



Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM Tender 205/22- DOMESTIC SURVEY

Bid Description	
DOMESTIC SURVEY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 205/22
Closing Time:	12h00
Closing Date:	05 September 2022 (No late submission will be accepted)
Compulsory Briefing Session:	No
Bid Submission Link	https://forms.gle/igkvAcTRt9F3K6Fi7 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net 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. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Section	Supply Chain Management
Contact Person	Pulane Muligwa
Email Address	tender@southafrica.net

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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

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1 CLOSING DATE

The closing date for the submission of proposals is **05 September 2021 at 12:00 noon** No late submissions will be accepted.

2 Tender Submission Process

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/igkvAcTRt9F3K6Fi7>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

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.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

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.

3 CONTACT AND COMMUNICATION

3.1 A nominated official of the bidder(s) can make inquiries in writing, to the specified person, Ms. Pulane Muligwa via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and sent to the above email address.

3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **19 August 2021**.

All responses will be published by **29 August 2022** on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders;>

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 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 centre 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 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 that for the collection of statistically robust domestic tourism data using methods and processes that demonstrate innovation and promote efficiency.

- The current business challenge is that - its Domestic Tourism Survey data is lagging behind by 2 months. A lot can happen in a week, 1 month, let alone 2 months. This is making it difficult for the organisation to champion the digital outlook for the tourism sector as well assisting the SAT Executive Management to make meaningful insights using real time data. To overcome this challenge there are requirements that need to be addressed and resolved.
- The first of those requirements is to shorten the duration between the time when the data is first collected and the time when this data is disseminated to be communicated to the business and its stakeholders to facilitate the decision-making process, hence a need for real-time data.
- There is also the requirement that the captured data should be accurate, valid, and relevant.
- Another requirement is to maintain the history of captured data to enable identifying trends as well as comparing past periods performance with current periods performance.

4.1.1. 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 StatsSA, 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 into and delivered in SPSS format. The sample is currently of a size of 1 300 persons aged 18 years and above, per month.

4.1.2 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.

4.1.3 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. In future we seek to collect similar provincially representative travel data that is statistically significant monthly.
- 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. An innovative approach is sought that will not compromise on quality however should ideally be pragmatic, advanced, efficient and cost-considerate. Bidders may propose changes to collection methods however must ensure data comparability with previous results.
- 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.
- Innovation and efficiency on all survey processes, i.e. From data collection to dissemination to meet real- time / almost real-time data.
- 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; data verification - data must be cleaned, code and back-checked.
- 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.

4.1.4 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 innovation while ensuring high quality response rates and minimizing bias;
- A summary of international best practices on innovations regarding data collection and processing. The bidder should demonstrate which of the innovations is best suited for the South African market, considering the country's lack of access to technology. In consideration of the unique South African context, the bidder is also expected to demonstrate how these innovations will be implemented;

- 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 in SPSS format, appropriately weighted for the month, will be delivered;
- Detailed breakdown (both fixed and variable costs);
 - The proposal should clearly show separate costing to administer the survey at the current sample size of 1300 as well as the cost for any other proposed sample/method
 - Additionally, cost per survey should be stipulated
- The project team as well as the experience of the team members and the roles they will play in the project;
- How the successful bidder will ensure both innovation and continuity on 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 on how to collect domestic tourism statistics. The methodology must be sound, provincially and nationally representative yet cost effective and innovative.

4.2 Conflict of interest

Service providers will be required to provide professional, objective and impartial advice and at all times hold the SAT's interests paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

Consultants will not be considered for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of SAT. Without limitation on the generality of this rule, consultants will not be hired under the following circumstances:

- A firm hired to provide consulting services for the preparation or implementation of a project and any of its affiliates, will be disqualified from subsequently providing goods or works or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project, unless the various firms (consultants, contractors, or suppliers) are performing the contractor's obligations under a turnkey or design-and-build contract;
- Consultants or any of their affiliates will not be hired for any assignment which, by its nature, may be in conflict with another assignment of the consultants. As an example, consultants hired to prepare an engineering design for an infrastructure project should not be engaged to prepare an independent environmental assessment for the same project, and consultants assisting a client in the privatization of public assets should not purchase, nor advise purchasers of such assets.

4.3 Association between consultants

Service providers may associate with each other to complement their respective areas of expertise, or for other reasons. Such an association may be for the long term (independent of any particular assignment) or for a specific assignment. The “association” may take the form of a joint venture or a sub-consultancy. In case of a joint venture, all members of the joint venture should sign the contract and are jointly and severally liable for the entire assignment. Once the bids or Requests for Proposals (RFPs) from service providers are issued, any association in the form of joint venture or sub-consultancy among firms should be permissible only with the approval of SAT. SAT will not compel consultants to form associations with any specific firm or group of firms, but may encourage associations with the aim to enhance transfer of skills.

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; 1 year (baseline) and 3 years.

APPENDIX - A

	Meetings	Incentives	Conventions	Exhibitions
Priority Markets / Cities:	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Montreal, (Canada), Beijing, Shanghai, (China) Berlin, Frankfurt, (Germany), Washington, Minneapolis, California (USA) Geneva (Switzerland) Dubai, Abu Dhabi, (UAE), Brussels (Belgium) Paris (France) Vienna (Austria) Rome (Italy), The Hague, (The Netherlands), Melbourne (Australia), London (United Kingdom), Mumbai (India), Singapore, Japan, The Russian Federation	Australia, Austria, Belgium, Brazil, Canada, China, France, Italy, Spain, Germany, India Japan, Netherlands, Turkey, UK, USA,

	Meetings	Incentives	Conventions	Exhibitions
Organisations:	Global Corporations	Global Corporations	Global Associations	Global PEOs
	Regional Headquarters	Incentive Houses	AMCs	Regional PEOs
	Corporate Agencies	Corporate Agencies	Core PCOs	
	National Headquarters	Regional Headquarters	Regional Associations	
	Third-Party Planner	Third-Party Planner		
	Intermediaries	Intermediaries		

Hygiene Factors	World-Class Venue (Size, specs, catering, meeting rooms)
	Quality Accommodation
	Logistics / Venue: Technology and Connectivity (Internet)
	AV, sound, lighting, décor, entertainment, etc. (Hybrid Event Technology)
	Accessibility
	Visas (Access)
	Infrastructure: Speciality services, and experience (e.g. PCO's and DMC's)
	Proximity to the venue (and other services) & Quality Accommodation - (Quality assurance)
	Destination support: Local contact /liaison
	In-kind Support / Subvention
	Sustainability
	Strong local industry representation
	Health / Medical Access
	Safety & security
	Overall Pricing (Venue, Accommodation)

	Weather and seasonality
	Group travel experiences
	Social event options, experiences, and entertainment