



## Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM Tender 226/23- DOMESTIC SURVEY

Bid Description	
DOMESTIC SURVEY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 226/23
Closing Date and Time:	26 September 2023 at 12h00
Compulsory Briefing Session:	No
Bid Submission Link	<p><a href="https://forms.gle/mTrsukHbwkZxUAF6A">https://forms.gle/mTrsukHbwkZxUAF6A</a></p> <p>Should bidders encounter any issues, queries must be directed in writing to <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a></p> <p>Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.</p> <p><b>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</b></p>
Section	Supply Chain Management
Contact Person	Pulane Muligwa
Email Address	<a href="mailto:tender@southafrica.net">tender@southafrica.net</a>

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

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<b>1</b>	<b>CLOSING DATE</b>
	The closing date for submitting proposals is <b><u>26 September 2023 at 12:00 noon</u></b> No late submissions will be accepted.
<b>2</b>	<b>Tender Submission Process</b>
2.1	Bidders must submit their proposals using the below link.  <a href="https://forms.gle/mTrsukHbwkZxUAF6A">https://forms.gle/mTrsukHbwkZxUAF6A</a>  Should bidders encounter any issues with the submission link, queries must be directed in writing to <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a>  Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. <b>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</b>
2.2	Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires, and specifications in all respects may invalidate the tender.
2.3	Tenders may be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
2.4	Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.
<b>3</b>	<b>CONTACT AND COMMUNICATION</b>
3.1	A nominated official of the bidder(s) can make inquiries in writing to the specified person, Ms. Pulane Muligwa, via email at <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a> . Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
3.2	Bidders are to communicate any technical inquiries through the nominated official in writing no later than <b>07 September 2023</b> .  All responses will be published by <b>18 September 2023</b> on the following links:  <a href="https://www.southafrica.net/gl/en/corporate/page/tenders">https://www.southafrica.net/gl/en/corporate/page/tenders</a> ;

### 3.3. VALIDITY PERIOD

The tender proposal must remain valid for Five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the contract period.

### 3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

## 4 SCOPE OF SERVICES

### 4.1 Problem Statement

Despite the growing importance of domestic tourism in South Africa, there is a lack of comprehensive, granular, and real-time data and insights on traveler preferences, spending patterns, and various local destinations in the country. This knowledge gap hinders effective policymaking and marketing strategies aimed at promoting domestic tourism. Therefore, a focused and thorough domestic tourism survey is essential to address this information deficit and enable evidence-based decision-making. The insights gained from the survey data can enhance the competitiveness of local businesses and destinations by tailoring offerings to match the preferences of domestic tourists.

### 4.2 Scope of work

South African Tourism's mission is to contribute to inclusive economic growth by increasing the volume of tourists and the value contributed to the South African economy. At the center of its operations sits the commitment to insights-driven decision-making through high-quality research and analytics. While South African Tourism has invested heavily in building the knowledge bank of tourism information over the past decade or more, it is critical that we improve our efforts in leading the provision of strategic and actionable insights through leveraging futuristic tools and processes that enhance efficiency and promote high standard delivery.

Since 2007, South African Tourism has commissioned a monthly household survey of the South African population 18 years and older to measure headline indicators of domestic tourism. The following key indicators are measured:

- Volume: the incidence of domestic travel and how many trips are taken
- Value: how much is spent by domestic tourists
- Number of bed nights: The number of nights spent in various establishments
- Provincial distribution: How the volume, value, and bed nights are distributed between the nine provinces

- Seasonality: When do people travel?

We are now inviting proposals to collect statistically robust domestic tourism data using methods and processes that demonstrate innovation and promote efficiency.

#### 4.2.1. Background to the current survey

The core architecture of the survey achieves the following:

- Provides coverage of both locales and people through a multi-stage stratified sampling strategy, with Probability Proportionate to Size (PPS) sampling at higher stages of the sampling hierarchy and Equal Probability Selection Methods (EPSEM) at the lower stages;
- Primary sampling units (EAs) are selected using PPS, following which the individual households are selected using EPSEM. Individual respondents within households are selected using the Kish grid, and reweighting is used to account for non-response;
- A geographical frame is used as the basis to structure the PPS selection of EAs. This is essential to permit vertical analysis of returned data by geographical area (EAs, Sub-Place, Main Place, Geotype, Province) and thus achieve national, provincial and sub-provincial resolution;
- Uses race, age and gender as the benchmark demographics to structure the PPS selection of individuals, thereby ensuring sufficient representation of the national adult population;
- Every iteration of the survey (monthly, quarterly and annually) is weighted and reweighted to ensure proper congruence with the benchmark demographics in respect of location and individuals.

Sample weighting is achieved using the latest mid-year estimates from Stats SA, and by use of various weighting techniques, such as the integrated weighting technique and calibration weighting.

**The survey is designed to cover three categories of respondents, namely:**

- a) Non-travellers in the past 12 months;
- b) Travellers in the past 12 months; and
- c) Travellers in the past month

The data is collected through a structured questionnaire that is administered through a face-to-face interview in the respondent's home. The length of the interview varies depending on the number of trips taken by the respondent with the longest interview taking approximately one hour to administer. At present, the data is captured and delivered in SPSS format. The sample is currently of a size of 1 300 persons aged 18 years and above, per month.

#### 4.2.2 Objectives of the survey are:

- Determine the incidence of travel among the adult population;
- Quantify trips taken by travellers over a 12-month period;

- Understand the timing of trips to specific provinces;
- Measure the average length of stay per trip;
- Understand the usage of provincial facilities, such as accommodation, transport and tourist attractions;
- Measure satisfaction with various provincial facilities and overall friendliness and efficiency of the provincial Tourism product;
- Determine an approximate value of the trips, taking all trip related expenditure into account;
- Identify the reasons for travelling and not travelling; and
- Identify the incidence of province choice and reasons for choosing that particular province.

#### 4.2.3 What we are looking for?

The successful company will be required to:

- Design a statistically significant sample size covering all provinces and allowing for comparability with the results obtained in previous studies.
- Presently, the monthly sample of 1 300 is only representative on a national scale when observing travel patterns of the population who have taken a trip in the last month. We seek to collect similar provincially representative travel data that is statistically significant monthly. The bidder is expected to design a justifiable sample size that will provide valuable inferential information on the target population.
- Propose a justifiable sample size that will be representative of the adult population of South Africa, backed up with valid statistical evidence of rigor.
- Design a questionnaire (translated into all relevant languages) that will meet the objectives of the survey and support innovative data collection.
- Collect the data that will meet the objectives of the survey and support decision-making in South African Tourism to achieve our goals.
- Provide domestic tourism forecasts nationally and provincially to summarize the outlook for domestic tourism in South Africa. These forecasts must be produced by employing an evidence-based approach which combines quantitative modelling and expert analysis.
- Manage all logistics related to the research operations and provide monthly reports to SA Tourism;
- Ensure the necessary quality measures are in place, both in field and in the compilation of data files. SA Tourism requires monthly process and methodology audits that would identify deficiencies in operations and data collected and ensure that corrective action is taken early to guarantee data validity;
- Design a weighting methodology that allows for continuous reporting;

- Compile and deliver a cleaned electronic dataset in open format that will allow for importing to a SQL-server based data warehouse;
- Deliver project documentation including fully documented meta data
- Monthly field reports inclusive of top-line analysis of key indicators (i.e. volume, value, geographic spread, etc.) and surrounding conditions (i.e. CPI, consumer sentiment, political instability in the area, etc.). Top-line analysis can be delivered in infographic, dashboard or other suitable innovative format;
- Quarterly and annual analysis of key indicators and surrounding conditions.

#### 4.2.4 Proposals should include and demonstrate at least the following:

- The sampling methodology and sample size for the survey that is both statistically significant, while at the same time allows the results to be compared on a similar basis to the surveys previously administered;
- Interviewing method that demonstrates efficiency while ensuring high quality response rates and minimizing bias;
- A project plan to improve reporting time to real-time or almost real-time;
- Dashboard with top-line indicators;
- Project plan on how the survey will be conducted, administered and managed monthly;
- Demonstrate how all field operations will be managed;
- How cleaned electronic datasets, appropriately weighted for the month, will be delivered;
- Detailed breakdown (both fixed and variable costs);
  - The proposal should clearly show separate costs to administer the survey and the cost for proposed sample options /methods
  - Additionally, the cost per interview must be stipulated
- The project team as well as the experience of the team members and the roles they will play in the project; - key resources at evaluation stage
- How the successful bidder will ensure both efficiency and continuity in this tracking study;
- Monitoring and evaluation methodology to ensure quality, bidder should be open to receiving random quality assurance requests from SA Tourism and provide evidence that work was done specifically to agreed standards;
- What value-add the successful bidder will bring to enhance the body of knowledge of SA Tourism in the domestic tourism environment?

- Bidders are also invited to add to their proposal an alternative approach to collecting domestic tourism statistics. The methodology must be sound, provincially and nationally representative yet cost-effective.
- Survey data that will allow SAT to segment the domestic tourism market
- Innovation on the survey processes/design

#### 4.6. PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document. For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

The proposal is to include a detailed cost structure; the cost structure should outline costs by period; 36 months, the quoted price should be inclusive of annual escalation and applicable taxes. If the taxes or escalation is not indicated on the final pricing, it will be assumed as inclusive.

The bidder should make a yearly breakdown of the cost as SAT may, at its sole discretion, decide to award in part i.e. award only for one year, two years, or three.

