



COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER!

REQUEST FOR INFORMATION (RFI)-INNOVATION IN TOURISM EVENTS.

1. INTRODUCTION

South African Tourism (SAT) is a leading organisation, promoting the unique tourist attractions of South Africa to both international and domestic tourists. As part of our commitment to fostering innovation and enhancing the tourism experience, we are keen on identifying ground-breaking solutions that could revolutionise the tourism sector. In line with this, we are seeking information from innovative firms that are developing transformative solutions that could significantly boost the tourism industry.

2. PURPOSE OF THE RFI

This RFI is intended to gather insights and information from competent and experienced firms that are pioneering innovation in the tourism sector. The data collected from this process will inform SAT's upcoming Innovation in Tourism event, where selected firms will be invited to showcase their solutions. Ultimately, the insights from this event will guide SAT's future strategic engagements and potential partnerships to enhance our tourism offerings.

3. SCOPE OF SERVICES

We are particularly interested in innovative solutions in the following areas:

- Innovative technologies and applications for tourism marketing
- Digital transformation and optimisation of tourism services
- Virtual and augmented reality experiences for tourism
- Artificial Intelligence and Machine Learning application development for tourism
- Internet of Things (IoT) solutions for visitor engagement
- Data-driven decision-making solutions for tourism
- Sustainable and responsible tourism innovations
- Innovative tourism product development

4. REQUESTED INFORMATION

Vendors are requested to provide information on:

4.1 Company Profile: Describe your firm, including its specialization in the innovation for the tourism sector, years in operation, and size.

4.2 Experience: Detail your experience related to the scope of services outlined in section 3.0. Include examples of past work, particularly within the tourism industry and in markets similar to South Africa.

4.3 Showcase Proposal: Provide a brief outline of what your showcase at the Innovation in Tourism event would entail. This should include a description of the innovative solution(s) you intend to present and how they could potentially transform the tourism sector.

4.4 References: Provide contact information for at least three references for whom you have provided similar services.

5. RESPONSE

Please send your responses electronically by <https://forms.gle/hiR3F5mT5hg48L59A>. Responses should not exceed 20 pages.

Closing Date: **19 July 2023 at 12h00.**

Late submissions will not be considered.

6. CONTACT

Any questions or requests for clarification should be submitted via email to quotes@southafrica.net

Please note that this RFI does not constitute a commitment by SAT to procure any services or to extend an invitation to the Innovation in Tourism event. After reviewing responses, SAT may invite selected vendors to present further information or showcase their solutions at the event.

Thank you for your time and interest in assisting South African Tourism in our mission to revolutionise the tourism sector through innovative solutions.