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RFQ/TGCSA/15/02/2022

Date: 15 February 2022

Dear Supplier

Subject Matter: Online Tourism Sentiment Measurement

1. Background and Scope of work

South African Tourism Board (SA Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of SA Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a key strategic industry in terms of The National Tourism Sector Strategy documents as it supports governments' objectives of alleviating the triple challenges of unemployment, poverty, and inequality.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The success of delivering the mandate of SA Tourism is dependent on understanding and benchmarking South Africa as a destination to other destinations both competitors and non-competitor destinations.

To support efficient and effective understanding of SA Tourism's sentiment among the consumers of the world from which emerge the potential tourists and arrivals SA Tourism needs to gain data and insights:

- To understand the strengths and weaknesses of the South African Tourism brand, identifying the assets that encourage positive sentiment and the assets that can be more readily utilised to strengthen the brand and value proposition
- To give SA Tourism a better understanding of the interests to trigger consumer and tourism engagement
- To find levers for more effective campaigns to gain against competitors either through seeking parity in aspects important to tourists or to enhance the differentiation of South Africa in areas of uniqueness
- To identify the promoter and detractor audiences and the conversations points and topics driving either group and having an impact on tourism performance in various markets/ parts of the world

Project Objectives

The current procurement seeks a service solution to aid in answering the following questions:

- To understand overall attitude towards South Africa as expressed in online conversations through scanning and analysis and presentation of a summarized view
- To clarify the pockets of promoter, detractor and neutral audiences
- To benchmark the sentiment of South Africa against the sentiment of other destinations and the aggregate average sentiment
- To identify the trend of South Africa's sentiment over the years - i.e. is South Africa's Tourism brand perception improving, remaining the same or deteriorating
- To compare the sentiment of South Africa as a country or place brand and the specific Tourism brand as measured in sentiment and conversation about the tourism assets and services
- To assess the volume of conversation generated by South Africa around tourism in comparison with competitors
- To understand the details of a tourism destination brand, make up including the aspects of attractions and activities, wildlife and nature, history and culture, wellness and relaxation, food and entertainment, ancillary services and amenities
- To gain granular understanding of the contribution of aspects of attractions and activities, wildlife and nature, history and culture, wellness and relaxation, food and entertainment, ancillary services and amenities

Project requirements

- Global coverage of online conversation with regional and country granular detail for comparison
- Global tourism sentiment score or index for comparison and benchmarking against other destinations and the global average
- Online portal and dashboard for access and customised analysis
- Executive summary reports monthly and annual

2. Format of proposals

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and financial proposals.

Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicted below: -

- (a) Cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status;
- (c) Valid certified copy of B-BBEE certificate;
- (d) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work were undertaken.
- (e) Overview of the methodology your firm uses to facilitate the development of implementation plans;
- (f) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter;
- (g) Financial proposal to deliver the assignment, i.e. your firm's daily rate for facilitation services, including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (h) Declaration of Interest - SBD 4;
- (i) Preference Point Claim Form - SBD 6.1;
- (j) Declaration of Bidder's Past Supply Chain Management Practices - SBD 8; and
- (k) Independent Bid Determination - SBD 9.

3. Cost structure and project plan:

Suppliers must submit the total price for the assignment based on the skills, resources and time allocated to the project. Suppliers should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

4. Evaluation Process:

The evaluation process of proposals will comprise of the following phases:

Phase 1	Phase 2	Phase 3
Administration and Mandatory bid requirements	Functionality	Price and B-BBEE
Compliance with administration and mandatory requirements	Bids will be evaluated in terms of functionality. Bidders must meet the minimum threshold of 70% to proceed to Phase 3: Price and Preference (B-BBEE) evaluation. Failure to meet the minimum points threshold will result in disqualification in this phase	The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Evaluation Criteria	Weight Allocated
Credentials and experience relevant to the scope of work under this RFP • 5+ years of company being in existence • Experience on working with similar data and analysis solutions (methodology and holistic online tracking solution; suppliers should clearly state provision of data solutions, analysis and insights of this nature) The supplier is required to provide three (3) contactable client references where its services can be verified. References should be presented in a form of a written letter on an official letterhead from clients where similar services have been provided and should not be older than four (4) years. SCORING: • 3 contactable client references within 4 years - 5 points • 2 contactable client references within 4 years - 4 points • 1 contactable client reference within 4 years - 3 points • Contactable references between 5-10 years old - 2 points • Contactable references more than 10 years old - 1 point • References that do not meet the criteria - 0 points	15
Proposed methodology, technique and approach to be applied to the project: • Comprehensive application of the research design and demonstrate understanding of the business goal/problem (Supplier to give a thorough explanation of how they will address the objectives laid out and provide the required insights. They should demonstrate that they have considered possible limitations to the solution and advise how to mitigate possible limitations); • Technology applications/tools; supplier may propose efficient, technologically advanced tools that are either cost effective and/or robust, and/or have a quicker turnaround time compared to traditional tools • Proposal to include output examples of the proposed solution • Data validation / Quality assessment: (Supplier should relate, quality measures that are applied by the entity to ensure that the data is of sound quality) Scores according to Functional Evaluation Matrix: Excellent - 5 Good - 4 Acceptable - 3 Minor reservations - 2 Serious reservations - 1 Unacceptable - 0	30
Support The availability of training and support services as well as a contact person for queries. Provide the details on how data queries, in-depth training, on boarding and additional support for special analysis when required:	10

Scores according to Functional Evaluation Matrix: Excellent - 5 Good - 4 Acceptable - 3 Minor reservations - 2 Serious reservations - 1 Unacceptable - 0	
Capacity and Capability This detailed infrastructure and capacity presents: ➤ Bidder must provide evidence of global reach, teams or tools ➤ Bidder should relate, quality measures (data validation assessment) that are applied by the entity to ensure that the data is of sound quality ➤ Bidder needs to demonstrate compliance with data laws of each country ➤ Bidders must demonstrate the usage of advanced technologies, tools or methods to execute the study ➤ Bidders to give a thorough explanation of how they will conduct the study, and should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations Scores according to Functional Evaluation Matrix: Excellent - 5 Good - 4 Acceptable - 3 Minor reservations - 2 Serious reservations - 1 Unacceptable - 0	30
Deliverables and reporting of the findings done on monthly basis with access to live dashboard for customized analysis. Comparisons of SA results to competitor destinations and global average or norms for benchmarking purposes <u>FIVE REQUIREMENTS:</u> 1. The demonstration of the ability to aggregate as well as drill down into the data (i.e. ability to create annual, quarterly, monthly, weekly or daily views) 2. The demonstration of the ability to compare competitor destinations and comparison of South Africa to the global average 3. The demonstration presentation formats and contents an example of dashboard functionality and analysis that can be conducted on the data 4. Demonstrate that they have considered possible limitations to the solution presented and advise how additional information and data sources have been added to mitigate these limitations 5. Demonstrate how data exports can be conducted and the formats available along with contact information for queries and support Scores according to Functional Evaluation Matrix:	15

Excellent - 5 Good - 4 Acceptable - 3 Minor reservations - 2 Serious reservations - 1 Unacceptable - 0	
TOTAL WEIGHT	100

Functionality:

“**functionality**” means the measurement according to predetermined norms, as set out in the RFP documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability and viability of a service and the technical capacity and ability of a supplier.

Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above-average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods/services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations . Some minor reservations of the supplier’s relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods/services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with major reservations . Considerable reservations of the supplier’s relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods/services, with little or no supporting evidence.	0

Proposals will be evaluated strictly according to the evaluation criteria stipulated in this section

- Suppliers must submit supportive documentation for all functional requirements. The official responsible for scoring the respective proposals will evaluate and score all proposals based on submissions and the information provided.
- The score for functionality will be calculated in terms of the 1 - 5 rating scale as shown in the functionality criteria matrix above
- The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the supplier which meets the highest score will be deemed the preferred proposal.

Important notice: A minimum threshold of 70% has been set for suppliers to achieve for FUNCTIONALITY during the evaluation process of Phase 1. Any supplier who does not achieve at least 350 points or more (>70%) will be eliminated and will not qualify for further adjudication where only comparative price and B-BBEE level of contributor will be considered.

Points awarded for B-BBEE status level of contributor

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

“B-BBEE status level of contributor” means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

Awarding of Points for Price and Broad-Based Black Economic Empowerment

The suppliers that have successfully progressed through to Phase 2 (suppliers who meets the minimum threshold for functionality of 70%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for price while 20 points will be allocated for preference points for BBBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table: -

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Adjudication and Final Award of project

The successful supplier will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

5.National Treasury Centralized Supplier Registration and B-BBEE Certificates

All submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

Proposals which does not include these documents will not be considered.

6.Deadline for submission

All proposals must be e-mailed, in PDF format, to quotes@southafrica.net and cc leratod@southafrica.net no later than 12h00PM on **Wednesday the 23rd of February 2022** and should remain valid for at least 3 months after the closing date.

7.Confidentiality

The request for a technical and cost proposal and all related information shall be held in strict confidence by suppliers and usage of such information shall be limited to the preparation of the bid. All suppliers are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual. The suppliers may not disclose any information, documentation or products to other clients without written approval of SA Tourism.

8.Payments

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful supplier shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful supplier unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall be made into the supplier's bank account normally 30 days after receipt of an acceptable, valid invoice. Page 7 of 7

9.Non-compliance with delivery terms

The successful supplier must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the supplier that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Audit and Risk Committee must be given immediate written notice to this effect.

10. Retention

Upon completion of the assignment and / or termination of the agreement, the successful supplier shall on demand hand over to SA Tourism's Regional Insights Specialist all documentation, information, etc. relevant to the assignment without the right of retention.

11. Cost

The supplier will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the supplier will be borne by SA Tourism.

12. Cancellation of the request for proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the RFP if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable proposals are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

The appointment of the successful supplier will be subject to the signing of a Service Level Agreement with South African Tourism which will clearly outline the key deliverables, project duration and other terms and conditions which will be negotiated at the appropriate time.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

Lerato Dlamini
Sourcing specialist