

**SOUTH AFRICAN TOURISM****COMPLIMENT OUR DYNAMIC TEAM AS A SERVICE PROVIDER****EOI-001-OCEO****Expression of Interests for Route Development Tourism Marketing****1. Introduction**

On the 4TH of December 2024, Cabinet approved the Tourism Route Development Marketing Plan for implementation. The plan is intended to use tourism as a vehicle to drive inclusive growth, job creation and poverty reduction. The Tourism Route Development Plan is anchored on collaborative public-private sector partnerships and aims to support route development and sustenance. The plan will also strengthen the position of South Africa's domestic airline services.

South African Tourism is inviting Proposals -expressions of interest (EOI) from qualified and experienced firms to submit proposals to lead the execution of the Cabinet approved Route Development Tourism Marketing Plan which aims to boost tourism arrivals, enhance the local economy, and improve the destination's global competitiveness.

2. Objective

The primary goal of this EOI is to solicit proposals from firms that will facilitate the execution of the Cabinet approved Tourism Route Development Marketing Plan, with an emphasis on promoting routes and destinations that cater to both leisure and business travellers.

3. Scope of Work

The scope of work for the selected firm will include but is not limited to:

- Market research and analysis to identify key growth opportunities for new tourism routes.
- Coordination of industry stakeholders and provincial structures including engaging in joint marketing efforts to create a unified approach to attracting travellers.
- Designing and executing a multi-channel marketing campaign, including digital, print, and media outreach.
- Building of a collaborative approach through public-private partnerships to drive air access leveraging of destination marketing efforts.
- Prioritise tourism marketing of route retention, route expansion, and new route introduction with a focus on Asia (China, India and Japan), Africa regional connectivity and domestic connectivity.

4. Eligibility Criteria

To be eligible for consideration, firms must meet the following criteria:

- South African based company,
- Proven experience in tourism marketing and route development.
- Extensive tourism route development marketing with a proven track of sourcing financial resources for tourism route development.
- Experience working with government agencies or tourism boards is preferred.
- A track record of creative and effective marketing initiatives.
- Demonstrate success in tourism marketing of route retention, route expansion, and new route introduction with a focus on Asia (China, India and Japan), Africa regional connectivity and domestic connectivity.

5. Proposal Submission Guidelines

Interested firms are invited to submit their proposal, which should include the following:

- A cover letter expressing interest in the project
- A brief company profile and relevant experience
- A detailed proposal in response to the Cabinet approved Tourism Route Development Marketing Plan.
- Proposed project budget and timeline
- Any additional supporting documents or case studies

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Alignment with the goals of the Cabinet approved Tourism Route Development Marketing Plan
- Creativity and innovation in marketing approach
- Experience and qualifications of the firm/team particularly proven success in previous similar projects.
- Value for money and cost-effectiveness of the proposed budget
- Track record of successful campaigns and outcomes

7. Submission Contact

All proposals and inquiries regarding this EOI should be directed to Thembelihle Nyide via email: thembelihle@southafrica.net

8. Closing Date

Closing date for this EOI is 21 February 2025, at 12h00 South African Time.

9. Closing Statement

We look forward to receiving innovative and impactful proposals that align with our vision for tourism growth and route development. This initiative represents an exciting opportunity to enhance the appeal of our destination and contribute to its future prosperity.