidders must demonstrate breadth and depth of tourism sector knowledge, data, and insights encompassing all verticals (including but not limited to aviation, accommodation, experiences, and support services), including strategic interventions on tourism brands, destination management, and associated value chains <p>Established full-service data and insights led company with a proficient servicing team that has the capacity, skills, and tools to collect, analyse and present/display data inefficient ways that enable the development of business strategies. Experience in servicing both tourism and non-tourism industry clients.</p> <ul style="list-style-type: none"> • More than 10 years of research/strategy experience and providing tourism data intelligence solutions = (score 5) • Less than 10 years and more than 8 years of research/strategy experience and providing tourism data intelligence solutions = (score 4) • Less than 8 years and more than 6 years of research/strategy experience and providing tourism data intelligence solutions = (score 3) • Less than 6 years and more than 4 years of research/strategy experience and providing tourism data intelligence solutions = (score 2) • Less than 4 years and more than 2 years of research/strategy experience and providing tourism data intelligence solutions = (score 1) • Less than 2 years of research/strategy experience and providing tourism data intelligence solutions = (score 0) 	10	
<p>Criterion 1B: Demonstrate previous delivery</p> <ul style="list-style-type: none"> • The service provider is required to provide three (3) contactable client references where its services can be verified. References should be presented in the form of a written letter on official letterhead from clients who have received similar services <u>stating clearly</u> what work was done for them. 	5	

<p>EACH BIDDER MUST PROVIDE:</p> <ul style="list-style-type: none"> Positive references - Testimonial must <u>reflect delivery against objectives and KPIs</u> and delivering full service Reference letters should not be older than four (4) years from the closing date of this RFP. No appointment letters from clients will be accepted as reference letters <p>SCORING:</p> <ul style="list-style-type: none"> 3 contactable client references within 4 years = (score 5 points) 2 contactable client references within 4 years = (score 4) 1 contactable client reference within 4 years = (score 3) Contactable references between 5-10 years old = (score 2) Contactable references between +10 years old = (score 1) References that do not meet the criteria =(score 0) 		
<p>Coverage breadth</p> <p>Criterion 2A: Global aviation coverage (international and domestic) Aviation information depth and coverage of the globe including all international and domestic - i.e., the list of data sources and tourism data partners (based on sources or combination of sources and collective market coverage of the regions and countries) that include ticketing agents, bed-banks, GDS data, Airline or transactional data, etc.</p> <ul style="list-style-type: none"> 5 or more reputable data sources with a demonstration of contents shown with examples in the proposal = (score 5) 3 or more reputable data sources with a demonstration of contents shown with examples in the proposal = (score 4) 1 or more reputable data sources with a demonstration of contents shown with examples in the proposal = (score 3) only 1 reputable data source with a demonstration of contents shown with examples in the proposal = (score 2) only 1 reputable data source with no demonstration of contents shown with examples in the proposal = (score 1) No data sources mentioned or demonstration of contents and examples (score 0) 	10	
<p>Criterion 2B: Global accommodation coverage (international and domestic) Accommodation information depth and coverage of the globe including all international and domestic - i.e., the list of data sources and tourism data partners (based on sources or combination of sources and collective market coverage of the regions and countries) that include ticketing agents, bed-banks, GDS data, Hotel or transactional data, etc.</p> <ul style="list-style-type: none"> 5 or more reputable data sources with a demonstration of contents shown with examples in the proposal = (score 5) 3 or more reputable data sources with a demonstration of contents shown with examples in the proposal = (score 4) 1 or more reputable data sources with a demonstration of 	10	

<p>contents shown with examples in the proposal = (score 3)</p> <ul style="list-style-type: none"> only 1 reputable data source with a demonstration of contents shown with examples in the proposal = (score 2) 1 point = only 1 reputable data source with no demonstration of contents shown with examples in the proposal = (score 1) No data sources mentioned or demonstration of contents and examples = (score 0) 		
<p>Criterion 2C: Global coverage Provide a clear and detailed list or map of global footprint, demonstrate the countries with offices and countries covered that have detailed tourism information</p> <ul style="list-style-type: none"> Universal coverage - all destinations including South Africa (Domestic) = (score 5) Selected coverage - full flexibility to select any destinations limited to 40 or more destinations including South Africa (domestic) i.e., 24 SAT priority markets and 16 competitors of SAT's choosing = (score 4) Limited coverage - full flexibility to select any destinations limited to 20 or more destinations including South Africa (domestic) i.e., most of SAT priority markets and some of the competitors of SAT's choosing = (score 3) Restricted coverage - only the major global destinations i.e., Top 20 outbound markets (with no flexibility to select SA specific competitors) = (score 2) Fixed coverage - only the major global destinations i.e., Top 10 outbound markets (with no flexibility to select SA specific competitors) = (score 1) Non-allocation of points = less than 10 outbound markets analysed = (score 0) 	10	
<p><u>Data & Information</u></p> <p>Criterion 3: Demonstrate the depth and detail of the data and information with the insights of looking at the segments and profiles such as gender, age, generation, traveler profile, e.g. business and MICE, leisure, niche segments, and special interest groups, including but not limited to green travel, sustainable travel, conservation travel, educational tours, faith-based or religious travel groups, family travel, kid-centred travel, LGBTQ+ travel, niche travel groups (adventure, gastronomic / food, and cuisine, sport, wedding, honeymoon, nature, and wildlife, health and wellness, birding, etc.)</p> <ul style="list-style-type: none"> The demonstration of the ability to aggregate as well as drill down into the data will be an added advantage (i.e., the ability to create annual, quarterly, monthly, weekly, or daily views). Similarly, the level of detail in terms of combining countries and regions as well as the level of granularity to drill down into country level and city level views. 	10	

<p><u>FIVE REQUIREMENTS:</u></p> <ul style="list-style-type: none"> • The demonstration of the ability to aggregate as well as drill down into the data (i.e., ability to create annual, quarterly, monthly, weekly, or daily views) • The demonstration of the ability to aggregate as well as drill down into the data (i.e., ability to create global, regional, multi-country, and single country views and further drill down to city level or other more detailed geographical parameters) • The demonstration of the ability to aggregate as well as drill down into consumers in different segments, interest groups, and demographic breakdowns such as age, sex, gender, life stage, income, travel behavior, and travel experience • Demonstrate that they have considered possible limitations to the solution presented and advise how additional information and data sources have been added to mitigate these limitations • Demonstrate how deliverables and formats will be flexible and encourage the depth of analysis to a detailed level to provide clear insight and recommendations <p><u>Scores will be allocated as follows from the above:</u></p> <ul style="list-style-type: none"> • If a bidder meets all five requirements as set out in the bullet points above a full = (score 5). • If a bidder meets four of the requirements above = (score 4) • If a bidder meets three of the requirements above = (score 3) • If a bidder meets two of the requirements above = (score 2), • If a bidder only meets one requirement = (score 1) • If the methodology is not aligned to any of the requirements = (score 0) 		
<p><u>Strategy, Insights & Recommendations</u></p> <p>Criterion 4: Demonstrate the ability to synthesise and summarise complex information into a simple cohesive story that enables understanding and provides clarity on the actions needed. Presentations, deliverables, and data shared that provide direction and strategic recommendations find opportunities and unearth new audiences and sub-segments.</p> <ul style="list-style-type: none"> • Provide evidence of expertise in tourism and each vertical (including but not limited to aviation, accommodation, experiences, and support services) with an in-depth understanding of leisure travel, MICE travel, tourist consumer behaviors, and segments, and ability to identify and isolate niche tourism audiences • Identification of best practice and benchmarking recommendations against the latest information, trends, and strategies employed within the tourism sector and within consumer marketing in general. Isolation of business and MICE tourism processes and best practice with pointed recommendations to bring South Africa to parity and find opportunities for the creation of competitive advantage. 	<p>10</p>	

<p><u>Scores will be allocated as follows from the above:</u></p> <ul style="list-style-type: none"> • Provision of example outputs that expertly show summaries with cohesive stories and clear narrative = (score 5) • Provision of example outputs that show well-presented summaries with cohesive stories and clear narrative = (score 4) • Provision of example outputs that show well-presented summaries with cohesive stories and narrative = (score 3) • Provision of example outputs that show poorly presented summaries with cohesive stories and narrative = (score 2) • Provision of example outputs that show poorly presented summaries with no cohesive stories and no clear narrative = (score 1) • No summaries presented with no examples of cohesive stories and narrative = (score 0) 		
<p><u>Technology, Deliverables & Reporting</u></p> <p>Criterion 5:</p> <ul style="list-style-type: none"> • Infrastructure and capacity and a global network • Demonstrate data processing capabilities including software that will be used to process data • Demonstrate methods of how data quality will be insured (Assessment of compliance and methods, quality measures that are applied by the entity to ensure that the data is of sound quality, include local or global data security, privacy, and data quality compliance documents) • Ease of access to reporting with real-time, timeous, flexible, and easy-to-use reporting tools. Additional reports, ad-hoc presentations, and continuous engagement between client servicing team and SA Tourism <p>Provide details on what applications/tools will be used. Show how efficient and technologically advanced the tools and methods employed in the project are. Show how the tools /methods are cost-effective and/or robust, and/or lead to a quicker turnaround time compared to traditional tools and methods</p> <p><u>ALL BIDDERS MUST DEMONSTRATE:</u></p> <p>A. Global network = Offices or presence in all continents with presence in more than one country per continent OR B. Regional network = Offices or presence in all continents with presence in at least one country per continent</p> <p><u>AND:</u></p> <ul style="list-style-type: none"> • Best practice applied on the latest tools, well-reasoned methodologies, and processes of the project demonstrated clearly = (score 5) • Industry standards applied on the latest tools, well-reasoned methodologies, and processes of the project demonstrated clearly = (score 4) • Industry standards applied on the tools, well-reasoned methodologies, and processes of the project demonstrated = (score 3) 	<p>15</p>	

<ul style="list-style-type: none"> • Industry standards applied on the tools, stating methodologies and processes of the project demonstrated = (score 2) • Industry standards not applied on the tools, methodologies, and processes of the project = (score 1) • Methodology not presented = (score 0) 		
<p><u>Team Experience & Project Plan</u></p> <p>Criterion 6A: Experience</p> <ul style="list-style-type: none"> • Proposed project team that will be assigned to the project and their experience • Team must be composed of the following: <ul style="list-style-type: none"> • Account manager (Main point of contact) • Data scientist (address data queries) • Support team <p>The proposed project team that will be assigned to the project and their experience:</p> <p>1. Account manager/ Main point of contact should have:</p> <ul style="list-style-type: none"> • 15+ years research experience = (score 5) • 14 years research experience = (score 4) • 5 - 9 years research experience = (score 3) • 2 - 4 years' experience = (score 2) • 1 year = (score 1) • Less a year (score 0) <p>2. Data scientists should have:</p> <ul style="list-style-type: none"> • 15+ years research experience = (score 5) • 10 - 14 years research experience = (score 4) • 5 - 9 years research experience = (score 3) • 2 - 4 years' experience = (score 2) • 1 year = (score 1) • Less a year (score 0) <p>3. Support team members should have an average of:</p> <ul style="list-style-type: none"> • 15+ years research experience = (score 5) • 10 - 14 years research experience = (score 4) • 5 - 9 years research experience = (score 3) • 2 - 4 years experience = (score 2) • 1 year (score 1) • Less a year (score 0) 	<p>3</p> <p>4</p> <p>3</p>	
<p>Criterion 6B: Deliverables, Frequency of Reporting, and Support</p> <p>A detailed project implementation plan with timelines from inception to completion (with deliverables and dependencies). The variety of options and innovative examples of presentations, dashboards, and raw</p>	<p>10</p>	

<p>data to be provided and the demonstration of the formats and the quality of outputs.</p> <ul style="list-style-type: none"> • Detailed timeline with detailed presentation and workshop sessions, deliverable frequency and dashboard data updates available on a daily or weekly basis, and a contactable resource for questions and data requests = (score 5) • Detailed timeline with detailed presentation and workshop sessions, deliverable frequency and dashboard data updates available on a weekly/bi-weekly basis, and a contactable resource for questions and data requests= (score 4) • Detailed timeline with detailed presentation and workshop sessions, deliverable frequency and dashboard data updates available on a bi-weekly or monthly basis, and a contactable resource for questions and data requests (score 3) • Detailed timeline with detailed presentation and workshop sessions, deliverable frequency and dashboard data updates available on monthly basis, and a contactable resource for questions and data requests = (score 2) • Detailed timeline with detailed presentation and workshop sessions, deliverable frequency, and dashboard data updates available every quarter every quarter, and a contactable resource for questions and data requests = (score 1) • No detailed timeline, no presentation, and workshops, no deliverables, no data updates provided = (score 0) 		
<p>Total Weight</p>	<p>100</p>	

If required, they will be at a high level where criteria will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below, where each Bid Evaluation Committee (BEC) member will rate each criterion on a score between (0-5) which will be multiplied by the weight for each criterion using the following value scale/matrix and those scored broken down on the functional evaluation criteria above.
- The scores allocation of 0-5 that are not defined on the functional evaluation table above will be evaluated as per the below matrix:

Table 4: Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above-average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	4
Acceptable	Satisfies 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.	3
Minor Reservations	Satisfies the requirement with minor reservations . 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.	2
Serious Reservations	Satisfies the requirement with major reservations . 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.	1
Unacceptable	Does not meet the requirement . 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.	0

Phase 3: Presentations of demo presentation with examples of data and insights.**Table 5: Phase 3 Evaluation**

Deliverables / Performance Indicators	Weight Allocated	Reference pages in the bidder's proposal.
<u>Demonstration of work process</u> <ul style="list-style-type: none"> Demonstration of internal work processes and quality assurance approaches. Bidders need to explain in detail their methodologies, safeguards of quality through their presenting of their data, insights, and analysis of tourism data 	25	
<ul style="list-style-type: none"> Storytelling 	20	
<u>Storytelling & Recommendations</u> <ul style="list-style-type: none"> Bidders' articulation and presentation, storytelling, and ability to make recommendations that follow from the data. Drawing conclusions that are logical well-reasoned and accessible to the audiences that will be required to make action plans based on the presentation of competitor and distribution channel strategies 	20	
<u>Quality of deliverables and visualisation</u> <ul style="list-style-type: none"> The look and feel of the presentation and professionalism of deliverables, quality of visual storytelling, and variety of deliverables. The account management teams' demonstration of presentation skills 	15	
<u>Expertise & Support</u> <ul style="list-style-type: none"> Present the account management team planned for the duration of the contract and the main point of contact. Provide details and specifics of the overall support to be provided during the period of the project, level of expertise, and subject matter expertise within the account management team 	20	
Total Weight	100	

Phase 4: Price and BBBEE Evaluation (80+20) = 100 points

Only bidder(s) who meets the minimum threshold of 75% for the pitch presentation during Phase 3 will be further evaluated for comparative price and BBBEE level of contribution.

The total points for price evaluation (out of 80/20) and the total points for BBBEE evaluation (out of 20) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status

level of contributor after the consolidation of points will normally be considered as the preferred bidder with who South African Tourism will enter into further negotiations.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered unsuccessful. That was tendered for.

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution by the table below

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered unsuccessful.

END.