



SOUTH AFRICAN TOURISM

REQUEST FOR INFORMATION (RFI)

1. INTRODUCTION

South African Tourism (SAT) is a leading organisation 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 specialising in this field.

2. BACKGROUND:

We are writing to invite suppliers to submit an RFI proposal for the development of a Product Competitive Index for South Africa.

South African Tourism is the DMO entity within the tourism industry in South Africa, dedicated to promoting and enhancing the country's tourism offerings. In our efforts to further strengthen the competitiveness of our destination, we recognise the need for a comprehensive Product Competitive Index.

3. WHAT IS A PRODUCT COMPETITIVE INDEX

The purpose of this index is to assess and compare the various tourism products available in South Africa, evaluate their strengths and weaknesses, and identify opportunities for improvement. This index will be a valuable tool for our organisation to make informed decisions regarding resource allocation, marketing strategies, and product development initiatives.

We are seeking a skilled and experienced supplier to undertake the following tasks as part of this project:

- Conduct a comprehensive evaluation of South Africa's current tourism offerings, taking into account various factors such as quality, uniqueness, market demand, sustainability, and visitor experience. This analysis should include an assessment of the environmental impact associated with these offerings.
- Include a comparative analysis of South Africa's competitors within the proposal. Provide an overview of other destinations or countries that are considered rivals to South Africa's tourism industry. This comparative analysis will help identify areas where South Africa can improve and differentiate itself from the competition
- Develop a framework and methodology for creating the Product Competitive Index, ensuring it is robust, reliable, and objective.
- Collect relevant data and information from various sources, including industry stakeholders, surveys, market research, and other reliable databases.
- Analyse the collected data and generate meaningful insights and rankings to determine the competitive performance of different tourism products.
- Prepare a comprehensive report highlighting the findings, recommendations, and actionable insights derived from the Product Competitive Index.
- Present the findings and report to our organisation, providing an opportunity for discussion and clarification.

If your organisation is interested in collaborating with us on this project, we kindly request you to submit a detailed RFI proposal outlining the following:

- Overview of your organisation
- Relevant experience and expertise in conducting similar assessments and creating competitive indices.
- In-dept proposed methodology and approach for developing the Product Competitive Index, highlighting the key steps, tools, and techniques to be utilised (this is the most important content of the proposal)
- Timeline and work plan, specifying key milestones and deliverables.
- Team composition, including the qualifications and experience of key personnel who will be involved in the project.
- Budget breakdown, including all costs associated with conducting the assessment and delivering the final report.
- Please specify what is needed from SAT in order to complete the project
- What are the key assumptions made in the RFI

4. RESPONSE

Please send your responses electronically by **27 July 2023 at 12h00** to the below Google link:
<https://forms.gle/BnBxTbZpW2eA4SSk8>

Responses should be at most 20 pages. Submissions must be on time to be considered.

5. CONTACT

Any questions or clarification requests should be emailed to quotes@southafrica.net by 20 July 2023.

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.