



SOUTH AFRICAN TOURISM

PART B: SCOPE OF WORK (SAT TENDER NUMBER SOUTH EUROPE 265/24)

Bid Description	
South Europe Integrated Marketing, Trade and Communications Agency	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number South Europe 265/24
Tender Publication	25 March 2025
Closing Time:	12h00 (France time)
Closing Date:	25 April 2025 at 12H00 PM (FRANCE TIME) (No late or email submission will be accepted)
Compulsory Briefing Session:	N/A
Contact Person	Hanh Nguyen
Bid Submission Address	https://e-procurement.southafrica.net
Section	Supply Chain Management
Contact Person	Hanh Nguyen
Email Address	Hanh@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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1 CLOSING DATE

The closing date for the submission of proposals is **25 April 2025 at 12h00 pm.** No late submissions will be accepted.

2 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 SA Tourism has developed and implemented an online e-Procurement Portal which will enable bidders to respond to procurement opportunities as they are issued by SA Tourism.

The portal is the official platform for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables bidders to register as suppliers on the system, 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 immediately consider registering and submitting their bid proposals on the portal which has been specifically developed and implemented for this purpose.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address are 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 regarding this tender, prior to due dates.

- 2.2 Failure to sign or mark this tender form, acknowledge, and accept the conditions in writing, or complete the attached forms, questionnaires, and specifications in all respects may invalidate the tender.
- 2.3 Tenders must be completed in black ink if mechanical devices, such as typewriters or printers, are not used.
- 2.4 Tenderers must check the numbering of the pages to ensure 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 enquiries in writing, to the specified person, Hanh Nguyen via email hanh@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writings and send them to the above email address.

- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 04 April 2025.

All responses will be published by the 08 April 2025 on the following links:

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

<https://e-procurement.southafrica.net>.

4 VALIDITY PERIOD

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

5 DURATION OF THE CONTRACT

South African Tourism intends to enter a thirty-six (36) month contract with the successful bidder. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

6 BUSINESS CASE & DETAILED SCOPE OF WORK

6.1 BUSINESS CASE

- A. South African Tourism aims to position South Africa as the preferred leisure and business destination of choice. Our business objectives are to increase visitor arrivals and spend from the South Europe region (France, Italy, Spain and Portugal) to South Africa. To achieve our set objectives, we must increase destination awareness and conversion. To achieve this, we communicate directly with consumers to create top of mind awareness, and we also build relations with trade and channel stakeholders to support and sell the destination effectively.

To effectively build destination awareness and adequately support trade, we require an integrated marketing, trade and communications agency for the next three years to assist with strategy and creative development, planning, campaign management, measurement, and analytics localisation overall execution. This is an important requirement to ensure the localisation of strategy and ensure that we build sustainable partnerships and drive conversion. The appointed agency will be responsible for, but not limited to, the followings:

- Brand & Creative Strategy
- Localisation of global communication and creative strategies
- Localise global campaigns through relevant digital platforms for consumer management
- Digital Marketing strategy
- Destination Experiential Marketing & Activations
- Digital Campaign Management
- Communication and marketing performance tracking
- Social media platform management, inclusive of copy production and community management
- Trade representation
- Trade Partnership strategy
- Public Relations
- Project Management
- Regional Operations Capability

The South Europe hub, based in Paris, specifies the work that needs to be carried out through its annual business plan by stipulating “Big Things” to be done. These “Big Things” consist of both trade and consumer focus. They are compiled through a process that entails monitoring macro-economic conditions and performance, brand tracking results (such as awareness, positivity, and conversion), and other key components in the marketing funnel. The key business objectives for the 2024-2025 Fiscal Year for the hub are as follows:

- Inspire 5.28 million Considerers to book SOUTH AFRICA NOW by promoting our rich culture and gastronomy, unique wildlife, nature and adventure experiences and position SA as a value for money, world class destination.
- Convince and support the distribution channel to package and sell SOUTH AFRICA NOW by providing relevant training, toolkits and content, including information on affordability and destination safety.
- Facilitate inclusion and access for South African SMEs* by unlocking in-country value chain barriers caused by market maturity and offer relevant experiences and tourism services aligned with market and trade insights.

*Small and Medium Enterprises.

B. OPERATING ENVIRONMENT & AGENCY CRITERIA

Due to the language barrier and different consumer purchase behaviours, the services required are for four key South Europe markets: France, Italy, Spain & Portugal (in order of priority).

The agency must respond to the following criteria:

- Located in France, preferably in the Paris region.
- Be present in our three other markets: Italy, Spain & Portugal. Either directly or through an agency's alliance and network.
- Multi-task for Trade, Marketing, Communications, PR and Digital.
- Successful, qualitative, creative, agile and innovative.
- Single contact for all four markets.
- Customer-care-oriented.
- Strong South Europe Coordination.

- Efficient internal communication among different teams (between different departments and different agencies).
- Optimal responsiveness and availability (i.e. immediate availability on the phone, etc).
- Efficient and thorough project planning and management.
- Translation proficiency in English, French, Italian, Spanish and Portuguese.
- A solid team led by senior management.

C. TARGET AUDIENCE

We target travellers, not tourists, and travel is a state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives. They want to engage with our destination and seek out interesting and high-quality experiences. They are adventurous and open to new experiences; these people seek to escape the mundane routine of everyday life. At a deeper level, they strive for opportunities to enrich their lives, ultimately, they are explorers at heart.

The Target audience are both Consumers (B to C) and Trade (B to B). Consumer profile/target: First-timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of groups are taken into consideration: family, friends, lone travellers, couples.

D. MICE AND CORPORATE

MICE and Corporate tourism marketing is handled by SA Tourism Head Office with the National Convention Bureau (NCB). This department and the South Europe Hub may require occasional assistance from the agencies contracted by international hubs at strategic MICE Platforms such as IBTM Spain.

6.2 SCOPE OF WORK

A. BRAND PR

- Fully integrated PR marketing development, planning, execution and monitoring of the annual marketing plan, including digital, offline and social media PR expertise. Check and advise on the legislative framework for the relevant campaign or when related to SAT directly (i.e. GDPR: advise SA Tourism on legal process and compliance).
- Create, implement and track campaign messaging for the hub and tweak where applicable for the various markets (based on market insights). Ensure consistent messaging for integrated consumer and trade campaigns across the appropriate channel mix.
- Proactive idea generation to enrich the overall regional marketing plan with breakthrough projects/campaigns to address the SAT defined targets. Identify and activate non-travel and travel-related brands to boost confidence in destination South Africa and extend reach and share of voice in the region.
- Implement a smart and clear ROI model throughout all activities.
- Amplify messaging: identify and propose platforms and/or ideas to maximise consumer campaign leveraging and partnerships in market.
- Create and implement an integrated PR strategy for traditional, social and digital in line with the annual marketing plan.
- Handle management of projects incl. communication and consultancy, workflow-management, weekly updates and project management reporting as per SAT requirements.
- Increase PR coverage on the destination South Africa annually according to set targets.
- Create and manage a top SA consumer and trade media database as per GDPR framework.
- Consumer and Trade Media: identify, execute and monitor media activation such as media networking events, round tables, etc., as per the agreed integrated marketing & PR plan or on an ad hoc project with specific purpose and deliverable(s).

- Create collateral including, but not limited to, PowerPoint presentations, speeches, speaker notes and briefing notes as required.
- Media Hosting: Negotiate deals with partners for press trips, incl. Indaba media hosting and handle the press trips following SAT procedures. Recruit relevant journalists for media hosting.
- Organise media networking events.
- Assist activation needs at global platforms in the market, e.g. sourcing photographers, videographers, facilitators, etc. to activate in the region as per global SAT needs and as briefed.
- Trade-facing PR: amplify the consumer marketing and PR campaign in the hub region through relevant trade PR extensions and platforms. Implement and monitor trade amplification (conversion).

B. REPUTATION MANAGEMENT PR

- Develop, implement and monitor a positive messaging strategy for the region.
- Develop, implement and monitor a barrier messaging strategy and plan, as well as communication crisis management.
- General reputation: approach media and secure interviews for SAT spokespersons.
- Stakeholder relations: identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions.
- Social Media Channels: identify, develop, activate and optimise Social Media Channels relevant for SAT incl. making use of relevant content, monitoring and community management.
- Provide reporting and support with monthly PR value for the region by channel, updated project minutes, monthly SAT management reports, media activity and contact reports, quarterly and annual reports, development and tracking of relevant competitor and airlift analysis for the region.
- The monthly reports must include a full analysis on the evolution of international arrivals to South Africa.

C. SOCIAL MEDIA AND DIGITAL PLATFORMS

- Conceptualise and run innovative social media campaigns to support offline and enhance digital activity.
- Develop a social media strategy to provide a central interaction platform for all stakeholders.
- Manage and work with the digital audience, engage in dialogue and drive positive engagement.
- Liaise with influencers to take on familiarisation trips.

D. STRATEGY

SA Tourism South Europe Hub is looking for an integrated marketing, trade and communications agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify South African Tourism's message, enhance the brand and drive sales and conversion. The strategy will have to include how we Inspire South Europe consumers with authentic, stand-out stories and tailor-made content that convince them to seek information on SA and get them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: pricing, safety and security.

For our repeaters (consumers who have visited SA in the past), our strategy is to provide compelling offerings of immersive hidden gems and traveller-conscious experiences that expose

them to something new & different, and to meet our people across South African provinces to drive inclusive growth.

The agency must collaborate with trade partners within the travel trade value chain to maximise synergies, enhance traveller experience and close sales.

E. TRADE REPRESENTATION

- Development, planning and implementation of trade/channel marketing & sales strategy. → Annual calendar of trade activities.
- Collect and build an in-market trade/channel database, as per GDPR framework. Trade database management (update, etc.) should be communicated to SAT South Europe hub every month.
- Market analysis report (quarterly): Total outbound travel, competitor environment, trade landscape, direct booking channels, consumer purchasing behaviour, developing travel trends.
- Accompany South African Tourism in the trade landscape (trade office): trade calls, trade exhibitions, trade activations.
- Identify, implement, and monitor trade-focused events, reporting post-event. Manage logistics i.e. booking of the venues, invitation management aligned to SAT procurement.
- Organisation and management of trade fam trips. Use hosting as a tool for content generation (i.e. trade PR).
- Assistance for the selection and qualification of hosted-buyers to invite them to Trade Shows in South Africa.
- Online/offline trade training strategy and calendar: Trade seminars / workshops, Trade training sessions, Webinar training, SAT online training course participation, Networking sessions & Fam Trips.
- Development and distribution of content for monthly / quarterly newsletters in coordination with SAT HQ initiatives.
- Consult with all South African Tourism appointed agencies where required.
- Development and distribution of support traditional trade toolkit.
- Development and distribution of digital trade toolkit.
- Collaborate with the contracted media buy agency for alignment with the trade strategy.
- Creation of trade content and promotional items.
- Storage and distribution management of South African Tourism collaterals. (Brochures, maps, etc.).
- Submission of monthly, quarterly, and annual reports, or any specific operational reporting. (Including monthly trade database).

F. PROJECT MANAGEMENT

- All projects briefed must have a defined beginning and end date, as well as a defined scope with supportive resources. The key areas of management that must be covered in each project include:
 - Project Integration Management
 - Project Scope Management
 - Project Schedule Management
 - Project Cost Management
 - Project Quality Management
 - Project Resource Management
 - Project Communications Management
 - Project Risk Management
- Propose a work plan with associated timelines to accomplish the tasks mentioned under the scope of services.
- Outline plans to monitor the campaign's performance and implement corrective measures when necessary.
- Monthly and quarterly reporting as per SAT requirements.
- Yearly reports at the end of each fiscal year (March).
- Closing / handover report to be managed in the last 30 days prior to the contract termination. The report must ensure all information gathered during the 3 years of activities is handed over to the client (contact details, data, summary of activities and total ROI generated in PR, trade marketing etc.).

6.3 REGIONAL OPERATIONS CAPABILITY

The South Europe Regional Office is based in Paris, France. The preferred bidder must demonstrate and have the capabilities to operate regionally in the following South Europe markets:

- France
- Italy
- Spain
- Portugal

A special attention will be made for the capacity of properly coordinate all South European agencies' teams, including a strong internal communication.

This includes conceptualisation, development, and execution of marketing projects in each of the above-listed markets. The preferred bidder must attend physical monthly, quarterly, and annual meetings at the South African Tourism Regional office in Paris. All regional travel costs for meetings must be included in the relevant project fees that will be signed off by South African Tourism.

We expect efficient planning, execution and monitoring according to our annual business plan. The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates, and general reports monthly. Finally, input is expected for the quarterly and annual SAT reports.

6.4 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. We would expect that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

6.5 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 6.2 above.

SAT expects to receive several proposals so that our bid committee can effectively evaluate them. Prospective bidders are required to include information relevant to the following six topics:

- A. Introduction
 - Agency overview, size, company structure
 - Relationship with other subsidiaries of your parent company.
- B. Marketing capabilities
 - Describe any prior destination marketing experience.
 - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector.
 - Describe any competitive advantages that differentiate you from your competitors.
- C. Solution overview
 - Brief description of your understanding of SAT's needs and the challenges it faces in the South Europe region. In doing so, please do not paraphrase or repeat the content of this RFP.
 - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges.
- D. Experience, skills and qualifications of the proposed team who will work on the project/account.

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects.
 - Indicate how the quality and availability of staff will be assured over the term of the agreement.
 - Outline the reporting structure and how each team member would liaise with the client lead and the media buying account leads.
- E. Work plan and project management.
- Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services.
 - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

6.6 PITCH PRESENTATION

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be asked to follow the brief **in Annexure G** and are expected to present a short pitch based on the background and context of the brief. The brief is including evaluation criteria and a matrix evaluation. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 4.

6.7 PRICING SCHEDULE

- Provide all management fees and detailed resource rate cards **on Annexure H.**
- **Budget**
 - **How would you invest our Budget in Y1 OF 1.5 Million Euros? (budget estimation is not contract value but it helps bidders to work on their pricing)**
 - The integrated proposal must include
 - ✓ Full costs for each activity
 - ✓ Agency project fees for each activity
 - ✓ **The Tender will be Project-based: Agency Commissions & Project Management Fees - NO retainer**
 - ✓ As per Deliverables on slide 17-23. (Full recommendation for all investments of all projects)
 - ✓ SA Tourism needs to understand the full cost of agency fees for investing 1.5 Million Euros in South Europe for a fiscal year (1 April 2025 to 31 March 2026)
 - ✓ N/B. Allocate the budget as per Arrival contribution breakdown for each country in South Europe in 2023: France (54%), Italy (23%), Spain (14%) & Portugal (9%)
- Cost should be presented in the same format for 3 years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.
 - Share a commercial proposal for the provided solution overview
 - With reference to the above tender, the contract period for the successful bidders will be three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
 - **Please note this tender is for an agency that will be used on a project/need's basis by South African Tourism mainly in France, Italy, Spain and Portugal, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is not a fixed retainer amount; the agency will be briefed per project during the year.**

END.