



SOUTH AFRICAN TOURISM

COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER

RFI-002-TGCSA-24 - REQUEST FOR INFORMATION (RFI)

**Review of business model, operational plan, and programme to drive a profitable programme
for the Lilizela Tourism Awards**

1. THE ORGANISATION AND OPPORTUNITY

South African Tourism Board (SAT) 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. Tourism is a key strategic industry contributing 8.2% to GDP which compares to Mining and other sectors.

The Lilizela Tourism Awards Program was initially launched in 2013 by the Tourism Minister, and has been considered as South Africa's premier travel and tourism awards. The aim of the awards is to recognize and celebrate tourism businesses for tourism excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation. This program honors the tourism sectors contribution in key identified categories (presentation attached). The travel and tourism sector participate in the awards program because it gives their businesses assured credibility and verified quality, promoting their offering in a highly competitive environment. The Lilizela Tourism Awards Program is owned by the national Department of Tourism and executed by SA Tourism. All costs relating to the funding of this program are borne by SA Tourism.

The Awards Program is a 10-month (concluding in November of each year) intensive operational project that acknowledges and honors the tourism sectors contribution in key identified categories. The travel and tourism sector participate in the awards program because it provides their businesses with assured credibility and verified quality, which promotes their offering in a highly competitive environment. Lilizela Awards is a culmination of provincial nominations across 'X' categories, culminating into an annual gala event where National winners are announced.

The National Lilizela Awards ceremony takes the form of a gala event where dignitaries, tourism leaders, nominees and media are invited to celebrate the tourism sector. This is a highlight in the tourism calendar and recognizes the contribution of individuals and business across the tourism sector. Lilizela Awards are considered extremely prestigious in the tourism sector with many properties proudly displaying their awards and accolades.

1.1. The Business Problem

The last awards was held in 2019. Lilizela Awards have not been held due to the tourism sector needing to prioritise recovery from the Covid-19 pandemic and financial constraints.

Lilizela is a brand with significant brand equity in the tourism sector however the 2019 business model is not cost efficient nor structured to optimize sponsorship and revenue generation. South African Tourism recognizes that this program has the potential to be advanced to a fully fledged sponsorship program with media, content and other rights.

South African Tourism does not have the internal expertise nor capability to model this programme with the appropriate business model for revenue generation.

2. PURPOSE OF THE RFI

The purpose of this RFI is to explore potential service providers and suppliers (sponsorship expert, rights and rights management, adjudication expert or jury management, events management company's and sales houses) who can review the business model, operational plan, and programme to drive a profitable programme for the Lilizela Tourism Awards. The high-level Lilizela programme has the following phases:

- Entry Phase - National
- Voting Phase - National
- Adjudication Phase - National
- Provincial Awards Phase (Finalists)
- National Awards Event (Winners)

There is an opportunity to create a value proposition to generate revenue in order to develop a self-sustaining business partnership model. This model must cater to the following:

- The Lilizela Tourism Awards program needs to be self-funding
- The entry process should be mobile and user friendly
- The public voting phase should be digitally aggregated
- The adjudication phase needs to be constituted with captains of the travel and tourism sector
- Rights ownership and management
- Opportunities for broadcast and media exposure
- A strong PR, marketing and advertising plan to be developed
- Partnership and sponsorship development,

Suppliers who specialise in the development of rights and right management programmes; sponsorship expert, rights and rights management, adjudication expert, events management company's and sales house are required to forward their contact details, company profiles, case studies or proof that they have developed similar business models that are successful with at least 3 other contactable clients, and proof that you are successfully registered on National Treasury's Centralised Supplier Database (CSD) if applicable.

For enquiries, please send an email to thembelihle@southafrica.net.

3. SUBMISSION AND CLOSING DATE

Please send your response to this RFI via e-mail to, Ms Thembelihle Nyide, e-mail: quotes@southafrica.net by no later than the **11 December 2024, at 12h00 (South African Time)**. Late submissions will not be considered.

It must be noted that responses to this notice are not offers and SAT does not intend to award a contract based on the responses to this notice, to pay for any information submitted, or for the use of such information. SAT may issue a Request for Proposal (RFP) for the purchase and implementation of a preferred solution. Furthermore, this notice shall not limit any rights of SAT, and SAT reserves all its rights including but not limited to its rights to elect not to procure the services that are the subject of this notice and its right to procure them from a vendor that has not responded to this notice. 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.