



SOUTH AFRICAN TOURISM

COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER!

RFI-001-SIA-24 - REQUEST FOR INFORMATION (RFI)- MARKET PRIORITIZATION AND INVESTMENT FRAMEWORK.

1. INTRODUCTION

South African Tourism (SAT) is a leading organization entrusted with marketing South Africa's diverse offerings to international and domestic tourists. SAT is reaching out on behalf of South African Tourism to request a quotation for an upcoming project focused on Market Prioritization and Investment Framework.

2. PURPOSE OF THE RFI

It is important to note that this request is currently in the review phase. SAT is gathering proposals and quotations to evaluate our options and make an informed decision. This phase of the process should not be considered as a commitment or a guarantee of business from South African Tourism. The final approval for the project is still pending, and this request is part of our preliminary assessment.

3. SCOPE OF SERVICES

3.1. Background

SA Tourism is seeking a research supplier to assist SA Tourism in designing and implementing a robust Market Prioritization and Investment Framework. SA Tourism's strategies are centered around optimizing the utilization of available resources, and every three to five years, we undergo a data-driven process to identify the markets South Africa should invest in for the future. The goal is to determine which markets to grow and defend our market share. Our existing framework, known as the Marketing Investment and Prioritization Framework, serves as a guide for making investment choices. It aligns targets, market selection, and available resources to establish optimal marketing investments.

3.2.Objectives

- Conduct a comprehensive review of global markets, assessing their attractiveness and growth potential.
- Develop an agile, intuitive model to allocate marketing budgets to identified countries, adjusting arrival targets to maximize returns on investment.
- Formulate and test various market scenarios to create an optimal investment plan and performance review schedule based on allocated financial resources.
- Ensure the model enables adaptability to South African tourism's future performance and strategy adjustments.
- Align the investment framework with the core purpose, answering the 'why,' and incorporating the 'what,' 'where,' and 'how.'

3.3.Research Components:

Establish annualized and 10-year targets by leveraging data from an econometric model and define targets for 2034.

- Assess baseline and activated growth in arrivals for each market.
- Prioritize markets for marketing investment based on performance and outlook, South Africa's ability to win, existing market share, growth potential, and SA Tourism's mandate.
- Define priority markets based on the targets for 2034.
- Allocate funds across selected markets to identify the overall budget, leveraging the optimized acquisition cost.

Key Principles for Market Selection: Recognizing that source markets for South Africa differ based on connectivity and proximity, the analysis considers markets for Africa Air, Africa Land, and Overseas (the rest of the world) separately.

4. REQUESTED INFORMATION

Vendors are requested to provide information on:

- 4.1.A detailed breakdown of costs associated with the project.
- 4.2.An estimated timeline for the completion of the project.
- 4.3.Any other relevant information or insights pertaining to your approach and capabilities in relation to this project.
- 4.4.Company Profile: Describe your firm, its specialisation in relation to the scope, years in operation, and size.
- 4.5.Experience: Detail your experience related to the scope of services outlined in section 3 above. Include examples of past work, particularly within the tourism industry and in markets similar to South Africa.
- 4.6. Methodology and approach

- 4.7.References: Provide contact information for at least three references for whom you have provided similar services.

5. RESPONSE & SUBMISSION

Please send your responses electronically <https://forms.gle/QpnjFogATGCNbKhV6>

Closing Date: **31 January 2024 at 12h00.**

Late submissions will not be considered.

6. CONTACT

Any questions or requests for clarification should be directed to Thembelihle Nyide via email to 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.