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Date: 20 May 2022

RFQ/20/NCB/22

Dear Supplier

**Subject Matter: Research on Market Access Platforms in Africa and Asia Pacific**

The South African National Convention Bureau (SANCB), a business unit within South African Tourism (SAT), invites reputable and experienced market research companies to submit proposals that demonstrates their ability and capability to deliver services as required through this request for proposal.

The South African Tourism Board is a public entity, which is listed under Schedule 3A of the Public Finance Management Act (PFMA) (Act No. 1 of 1999). Its existence accords with the Tourism Act (Act No. 3 of 2014).

Functions of the South African Tourism Board:

- Market South Africa as a domestic and international tourist destination;
- Market South African tourism products and facilities internationally and domestically;
- Develop and implement a marketing strategy for tourism that promotes the objectives of the Act, and the National Tourism Sector Strategy (NTSS);
- Advise the Minister on any other matter relating to tourism marketing; and
- With the approval of the Minister, establish a National Convention Bureau in order to market South Africa as a destination for business events by:
  - Co-ordinating bidding for international conventions; and
  - Liaising with other organs of state and suitable bodies to promote South Africa as a destination for business events.
  - Reporting to the Minister on the work performance of the National Convention Bureau.

**1. Background and Scope of Work**

The SANCB was formed in 2012 with a mandate to position and sell South Africa as a preferred business events destination. Core objectives of the SANCB are to cultivate the nation's business events industry through growing the size of business events in the country; increasing measured impact of business events on tourism yield and geographic distribution; and establish business events industry as a driver of job creation, skills development and transformation.

The function of SANCB is to also identify key strategic platforms that can service South Africa's supply of leisure and business events and to create access for South African products to showcase their offerings at various global platforms. South African Tourism is currently participating in platforms that were identified through the strategic Platforms evaluation exercise.

The selection criteria for these platforms was based on the sizes of the platforms in terms of global coverage; (e.g. regions that participate per platform, number of countries that participate per platform); number of exhibitors the show is able to attract, and the turn-over that South African products yield from attending these platforms. These platforms also had to be aligned to South Africa's Marketing Prioritisation and Investment Framework (MPIF). The MPIF is a strategic marketing framework that the South African Tourism employs to determine which markets to invest in to get optimum return on investment from.

South African Tourism has since identified 24 key markets, and the markets are classified as:

- **Africa Land:** Botswana, Lesotho, Namibia, Malawi, Mozambique, eSwatini, Zambia and Zimbabwe,
- **Africa Air:** Kenya and Nigeria
- **Asia Pacific:** Australia, China, India and Japan
- **Europe:** France, Germany, Italy, Netherlands, Russia, Spain and United Kingdom
- **Americas:** Brazil, Canada and USA

Current key strategic platforms are;

- Arabian Travel Market (ATM), Dubai
- FITUR, Madrid
- International Tourism Exchange (ITB), Berlin
- IMEX Frankfurt
- IMEX America
- World Travel Market (WTM), London
- IBTM World

These strategic platforms are employed by South African Tourism as market access tools for South African products. The objective of South African Tourism with these platforms is to;

- Create commercially viable platforms that will benefit the South African economy
- Promoting South Africa and contributing to enhancing the country's brand appeal as both a leisure and business events destination
- Lead in creating value for the leisure and business events industry by providing sustainable and inclusive market access on a global stage

Further to this, the function of these strategic platforms is to;

- Showcase South Africa as both a holiday and business events destination
- Grant South Africa a competitive advantage and presence in the global tourism arena;
- Market and sell SA travel and tourism products to international travel and tourism buyers;
- Providing South African SMME travel and tourism businesses a platform to market and promote their businesses and consequently promote the diversity of tourism offerings in South Africa. Meeting and transacting with international buyers;

The seven platforms are utilised as leverage opportunities by different stakeholders to meet our mandate and these are;

- To position South Africa as a leisure and business events destination
- The platforms are utilised for bilateral partnerships by our ministry, Department of Tourism for country to country relationships

And as South African Tourism the platforms are employed;

- To showcase SA Tourism marketing, trade and sales initiatives
- For brand repositioning and enhancement
- To drive tourism industry recovery platform creation
- The platforms connect South Africa and the Globe for potential collaboration
- To punt destination messaging which includes Brand Advocacy and Thought Leadership

The pandemic, however, presented some degree of austerity for global business events. Physical meetings were halted, and the activities of business events could not ensue as usual. Further to this, there were uncertainties of when countries would re-open for tourism and business events activities. This limited business transacting between buyers and exhibitors, as well as hostings of group events by destinations.

Domestic Tourism is anticipated to drive tourism recovery, then regional travel before travel picks up onto a global scale. This trend was dictated by the varying degrees of destination travel restrictions across markets. Historical indicators show that regional travel is usually higher than international travel. For South Africa, regional travel accounts for about 71% of arrivals to South Africa. To revive and maintain that momentum South African Tourism (SANCB) is looking to identify key strategic platforms (trade platforms) within Africa that will be employed as key marketing tools for South Africa as both a leisure and business events destination.

In the current portfolio, the strategic platforms from developed regions (America, Europe) show considerable demand for Southern African product. Demand and market interest for Southern African product from regions such as Asia Pacific, was not known. There may be various reasons to this, however, a plausible action could be to re-look at alternative platforms that are better suited in these regions that will yield a return of investment for South African product.

The outcome of the project will assist the core team in their future strategic planning.

- Tradeshows from the regions Africa and Asia Pacific (excluding South African platforms) that South Africa should attend to yield optimum ROI for the South African product, that are from South Africa's key source markets (Marketing Prioritisation and Investment Framework) and to identify SADC focused platforms

The following are to be considered relating to qualifying trade platforms, although not limited to these:

- Size of platforms by showing demand across regions (which regions buyers are from), should have a regional/global coverage
- Demand and best platforms per market for the Southern African product
- Qualifying platforms should be accredited trade platforms and feature in the exhibition calendar list;
- Tradeshows receptive to new product offerings/destination;
- The platforms should have a Business to Business (B2B) model;
- The totality of qualifying platforms should have either leisure or business platforms, however there should be a measure that determines which trade platform would be best per market as well as key attributes that show the advantages as well as disadvantages per platform
- There should be a composite score that shows the attributes / variables that were considered upon selecting qualifying trade platforms per region / market
- Identify opportunities or barriers for South Africa per region /market

#### **Deliverables:**

- Questionnaires



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- Composite scoring measure document (Excel, dashboard, simulation tool or otherwise)
- PowerPoint Presentation

**Timing:**

20 May 2022

**Cost structure and project plan:**

Suppliers must submit the total price for the assignment based on the skills, resources and time allocated to the project. Suppliers should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

**2. Evaluation Method:**

The evaluation process of proposals will comprise of the following phases:

Table 1: Evaluation summary

Phase 1	Phase 2
Functionality	Price
Proposals will be evaluated in terms of functionality	Suppliers that have successfully progressed through to Phase 2 will be evaluated on Price

**Functionality:**

“functionality” means the measurement according to predetermined norms, as set out in the RFP documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability and viability of a service and the technical capacity and ability of a supplier.

Table 2: Functional Evaluation Criteria

Deliverables / Performance Indicators	Weight
Points allocation will be full points on satisfactory of the below criterion or none scoring of points for failure to submit satisfactory information refer to #	
Criterion 1: <ul style="list-style-type: none"> <li>• Experience relevant to the scope of work under this RFP, service provider should show understanding of the travel and tourism industry, business events and trade platforms ecosystem</li> <li>• The service provider is required to provide three (3) contactable client references where its services can be verified. References should be presented</li> </ul>	10



<p>in the form of a written letter on official letterhead from clients who have received market research services stating clearly what work was done for them</p> <ul style="list-style-type: none"> <li>Services provider should not be older than five (5) years from the closing date of this RFP. No appointment letters from clients will be accepted as reference letters</li> </ul>	
<p>Criterion 2: Research Design</p> <ul style="list-style-type: none"> <li>Provide a comprehensive application of the research design and demonstrate understanding of the business goal/problem to include research methodology, data collection, and sampling and motivate why the proposed research design is the best in answering the business problem</li> <li>Service provider should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations</li> <li>Proposal to include output examples reflecting the study objectives</li> </ul>	40
<p>Criterion 3: Infrastructure and capacity</p> <ul style="list-style-type: none"> <li>Provide evidence of a field force and fielding tools</li> <li>Demonstrate data processing capabilities including software that will be used to process data</li> <li>Demonstrate methods of how data quality will be insured (Assessment 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 and data quality compliance documents)</li> <li>Provide details on what applications/tools will be used. Show how efficient and technologically advanced the tools, 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</li> </ul>	35
<p>Criterion 4: Proposed project team that will be assigned to the project and their experience</p> <ol style="list-style-type: none"> <li>Advisory person(s) should have: <ul style="list-style-type: none"> <li>20+ years research experience (5 points)</li> <li>15 - 19 years research experience (4 points)</li> <li>11 - 14 years research experience (3 points)</li> <li>5 to 10 years research experience (2 points)</li> <li>Less than 4 years research experience (1 point)</li> </ul> </li> <li>Research Project leader should have:</li> </ol>	10



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<ul style="list-style-type: none"> <li>• 10 years research experience (5 points)</li> <li>• 7 - 9 years research experience (4 points)</li> <li>• 5 - 6 years research experience (3 points)</li> <li>• 3 - 4 years' experience (2 points)</li> <li>• 1- 2 years (1 point)</li> </ul> <p>3. Support team members should have an average of:</p> <ul style="list-style-type: none"> <li>• 15+ years research experience (5 points)</li> <li>• 11 - 14 years research experience (4 points)</li> <li>• 8 - 10 years research experience (3 points)</li> <li>• 5 - 7 years research experience (2 points)</li> <li>• Less than 5 years research experience (1 point)</li> </ul>	
<p>Criterion 5: Project implementation plan</p> <p>Provide a detailed project implementation plan with timelines from inception to completion of the project; (WITH DELIVERABLES AND DEPENDENCIES)</p>	5
TOTAL	100

**Table 3: Evaluation Matrix**

Proposals will be evaluated strictly according to the evaluation criteria stipulated in this section

- Suppliers must submit supportive documentation for all functional requirements. The official responsible for scoring the respective proposals will evaluate and score all proposals based on submissions and the information provided
- The score for functionality will be calculated in terms of the 1 - 5 rating scale as shown in the functionality criteria matrix above
- The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria
- The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the supplier which meets the highest score will be deemed the preferred proposal

**Important notice:** A minimum threshold of 70% has been set for suppliers to achieve for FUNCTIONALITY during the evaluation process of Phase 1. Any supplier who does not achieve at least 70% will be eliminated and will not qualify for further adjudication for price comparison.

### 2.1 Adjudication and Final Award of project

The successful supplier will be the lowest bidder who meet.

### 3. National Treasury Centralized Supplier Registration and B-BBEE Certificates



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All submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

Proposals which does not include these documents will not be considered.

#### **4. Deadline for submission**

All proposals must be e-mailed, in PDF format, to [quotes@southafrica.net](mailto:quotes@southafrica.net) later than 12h00PM on **31 May 2022** and should remain valid for at least 3 months after the closing date.

#### **5. Confidentiality**

The request for a technical and cost proposal and all related information shall be held in strict confidence by suppliers and usage of such information shall be limited to the preparation of the bid. All suppliers are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual. The suppliers may not disclose any information, documentation or products to other clients without written approval of SA Tourism.

#### **6. Terms of engagement**

Prior to commencing with the assignment, the successful supplier will be required to meet with the Chairperson of SA Tourism's Audit and Risk Committee to align the final statement of work (SOW) and criteria for approval.

#### **7. Payments**

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful supplier shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful supplier unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall be made into the supplier's bank account normally 30 days after receipt of an acceptable, valid invoice.

#### **8. Non-compliance with delivery terms**

The successful supplier must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the supplier that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Audit and Risk Committee must be given immediate written notice to this effect.

#### **9. Retention**

Upon completion of the assignment and / or termination of the agreement, the successful supplier shall on demand hand over to SA Tourism's Audit and Risk Committee all documentation, information, etc. relevant to the assignment without the right of retention.

#### **10. Cost**



The supplier will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the supplier will be borne by SA Tourism.

#### **11. Cancellation of the request for proposal**

SA Tourism may, prior to the award of the bid, have the right to cancel the RFP if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable proposals are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

The appointment of the successful supplier will be subject to the signing of a Service Level Agreement with South African Tourism which will clearly outline the key deliverables, project duration and other terms and conditions which will be negotiated at the appropriate time.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

**Telephone: (+27)11-895-3000**

**Email: [quotes@southafrica.net](mailto:quotes@southafrica.net)**

**SBD4-BIDDER'S DISCLOSURE**





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**1. PURPOSE OF THE FORM**

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

**2. Bidder's declaration**

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest<sup>1</sup> in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....  
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

<sup>1</sup> the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



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2.3.1 If so, furnish particulars:

.....  
.....

### 3 DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium<sup>2</sup> will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

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<sup>2</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.



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I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....  
Signature

.....  
Date

.....  
Position

.....  
Name of bidder