



SOUTH AFRICAN TOURISM

Request for Information (RFI) - Tourism Market Insights

We are writing to request detailed information and a proposal for tourism market insights. Our objective is to gain a comprehensive understanding of various tourism markets across different regions, including Africa (Land and Air markets), Europe, Asia, and the Americas. The insights should encompass segmentation, consumer profiles, consumer travel patterns, and purchasing and payment behaviours.

Below is a list of the markets in which South African Tourism operates.



Requirements (Insights needed by South African Tourism):

- Market Segmentation:**
 - Identification of key market segments within each region.
 - Analysis of demographic, geographic, psychographic, and behavioural segmentation (or recommendations).
- Consumer Profiles:**
 - Detailed consumer profiles for each market segment.
 - Insights into consumer preferences, motivations, and behaviours.
- Consumer Travel Patterns:**

- Analysis of travel patterns, including peak travel times, preferred destinations, and modes of travel.
- Understanding of factors influencing travel decisions.
- 4. Purchasing and Payment Behaviours:**
 - Insights into how consumers purchase travel services (online, offline, via agents, etc.).
 - Preferred travel payment methods and any regional / country variations.

Data Collection Approach:

Please provide a detailed presentation outlining your approach to data collection, ensuring it is tailored to the nuances of each region. The presentation should be presented to SAT in an online meeting (scheduled for 1.5 hours). The presentation should include:

- 1. Overall Approach:**
 - Use of big data analytics, including data sources and processing methods.
 - Primary data collection methods, such as surveys, interviews, and focus groups (if applicable).
- 2. Regional Data Collection Nuances:**
 - **Africa (Land and Air markets):** Considerations for diverse cultural, economic, and infrastructural factors.
 - **Europe:** Addressing the diversity in travel behaviour across the markets above in Europe.
 - **Asia:** Handling vast and diverse markets as outlined above.
 - **Americas:** Including both the East and West coast considerations.
- 3. Data Collection Methods:**
 - The most effective and fast methods for data collection in each region.
 - The most cost effective data collection solution must be part of the thinking around data collection.
 - Leveraging technology, social media, and mobile platforms to gather real-time data.
 - Ensuring data accuracy and reliability through robust validation processes.
- 4. Use of Big Data:**
 - How big data will be integrated into the analysis.
 - Sources of big data (e.g., social media, travel booking platforms, mobile apps).
 - Analytical tools and techniques to derive actionable insights from big data.
- 5. Primary Data Collection (if applicable):**
 - Methods for conducting surveys, interviews, and focus groups OR other proposed collection methods that are more cost effective.
 - Sampling techniques to ensure representative data.
 - Data collection timeline and milestones.

Cost-Effective Strategies:

To bring the cost of research down without compromising on quality, we request that you explain your strategy in detail for collecting the insights specified above.

Proposal / Presentation Submission:

Please submit your proposal by email to Quotes@southafrica.net

Closing date : **26 July 2024 at 12h00**

Your Response should provide the following:

- Detailed methodology and approach for each requirement.
- Strategies to reduce research costs while maintaining data quality.
- Cost estimates and pricing structure.
- Previous experience and case studies relevant to this project.
- Previous studies, similar to the above conducted in the past.

Contact:

Any questions or requests for clarification should be submitted 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

We look forward to your comprehensive presentation and insights into how we can better understand and cater to the diverse tourism markets globally.

Thank you for your prompt attention to this request.

Sincerely,