



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 South Africa, 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	Specific Goals Points	Contract period	Contract effective date
SAT 291/25	THE APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT THE SEGMENTATION STUDY FOR SA TOURISM (ONCE-OFF)	Grail Insights	R 9 336 850.00 VAT inclusive	80.00	Once-Off	31 March 2025

For further information please contact Ms. Boitumelo Dibetle via e-mail at Boitumelo@southafrica.net