



Part B: - SCOPE OF WORK FOR SAT TENDER (313/25) CHINA INTEGRATED MARKETING AND PR SERVICES AGENCY

Bid Description	
CHINA INTEGRATED MARKETING AND PR SERVICES AGENCY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 313/25
Issue date:	01 August 2025
Closing Date:	25 August 2025 at 12pm China Time (No late or email submission will be accepted)
Briefing Session	Non-compulsory At 3pm Beijing time, 08 August 2025 Meeting ID: 311 126 466 992 6 Password: PN3xr6C9
Contact Person	Simon Wang
Bid Submission Address	https://e-procurement.southafrica.net
Email Address	simon@southafricantourism.cn

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

1. CLOSING DATE

The closing date for the submission of proposals is **25 August 2025 at 12h00pm Beijing time.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1. South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and 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 with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is 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 with regard to this tender, prior to due dates.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves 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

A nominated official of the bidder(s) can make enquiries in writing to the specified person, Simon Wang, via email at simon@southafricantourism.cn. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

Bidders are to communicate any technical enquiries through the nominated official in writing no later than **11 August 2025**

All responses will be published by 13 August 2025 on the following links:

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

3.1 VALIDITY PERIOD

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

3.2 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) months contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

4 CHINA MARKET BACKGROUND

- South African Tourism is working towards to achieve the overall target of welcoming 21 million international arrivals by 2030.
- Compared to 2022, the number of Chinese arrivals to South Africa increased by 240% in 2024. 45% of pre-Covid arrivals to achieved in 2024 from China. However, the number of arrivals in 2024 did not show a significant increase vs 2023. This could be attributed to consumption downgrade and more cautious spending amidst the overall economic environment.
- South Africa announced TTOS scheme to process group VISA within 3 days from February 12th, 2025.
- SA Tourism's China Hub focuses on four key market segments: group leisure, MICE, FIT, and business travel. Media relations play a vital role in driving brand positivity, while Tourism Grading reinforces confidence in our tourism products and experiences. The China Hub primarily covers Greater China, including mainland China, Hong Kong, Macau and Taiwan.

A. CHINA: OPPORTUNITY

- China has been South Africa's largest trading partner for 15 consecutive years, and South Africa has been China's largest trading partner in Africa for 14 consecutive years.
- 2025 marks the 27th anniversary of the establishment of diplomatic relations between China and South Africa.
- China is the world's top outbound market. The number of outbound trips in 2024 is approximately 145 million.
- Over 61% of Chinese tourists with overseas travel experience or planning for it intend to undertake a long-haul trip in the next two years. 66% of these travellers are already saving money for long-haul travel.
- First-tier cities (e.g., Beijing, Shanghai, Guangzhou, Shenzhen) are the fastest-growing source cities for outbound travel, driven by higher disposable incomes and a greater appetite for international travel.

B. CHINA: MAJOR BARRIERS TO TRAVEL TO SOUTH AFRICA

Aviation

- Airline ticket to South Africa are relatively expensive.
- Lack of direct flight.

Visas

- The shortage of staff for processing manual visas.

Perception

- South Africa is perceived to be an expensive destination.
- Safety and security concerns about South Africa.

Macro economic

- The economic & political climate is uncertain.

C. THE BUSINESS PROBLEM TO BE ADDRESSED.

- Although the Chinese travellers are aware of South Africa as a destination, the uptake to travel has been very low as South Africa is not seen as a destination of choice.
- We need to re-formulate good marketing strategies to welcome Chinese tourists and restore the numbers to pre-pandemic levels as soon as possible.
- We need to change the public's stereotype of South Africa, including perceptions of the destination being unsafe, expensive, and offering limited experiences.

5 DETAILED SCOPE OF WORK

- **CATEGORY 1: CREATIVE STRATEGY AND EXECUTION** Localise global campaigns through relevant on-line and off-line platforms for consumer engagement as briefed when required;
- Develop and manage consumer on-line and off-line campaigns;
- Development of concepts and campaigns that will pull through new customers for South Africa from China market, engage existing consumers and attract new fans/followers;
- Provide case studies of best use of on-line and off-line platforms for consumer and trade engagement and make recommendations;
- Innovate and refresh thinking around consumer campaigns to create the desire to travel to South Africa for China hub;
- Ensure integration of trade campaigns to consumer work across different regions in China;
- Ensure consistent messaging and integration of consumer and trade campaigns across digital and media channels for high ROI PR leverage;
- Find good platforms to add impetus to trade campaigns;
- Plan and generate content (inclusive of production) relevant to consumer, media and trade audiences for China hub for various on-line and off-line platforms;
- Ensure integration of all production planning to the annual media schedule in market and deliver assets;
- Advise and recommend features for optimum performance of South African Tourism's on-line platforms for all regions across China;
- Conduct opportunity search for brand content partnerships that will have consumer reach for China.
- Creative campaign development and fulfilment with a strong content integration across all platforms (SAT, B2B partners and third parties) to amplify the SA Tourism message, build the tourism brand awareness, increase brand positivity, drive sales and conversion.
- Support fiscal media buy with advertorial and editorial:
 - Submit media strategy and plan in accordance with agreed corporate APPs.
 - Submit specifications for production as requested by the media company.
 - Provide media plan and manage the execution based on the media buy contract.

- Provide media buy optimization plan to SA Tourism and provide third party monitoring media buy report to SA Tourism based on the brief.
 - Facilitate and guide global media buys in China as per global strategy.
 - Report results with supporting data and third-party report.
- **CATEGORY 2: PUBLIC RELATIONS** Examine our target market segments (Group leisure, MICE, FIT, Business travel) and present a China specific detailed plan to re-engage these segments through the use of effective marketing, communications and PR tactics.
 - Provide a fully integrated marketing communications planning, execution and monitoring (incl. optimization and reporting) of the annual marketing plan which includes i.e. traditional, digital, offline and social media PR expertise
 - Provide strategic consultancy, idea generation, conceptualization and execution of online and offline consumer conversion PR campaigns.
 - Present measurable PR campaigns designed to address the issues outlined in this brief and how these would ultimately drive conversion across our key segments.
 - Position South Africa as a preferred leisure and MICE destination in China through positive media relations, including introducing favourable coverage. This must include a focus on message agenda-setting as well as consumer, trade and online media.
 - Identify and leverage PR opportunities in China that will engage SA Tourism's key audiences.
 - Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partner to ensure collaboration.
 - Execute trade media campaigns in line with Global and China Trade Strategy (including assistance with marketing collaboration agreements).
 - Support China hub with the identification, scoring and process management of Marketing Collaboration Agreements when required.

A. Operational Public Relations Services

- Create an 'always on' 24/7 media office including consumer, travel trade and KOL/influencer engagement.
- Develop and maintain consumer and trade media databases of all media in China-with emphasis on tourism (a copy of this database should be made available to SA Tourism on a monthly basis). Identify thought leadership platforms and create content that will connect the South African Tourism brand to relevant audiences and build trust.
- Align market specific insights to SA Tourism's brand communications strategy and approach in response to new opportunities, barrier issues and crisis outbreak, in line with SA Tourism crisis communication guideline.
- Translation services of developed content to be provided in Chinese or English where required.
- Reputation management services for tracking and reporting to be provided in the form of periodic (monthly/weekly/as needed) media monitoring services. This should include, but not limited to: monthly clipping service of traditional, online and social media inclusive of monitoring blogs, discussion threads, forums and social networking sites. Recommendation of ways to address matters arising.
- Identify and recommend media, trade, journalists, KOL/influencers and bloggers which should be targeted for familiarization trips/hosting's to South Africa and recommend the best activities to organize for engaging their audiences.

- Work with SA Tourism Global PR to liaise with influential bloggers to take on familiarisation trips.
- Build relationships with key media for coverage on South Africa and thus driving increased referral traffic to the China website and improve search engine visibility.
- Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- Identify niche markets and recommend content to engage these audiences.
- Prepare and issue media releases and translations and fact sheets as per written briefs and follow-up with media to pursue publishing.
- Write speeches/talking points for South African Tourism officials at tourism events and media interactions and/or interviews
- Source relevant partners/writers/journalists to develop and write articles or editorial pieces for publications as required or briefed by SA Tourism.
- Source relevant partners/writers/journalists to develop and produce all long-form content as required and/or briefed by SA Tourism.
- Produce, develop and edit multi-media content to support online and offline campaigns when needed.
- Disseminate information and pictures to media as instructed by SA Tourism.
- Approach media and secure interviews for SA Tourism.
- Crisis Communication and Reputation Management support to be provided if and when needed.
- Provide digital management for SA Tourism platforms on Social Media, Digital platforms and Online PR.
- Provide stakeholder management support as and when needed.
- Conduct competitor analysis and report on PR activities of other Destination Marketing Organisations (DMOs) in our respective markets.
- Innovation - insights on emerging trends, new media and platforms to reach our target audience.
- Provide a monthly clipping service (could be digital) of traditional, online and social media to SA Tourism and recommend ways to address matters arising. Daily clippings to be shared with the office with headline translation.

B. Trade PR

- Tourism trade mapping and trade landscape analysis and database management (update monthly) including a focus on MICE (particularly incentives and association meetings and business - delegate boosting)
- In collaboration with SA Tourism, develop a trade strategy (B2B) that establishes credibility, increases visibility of South Africa and engages the China travel trade. (The trade strategy must include a communications plan to deliver the items mentioned under operational PR.)
- Identify long-haul trade currently not selling Africa/South Africa and come up with strategies on how to pursue them to start selling South Africa.
- Develop concepts that provide a platform for SA Tourism to interact with China trade (inclusive of but not limited to the third-party events, i.e. roadshows or similar).
- Conceptualize digital campaign for the China trade and track results.
- Identify long-term opportunities for collaboration with travel trade partners that mutually benefit and add value to SA Tourism and partners (inclusive of but not limited to the tourism segment).
- Develop trade marketing content to be amplified for B2B partners or trade channels in China market.

- Assist with trade marketing activations including marketing collaboration agreement, SA Specialist trade training, trade FAM trips (inclusive of but not limited to the Indaba and Meetings Africa), and other campaigns.
- Prepare and deliver e-newsletters for trade on quarterly basis.
- Disseminate information and pictures to trade as requested by SA Tourism.

C. Crisis Communication and Reputation Management

- Develop a China pro-active and always on PR strategy with relevant consumer centric content supported by a crisis communication framework informed by the Global Communications Strategy.
- Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and recommend crisis management activities.
- Identify and alert SA Tourism where lobbying or high level intervention may be required in market and recommend a China-centric position.
- Identify unlikely and unconventional partnerships for strengthening our brand appeal.

D. Social Media, Digital and Online PR

- Analyse existing social media footprint and identify how best to meet SA Tourism's consumer strategy.
- Conceptualize and run innovative social media campaigns to support local offline and online activity. Create and curate content for digital channels (e.g. blogs, videos, images, etc.) using appropriate global assets for local Chinese audiences.
- Manage digital audience, engage in dialogue and drive positive sentiment throughout all social channels.
- Provide ongoing social media management and consultancy.
- Provide always on 24/7, day-to-day, community management of all social media platforms with planning, scheduling and management of all posts and monitor engagement.
- Curate China-centric content for social media using available global assets.
- Liaise with SA Tourism's local events and media investment agencies for social media support for all local events and marketing activities.
- Provide monthly social media reporting for the duration of this agreement on activities, key metrics and competitive benchmarks; include reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment
- Ensure that all social media channels are growing via a combination of organic and paid strategy.

E. Stakeholder Management

- Manage the database of the key stakeholders in the China market - including tourism industry stakeholders, SA embassy/consulate staff and prominent pro-South African celebrities (KOL), business people or sports people. (A copy of the database should be made available to SA Tourism on a monthly basis and this database will remain the property of SA Tourism at all times.)
- Manage a database of South African based stakeholders including national and provincial tourism government officials, provincial tourism authorities, city tourism authorities and other tourism bodies, products and service providers.
- Ensure that stakeholders - where relevant and possible - are included in SA Tourism events and information dissemination.

CATEGORY 3: EVENT MANAGEMENT

The entire project management and execution of consumer and trade activations as briefed, including:

- Project communication and consultancy.
- Co-ordination and workflow management.
- Integration of consumer and trade work to drive closure and sales.
- Managing and appointing sub-contractors on the basis of competitively priced bids and complying with SA Tourism's supply chain policies. (This will include the enforcement of SA Tourism's policies and processes throughout and across all parties.)
- Agency liaison with existing Creative/Digital Agency/Global Lead Agency/ SA Tourism HQ where required.
- Consumer Shows and general consumer activations as briefed.
- Execute Public Relations Events/trade or consumer/stakeholder/road-show activations/exhibitions as briefed
- Global activations as required by SA Tourism in China as briefed
- Example of general activation management services:
 - Event creative concept and set design
 - Event Production
 - Event Execution
 - Event Logistics
 - Budget Management with various budget sizes in accordance with scope of work required and 3rd party cost

6. PROPOSALS

- 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 above.

7. ASSOCIATION BETWEEN CONSULTANTS

Service providers may associate with each other to complement their respective areas of expertise, or for other reasons. Such an association may be for the long term (independent of any particular assignment) or for a specific assignment. The "association" may take the form of a joint venture or a sub-consultancy. In case of a joint venture, all members of the joint venture should sign the contract and are jointly and severally liable for the entire assignment. Once the bids or Requests for Proposals (RFPs) from service providers are issued, any association in the form of joint venture or sub-consultancy among firms should be permissible only with the approval of SA Tourism. SA Tourism will not compel consultants to form associations with any specific firm or group of firms but may encourage associations with the aim to enhance transfer of skills.

8. PRICING AND RATE CARD

An annual budget will be provided (for illustrative purposes as budgets fluctuate per year) and the bidder is required to reflect how the budget will be allocated in accordance with resources, out-of-pocket costs vs resource costs.

Elements to be included when providing pricing principles:

- Provide a detailed rate card for the services to be charged for outlined deliverables in scope of services. Please feel free to add any services along with the associated charges you deem appropriate. You can create sub sections for each line item if need be (please refer to and use annexure A for formatting of this rate card)
- **Provide the percentage of the management fee for all the outsourced services**
- Annexure A will be used for evaluation purposes

- Bidders must also submit any other cost on separate sheet.
- In accordance with illustrative budget provided, please provide a cost breakdown for a campaign concept as per brief you have delivered on for pitch purposes, outlining agency fee vs third party/ Out of pocket costs

It is however important to note that South African Tourism will contract based on a project-based fee model structure only.

End