



**SOUTH AFRICAN TOURISM**

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

### **REQUEST FOR INFORMATION (RFI)-BEHAVIOURAL ECONOMICS SERVICES**

#### **1. INTRODUCTION**

South African Tourism (SAT) is a leading organization entrusted with marketing South Africa's diverse offerings to international and domestic tourists. Understanding the significant impact of behavioural economics on the success of our marketing strategies and campaigns, we are soliciting information from qualified firms specializing in this field.

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

The purpose of this RFI is to gather insights and collect information from competent and experienced firms in the field of behavioural economics. This information will help inform SAT's upcoming Request for Proposal (RFP). The successful firm will collaborate with us to design and implement a behavioural economics model to enhance our marketing outcomes.

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

We are particularly interested in the following behavioural economics services:

- Market, competitor and customer behaviour strategy advisory
- Customer behaviour analysis and decision-mapping
- Customer choice and behaviour design & build
- Campaign testing methodology and statistical services
- Marketing science and campaign optimization
- Survey strategy and interview skills optimisation
- Long-term behavioural economics talent insourcing
- Behavioural economics training: graduate development/skills development

- Behavioural economics policy framing and implementation

#### 4. REQUESTED INFORMATION

Vendors are requested to provide information on:

4.1 Company Profile: Describe your firm, its specialisation in behavioural economics, years in operation, and size.

4.2 Experience: Detail your experience related to the scope of services outlined in section 3.0, with a specific focus on the application of behavioural economics. Include examples of past work, particularly within the tourism industry and in markets similar to South Africa.

4.3 Methodology: Describe your behavioural economics-driven approach to the scope of services mentioned above. Provide an outline of your process for campaign testing, marketing optimisation, survey strategies, and talent insourcing.

4.4 Training and Development: Discuss your approach to behavioural economics training and development for graduate level and skills 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/QpnjFogATGCNbKhV6>

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 our mission to deliver world-class marketing services for South African tourism.