



**SOUTH AFRICAN TOURISM**

## **COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER!**

### **REQUEST FOR INFORMATION (RFI)-DATA SCIENCE SERVICES**

#### **1. INTRODUCTION**

South African Tourism (SAT) is a premier organisation tasked with marketing South Africa's diverse attractions to both domestic and international tourists. As we strive to adopt advanced technologies in our marketing strategies and unlock the economic potential of our data, we are seeking information from firms specializing in the field of data science and AI application development.

#### **2. PURPOSE OF THE RFI**

The purpose of this RFI is to gather insights and collect information from competent and experienced firms in the fields of data science and AI. This information will inform SAT's upcoming Request for Proposal (RFP). The successful firm will collaborate with us to develop a comprehensive data science framework, build AI applications, and help unlock the commercial potential of our data.

#### **3. SCOPE OF SERVICES**

We are particularly interested in the following services:

- Data analysis and predictive modelling
- Advanced analytics and machine learning
- AI application development and integration
- Data visualization and reporting
- Customer segmentation and profiling
- Market trend identification and forecasting
- Conversion optimization through data-driven insights
- Strategic consultancy on data commercialisation

#### 4. REQUESTED INFORMATION

Vendors are requested to provide information on:

**4.1 Company Profile:** Describe your firm, including its specialisation in data science and AI, years in operation, and size.

**4.2 Experience:** Detail your experience relevant 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 Methodology:** Describe your approach to the scope of services mentioned above. Provide an outline of your processes for data analysis, predictive modelling, AI application development, database design and management, data commercialisation, and conversion optimisation.

**4.4 Training and Development:** Discuss your approach to data science and AI training and development. Provide specific examples of past projects and their outcomes.

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

#### 5. RESPONSE

Please send your responses electronically <https://forms.gle/NW1QWuW4eNCfHwuW7> 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](mailto:quotes@southafrica.net)

Please note that this RFI does not constitute a commitment by SAT to procure any services. After reviewing responses, SAT may invite selected vendors to provide further information or submit a proposal through a formal RFP process.

Thank you for your time and interest in assisting South African Tourism in leveraging data science and AI for advanced marketing strategies and data commercialisation.