



SOUTH AFRICAN TOURISM

ANNOUNCEMENT OF THE AWARD OF BIDS

South African Tourism is a statutory body whose main objective is to promote tourism to and within South Africa, by marketing the country as a tourism destination both internationally and domestically. Although accountable to Parliament in South Africa, South African Tourism is an independent and impartial organization affiliated with the Government of The Republic of South Africa.

As a South African Government agency operating in Central Europe, our organization is compelled to operate within the confines of the Public Finance Management Act (PFMA) of The Republic of South Africa which has been established to secure transparency, accountability, and sound management of the revenue, expenditure, assets, and liabilities of all South African Government Agencies.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive, and cost-effective where every potential supplier is given the opportunity to offer goods and services to South African Tourism when needed.

Having regard for the aforementioned, this notice serves as a formal notification of tenders awarded by Having regard for the aforementioned, this notice serves as a formal notification of tenders awarded by South African Tourism:

Tender No # SAT	Tender description	Contract Awarded to:	Contract Amount	B- BBEE Level	Contract period	Contract effective date
230/23	Global PR Strategy Tactics and Roll Out Plan Development	Accenture Song Media	R58 000 000.00	1	18 December 2024	18 December 2027
231/23	Events and Activations Agency for the United Kingdom and Ireland	ROCKET EXHIBITIONS AND EVENTS LIMITED	Project- based	N/A	23 December 2024	23 December 2027

237/23	UK & Ireland Media and Advertising Agency	STORY 9	Project-Based	N/A	23 December 2042	23 December 2027
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