



SOUTH AFRICAN TOURISM

REQUEST FOR INFORMATION FOR MEETINGS AFRICA AND ATI DEVELOPMENT, MAINTENANCE, AND SUPPORT, AND HANDOVER

RFI-001-ICT-25 - REQUEST FOR INFORMATION (RFI)- South African Tourism's National Conventional Bureau business events for ATI and Meetings Africa.

1. INTRODUCTION

South African Tourism (SAT) is a leading organization entrusted with marketing South Africa's diverse offerings to international and domestic tourists. SAT is reaching out on behalf of South African Tourism to request a quotation for an upcoming project focused on a digital platform solution to support SAT's National Conventional Bureau business events.

2. PURPOSE OF THE RFI

It is important to note that this request is currently being reviewed. SAT is gathering proposals and quotations to evaluate our options and make an informed decision. This process phase should not be considered a commitment or a guarantee of business from South African Tourism. The final approval for the project is still pending, and this request is part of our preliminary assessment.

3. SCOPE OF SERVICES

3.1. Background

South African Tourism (SAT) seeks information from qualified service providers to develop a comprehensive digital platform to support two of its premier business events: Meetings Africa and Africa's Travel Indaba. These flagship platforms are pivotal in positioning Africa as a leading global business and leisure tourism destination. The requirements aim to design, develop, and deploy a unified platform (website and App) to serve as a digital home for South African Tourism's National Convention Bureau events. The requirements are for the two flagship tourism trade events (Meetings Africa and Africa's Travel Indaba) hosted in South Africa by South African Tourism's National Convention Bureau. The platform needs to reflect the unique identity through branding of each event while leveraging a shared infrastructure to improve efficiency, user experience, and operational manageability.

The aim is to create a high-quality event platform for South African Tourism's National Conventions Bureau that matches the industry-leading standards in content architecture, branding, accessibility, and performance. The platform requires providing a dynamic, year-round engagement for exhibitors, buyers, media, and attendees with robust features to support the exhibitor management, event registration, agenda management, programming, and media/news updates as per attached requirements.

3.2.Objectives

- Develop a permanent, SAT-owned digital platform with seamless user experience for different events.
- Maintain individual branding and identity for different events within a shared platform.
- Enable dynamic content management.
- Ensure complete user lifecycle management for Exhibitors, Buyers, Media, Visitors, and Stakeholders.
- Improve performance, accessibility, and responsiveness
- Enable seamless real-time integration with SAT enterprise systems
- Support matchmaking, floor planning, online diaries, secure payments, and on-site operations
- Empower SAT with full administrative access and post-implementation control
- Ensure that the platform is scalable, secure, and future-proof

3.3.Research Components

3.3.1. Functional Requirements

The platform must support multi-role functionality across the following user groups:

- All roles must be able to sign in to the different zones on the platform, such as the exhibitor zone and the hosted buyer zone.
- Ability to send notifications to all the registered users and verify their details accordingly
- Exhibitors: Ability to browse to apply for exhibiting, Stand booking, staff management, payments, contract upload, badge printing, and tracking attendance.
- Hosted & Non-Hosted Buyers: Application vetting, travel details, RSVP, itinerary download, and ability to display all the approved registered exhibitors listing
- Media (Hosted & Non-Hosted): Browse to apply as a buyer, accept the terms and conditions in the introduction, Capture Personal Information and update contact details after the profile has been created, Capture Business and credit card Information, accreditation, article uploads, travel planning, and comms tracking.
- Visitors & Stakeholders: Register, update information, check application status, receive notification, payments, document downloads, register for an event, access the event calendar, and receive an invoice.
- SAT Staff: Vetting, itinerary approval, document upload, mass communication, reporting.
- Matchmaking: Online diary access, meeting scheduling, and integration of mobile and calendar tools.

- Event Management: Application review, stand approvals, ticket uploads.
- Travel Management Administrator: Ability to log in to the system, access hosted buyer zones, send notifications to the applicant, and access itineraries, E-ticket upload, flight booking integration, and report generation.
- System Administrator: Ability to have full access to the platform and perform super user functions, track logs and report on them, administer users' profiles and upload documents, see application status for all participation categories, and export reports
- Supplier: Ability to register and download RFQs and RFP's
- Event management: Ability to log in to the platform and verify the application, approve or decline the stand, send notification to the applicant, export reports, and upload visa letters and other relevant documents
- Ability to receive invoice, process payment, and integrate with SAT payment solution
- Floor plan: Ability to show what space is available, show the stand on 3D, show size and type of stand, view stand as a gif, see the full view of the floor plan, and see real-time floor plan updates/changes
- Ability for exhibitors in attendance to submit nominations for the Inspirational Awards, ability for delegates to vote for nominated companies/individuals, and Export reports and results
- Payment capabilities: Ability to integrate with SAT payment solution, process payments from Applicants, produce payment status, produce payment ID and date, consolidate payments, and ability to charge the hosted buyers in the event they don't fulfil their duties (holding fee).
- Online Diary capabilities: the platform should be able to integrate with online diaries and single sign-on to access online diaries, book, accept, and decline meetings, download meetings, and see profiles for buyers and exhibitors, rate meetings and comments, flag no shows, and download physical diary for print or integrate with email applications.

Key platform modules include:

- Registration & Accreditation
- Online Diary & Matchmaking
- Event Calendar & RSVP
- Floor Plan (like 3D + GIF format)
- Payment Processing & Invoicing
- Document Centre (Visa letters, CI, invoices)
- Awards & Voting
- Communications (Email & SMS Notifications)

3.3.2. Technical and integration requirements

The platform must integrate with the following platforms:

- SAT Customer Relationship Management platform
- SAT Enterprise Resource Planning platform

- Access Management platform
- SAT Payment Gateway
- Flight booking system
- Online Diary system
- Communication solution, e.g., email or SMS
- SAT Social Media Platform, e.g., Facebook, LinkedIn

3.3.3. Technical Capabilities Must Include:

- Mobile responsiveness & browser compatibility
- Secure login & single sign-on (SSO)
- GDPR & POPIA compliance
- Real-time data synchronisation
- Scalable and flexible deployment
- API-based architecture platform
- Secure encryption & backup (SSL, SHA256, VLANs)
- Migration of the current data to the new platform

3.3.4. Mobile App Requirements

South African Tourism requires the development of a white-label native mobile application for both iOS and Android devices to support Meetings Africa and Africa's Travel Indaba. The app must include core features such as offline caching, a news feed (via RSS), detailed event information, the BON Day agenda and calendar, speaker and exhibitor profiles, venue maps, and shuttle schedules. It should provide applicable visitor content including travel tips, local phrases, accommodation, dining options, and points of interest around Durban and Umhlanga. The app must also support attendee engagement through session and speaker ratings, surveys, a photo gallery, videos, FAQs, and integration with social media platforms. Additional requirements include indoor navigation, chatbot functionality with automated email routing, a robust search engine, sponsor visibility, and real-time stats.

3.3.5. Platform/System Requirements

- Compatible across all devices and operating systems
- Ability to register and browse if you have a registered profile.
- Ability to upload a banner.
- Ability to upload videos, images, documents, and content.
- Ability to upload news.
- Ability to navigate to other webpages using buttons and widgets.
- Links to all social media handles.
- Ability to subscribe and unsubscribe to a newsletter on the website.
- Ability to download floor plans.

- The ability to view and download photos should be grouped by year, by integration with asset library.
- The ability to view videos by integration with asset library.
- Ability to see the list of news with a summary view that includes a picture, a title, and a description
- Ability to download the shuttle schedule.
- Ability to link to our partner's website for the trade guides.
- Footer links with the ability to take users to our partners' websites.
- Ability to see all events.
- Ability to download the calendar or event program
- SAT/Admin Back-end access to monitor RSVP's for separate/independent events
- Integrated back-end financial transaction collation per exhibitor -quoting, invoicing, payment tracking.
- Secure payment gateway to facilitate credit card or EFT payments
- Ability to download the CI
- The platform must generate user registration confirmation via email link
- All sub-sites must inherit all security features.
- Must easily integrate into Online Diary & Matchmaking system with single login - same as registration and mobile APP
- Must easily integrate into Mobile APP with single login - same as registration and online diary
- Credit card and personal information encryption/redaction
- Scalability of the solution needs to be considered when reviewing options for development and deployment. This is expected to be a cloud deployment, so horizontal scalability should be accommodated.
- The platform must conform to SAT ICT security standards, including but not limited to:
 - SSL
 - SHA256
 - Vulnerability scans
 - Back up and disaster recovery capability
 - Data Encryption
 - Firewall protection
- VLAN separation of back-end, middleware, and front-end
- Protection of all data available in APIs where applicable

3.3.6. Example of similar platforms in the industry

- World Travel Market - www.wtm.com
- ITB - www.itb.com

- Tourism Expo Japan (TEJ) - [Tourism EXPO Japan](#)
- FITUR - <https://www.ifema.es/>

The current platforms :

- <https://www.indaba-southafrica.co.za/default.aspx>
- <https://www.meetingsafrica.co.za/>

4. REQUESTED INFORMATION

Vendors are requested to provide information on:

- A detailed breakdown of costs associated with the project from inception to maintenance and support.
- An estimated timeline for the completion of the project - phases, duration, resources, and assumptions.
- Proposed Solution - Architecture overview, key technologies, scalability approach.
- Approach to Integration - With SAT's Microsoft Dynamics CRM, Oracle ERP, payment gateways, etc.
- Any other relevant information or insights about your approach and capabilities for this project?
- Company Profile: Describe your firm and its specialisation, including its scope, years of operation, and size.
- Experience: Detail your experience related to the scope of services outlined in section 3 above. Include examples of past work, particularly within the tourism industry and in markets similar to South Africa.
- Methodology and approach
- References: Provide contact information for at least three references for whom you have provided similar services.

5. RESPONSE & SUBMISSION

Please send your responses electronically to quotes@southafrica.net

Closing Date: **31 JULY 2025 at 12h00.**

Late submissions will not be considered.

6. CONTACT

Any questions or requests for clarification should be directed to Thapelo Somo via email to Thapelos@southafrica.net

Please note that this RFI does not constitute a commitment by SAT to procure any services. 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.