

**PART B: SCOPE OF WORK****SA Tourism Tender Number SAT 271/24 Digital and Social Media Management services**

Bid Description	
Digital and Social Media Management services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 271/24
Issue date:	15 November 2024
Closing Date and time:	13 December 2024 at 12:00 pm (No late submission will be accepted) (E-mail submission will not be accepted)
Contact Person	Raymond Mabuela
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire 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.
Email Address	Tenders@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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1. CLOSING DATE

The closing date for the submission of proposals is **13 December 2024 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1. South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 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 must 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, Raymond Mabuella, via email at Tenders@southafrica.net. 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 **by 26 November 2024 at 12h00.**

All responses will be published by **29 November 2024** on the following link:

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

3.3. VALIDITY PERIOD

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

3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six months (36) month contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

4. DETAILED SCOPE OF WORK**4.1. Background and Opportunity**

South Africa's digital capabilities require a major overhaul to be in touch with the current best practices in the digital world. The use of technology and platforms in the customer journey needs to be clearly identified and requires specific strategic intervention(s) to ensure travellers are engaged at every step of the way.

South African Tourism require a digital partner to re-ignite the global tourism brand with specific emphasis on:

- Digital strategy linked to South African Tourism's Global Marketing and Brand Plan.
- Digital shifts, trends and innovation required to enhance customer / visitor experience.
- Digitalisation of the South African Tourism ways of working.

The winning bidder will be responsible for all digital marketing elements as it relates to brand, domestic travellers, international travellers, campaigns, visitor experience, stakeholders and internal corporate brand.

Digital - We live in a connected, immediate society	
Key focus area	Job to be done:
Brand	• Digital marketing strategy and plan with a dynamic eco-system activation mindset on a global and local scale. • Creation of a digital response hub: platform optimisation. • A guide or toolkit to be provided for local agencies to customise.
Domestic travellers	N/A
International arrivals	• Digital shifts and interventions required to achieve the tourist arrivals goals.
Campaigns	With the global campaign as an anchor: • Leisure campaign direction • B2B campaign direction • Event campaign direction • Grading Council/Visitor Experience • Corporate brand

Visitor Experience	Identify all digital touchpoints of the visitor experience journey and how to manage each touchpoint.
Tourism Grading Council	Identify all digital touchpoints of Quality Assured establishments and experiences. Customer Journey for Quality Assured establishments and experiences.
Stakeholder	Stakeholder management utilising digital tools: • Data sharing and layering • Data-driven tourism strategy advisory.
Internal corporate brand	• Digitalisation of the South African Tourism ways of working.

Pricing criteria:

Key considerations for pricing will include but not limited to:

- A digitally led social media management strategy across earned, owned and paid platforms.
- A digital strategy and plan to market South African Tourism's work to the key stakeholder universe.
- Digital content strategy and implementation.
- Production and editing of required content and material suitable for digital platforms.
- SEO strategy, implementation and management.
- Managing, curating and re-purposing of creative content elements across all platforms.
- Management of all digital assets and online platforms on a 24/7 basis. This includes Community management, best practices and managing new social media platforms for South African Tourism.
- To ensure South African Tourism is on par on digital trends and have a healthy digital footprint that can be monitored and measured.
- To measure and report the performance of all digital assets and online platforms.
- Reporting tools that are standard practice and will be made available to South African Tourism.
- This includes Social Listening ,analytics and insights across our digital and social media platforms .
- Agency fees breakdown in terms of personnel involved in the account, strategists, planners and buyers, traditional and digital specialists.
- Negotiated rates, discounts and added value where applicable.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where value adds and inter-agency agreements are applied.
- The core team that pitches must run the account for the first 12 months. In the event of a team member leaving the appointed bidder's employment within the first 12-months period, a suitable replacement of the same or more qualification, experience and calibre needs to be in place.

Reporting

- Quarterly review
- Monthly management reports
- Annual brand and competitor reviews
- Weekly status reports

Price Schedule

Share a commercial proposal for a 3 year retainer contract with South African Tourism

Tender 271/24.

South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Management fee, Resources rate card, and any other opportunities to enhance South African Tourism's digital footprint / online growth, i.e. Meetings Africa; Africa's Travel Indaba; Tourism Month; and any other applicable where South African Tourism has presence.

Table below indicates the annual budget estimates per category:

#	Tender Description	Budget approximation for 12 months
1	Digital and Social Media Management Agency	R18 000 000,00

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 (full cost of ownership to South African Tourism). South Africa will use

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