



**PART B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM: RFP SAT 323/25 EXHIBITION MANAGEMENT
COMPANY AFRICA'S TRAVEL INDABA**

Bid Description	
EXHIBITION MANAGEMENT COMPANY AFRICA'S TRAVEL INDABA	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 323/25
Compulsory Briefing Session	05 September 2025 @11:00 AM (SA Time)
Compulsory Briefing Session Online:	Microsoft Teams Meeting ID: 361 529 946 927 6 Passcode: KL2Xs7v6
Closing Date and Time:	29 September 2025 at 12h00 (SA Time)
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Tender submitted by any method other than the link provided will be disqualified
Section	Supply Chain Management
Contact Person	Francina Tlali
Email Address	tender@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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

1. CLOSING DATE

The closing date for submitting proposals is **29 September 2025 at 12h00 (South African Time)**. No late submissions will be accepted.

2. Tender Submission Process

3.1 TENDER SUBMISSION LINK

South African Tourism have developed and implemented an online e-procurement portal, enabling 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 participant the procurement processes.

The portal enables a bidder to register as a supplier 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, 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 are no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://www.etenders.gov.za/Home/opportunities?id=1> for updated information or amendments about this tender before due dates.

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.

3.2 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.

3.3 Tenders may be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

3.4 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

4.1 A nominated official of the bidder(s) can make inquiries in writing to the specified person, Ms. Francina Tlali, via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.

- 4.2 Bidders are to communicate any technical inquiries through the nominated official in writing no later than **10 September 2025**.

All responses will be published by **16 September 2025** on the following links:

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

4. VALIDITY PERIOD

The tender proposal must remain valid for **Five (5) months (150 days)** after the tender closing date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the contract period.

5. BACKGROUND

Africa's Travel Indaba is Africa's flagship Leisure Tourism Trade Show, owned by South African Tourism, and is recognised as the largest and most prestigious leisure tourism exhibition on the continent. With its core objective of creating a world-class market access platform, Africa's Travel Indaba showcases the widest variety of leisure tourism products from South Africa and across the continent. The show attracts global buyers, media, and industry stakeholders, enabling meaningful engagements that foster collaboration, ignite new business opportunities, and contribute directly to the growth of the continent's tourism economy. As a sold-out and record-breaking 2025 edition demonstrated, Africa's Travel Indaba has firmly established itself as a formidable platform for promoting inclusive and sustainable tourism growth in Africa.

Africa's Travel Indaba seeks to address the fragmented and often inequitable access African leisure tourism products have to international buyers and markets. By creating a revitalised, inclusive, and Pan-African platform that prioritises transformation, SME development, and continental participation, Africa's Travel Indaba bridges this gap. It enables exhibitors of all sizes to connect directly with qualified buyers, while amplifying Africa's collective tourism voice on the global stage. In doing so, the show not only strengthens the competitiveness of African leisure tourism but also delivers on its brand promise of facilitating a thriving business environment that drives sustainable economic impact across the continent.

6. BUSINESS CHALLENGE

Africa's Travel Indaba (ATI) is well-established however in a competitive global and increasingly growing domestic tourism event landscape, it faces the challenge of differentiating itself and delivering stronger exhibitor ROI, innovative buyer and media experiences. The challenge further lies in expanding market penetration, building strategic partnerships, and creating compelling experiences that attract diverse exhibitors, buyers, media, and sponsors.

7. SCOPE OF SERVICES

Africa's Travel Indaba is South African Tourism's proprietary leisure tourism trade platform. Africa's Travel Indaba is the largest and most prestigious travel and tourism exhibition in Africa. It is the largest leisure tourism marketing event on the African calendar and is considered in the top three 'must visit' events of its kind on the global calendar. Africa's Travel Indaba has an ever-growing number of

exhibitors from both South Africa and other African countries. It showcases the widest variety of African leisure tourism product and attracts international visitors and media from across the world. Africa's Travel Indaba has become a formidable trade show platform for leisure products with a cross-section of products and experiences from across the continent.

South African Tourism acknowledges that the key successes of hosting and managing Africa's Travel Indaba over the years have been achieved, in great part, through partnering with experienced and reputable business-to-business (B2B) exhibitions management firms. This bid invitation is therefore aimed at soliciting proposals from exhibitions management firms who are interested in forming mutually beneficial partnerships with South African Tourism for the event management of one or both trade shows for a period of 5 years, with specific proven experience in hosting and managing exhibitions that are trade /business-facing rather than consumer-facing. Due to the nature of the trade platforms, it is imperative for bidders to have definitive experience in the business-to-business (B2B) exhibition environment. The exhibition management company is to respond as the primary/lead bidder as the major competency for delivery resides with this particular function for the two trade platforms.

The trade shows are managed by South African Tourism and there is an expectation to deliver trade platforms that align with the Tourism Sector Masterplan and the South African Economic Reconstruction and Recovery Plan.

The Tourism Sector Masterplan is available at the following URL:

<https://www.tourism.gov.za/AboutNDT/Publications/TOURISM%20SECTOR%20MASTERPLAN%20FINAL-%2028%20september%202023.pdf>

The South African Economic Reconstruction and Recovery Plan is available at the following URL:

https://www.gov.za/sites/default/files/gcis_document/202010/south-african-economic-reconstruction-and-recovery-plan.pdf

Given the above, South African Tourism will need to execute value proposition tradeshow that put the needs of the delegates and exhibitors at the forefront:

- Implement Africa's Travel Indaba Trade Platforms to ensure that the needs of the delegates, including stakeholders, exhibitors, and buyers are met and exceeded, enabling the growth of the tourism industry;
- A full-service business-to-business (B2B) exhibition management company that excels in providing cutting-edge technology solutions to ensure the success and innovation of our trade shows;
- Maintain a sustained growth of the two platforms in respect of brand, stature, participation, and revenue.
- Demonstrate a well-thought-through plan taking into consideration global insights, trends and industry standards to elevate the platforms;
- Implement exhibition solutions that meet consumer demands from different markets, driving customer-centricity.
- Demonstrate exhibition management expertise that are of a global standard.
- Create platforms that respond to the needs of the exhibitors, buyers and stakeholders;
- Generate ground-breaking content for sharing, partnerships, learning and thought leadership

8. The exhibitions management firm(s) will be expected to deliver/but not limited to the following services to South African Tourism for each of the respective trade shows:

9.1. Exhibitions Management:

- (a) Provide industry-related expert consultation to enhance the innovation and overall value offering of each exhibition. Recommend, plan, and execute a trade show platform, with infrastructure that will house all elements required for an in-person model execution. Where a situation may arise and a virtual platform is required, the exhibition management company must demonstrate the agility to adapt the format of the show to either virtual or hybrid formats.
- Show infrastructure, stand package solutions, stand design and build;
 - Exhibition venue management in accordance with the bid party contract;
 - The recruitment and management of core services / partners that include but are not limited to buyer recruitment & vetting agency, travel management company, accommodation, communication and deployment thereof, branding & directional signage/navigation;
 - Provide media centre management services to include:
 - The accreditation of media pre-show
 - Ensure the consistent inflow of content for media in the media centre, as provided by the SAT PR team;
 - Ensure that the media centre is a conducive environment for the filing of stories;
 - Ensure that all promotional elements within the media centre are up to date;
 - Ensure management and access control of the media centre onsite;
 - Manage the storage facility for media during show times;
 - Media management at the various content-driven activations during the show, inclusive of the traditional show walkabout;
 - Provision of news publications each day
 - Recruitment of students in the tourism sector to work in the media centre for the purposes of developing work experience;
 - Propose and manage an innovative method for dissemination of the show-related information;
 - Provide an integrated web registration system with online diary & matchmaking, and mobile app functionality to be handed over to SA Tourism for long-term development, maintenance and support;
 - Exhibition innovation and technology
 - Offer state-of-the-art technology solutions for the end-to-end event customer journey - from promotion to registration, ticketing, event experience and post-event.
 - Provide innovative solutions for virtual or hybrid components of the events, including live streaming, virtual booths, and interactive sessions.
 - Integrate radio frequency identification (RFIDs) or other tracking technologies for seamless attendee tracking and analytics.
 - Set-up event performance dashboards to report on the end-to-end customer journey activity and performance.
 - Experience and understanding of the domestic, regional and international buyer landscape to ensure a high-quality global buyer programme;
 - Travel logistics management (flights, tours, accommodation management and shuttle

services);

- Professional conference organiser services for the show conference programme of the two trade shows;
- Exhibitor Training, Briefings and Debriefs in all 9 provinces for Africa's Travel Indaba (Virtual formats to be considered as well)
 - Briefing to be:
 - Pre-show Briefing: Integrated briefing with different sessions to take place 1 months prior to show commencement.
 - Pre-show Training: Trade training to take place 2 months prior to show commencement and take place physically in the host cities (Durban and Johannesburg) and additional recommended cities.
 - Post-show debriefings: To take place at most 2 months after Africa's Travel Indaba
- Conduct a comprehensive post-event analysis and consolidated reporting, including attendee feedback and technology performance.

(b) Management of venue and accommodation contracts:

- Venue Contract Management to include side events, catering, logistics and venue safety protocols;
- Accommodation Contract Management to include delegate logistics, hotel activations, branding, room capacity and costs.

(c) Financial management of the entire exhibition:

- Collect all revenue with the exception of the bid party contribution which will be directly paid to SA Tourism.
- All cost related to the exhibitions will be for the account of the successful bidder except:
 - the cost of hosted delegates which will be covered by South African Tourism;
 - The cost of venue that will be covered by the bid parties of the event;
 - South African Tourism Staff logistics and staff travel to be covered by SAT

(d) Provide an in-house representative/s who will be stationed at the SA Tourism office for a minimum time of 6 months leading up to the respective projects;

(e) Provide regular and accurate reporting of all deliverables;

(f) Capability to migrate to alternative event formats based on situational requirements if necessary (e.g. Virtual format during COVID-19) and conduct any relevant training if required;

(g) Sponsorship Strategy development and execution- actively secure large-scale cash-contributing partners as well as trade-exchange partners for values that will be determined as part of agreed targets for the Five years;

(h) Stakeholder logistics management;

(i) Post-show reporting on all deliverables and targets including financials. This includes weekly project reporting and minute-taking.

9.2. Detailed Project Deliverables:

The exhibitions management firm(s) will be expected to manage all aspects of the exhibitions including projects which shall include, but not limited to, the following:

- (a) Attend all necessary meetings, the taking of minutes thereof and distribution of the same;
- (b) The development and compilation of presentation decks where relevant;

- (c) On-site exhibition and 3rd party supplier management;
- (d) Appointment and management of necessary subcontractors (including digital exhibition registration system, online diary & matchmaking, mobile APP, infrastructure & build, PR, media buy, creative, branding & signage, collateral production, digital marketing, events & activations management, professional conference organising, operations & logistics, accommodation, travel management transportation, registration, vetting agent, event rsvp's, and all services required within an exhibition);
- (e) Appointment and management of a technology partner to manage an Online Diary and Matchmaking system; to measure the number and quality rating of meetings that have taken place at the exhibitions against agreed targets;
- (f) Provide the necessary management to run the day to day management of the exhibitions;
- (g) Manage Bid Party meetings, record and distribute minutes;
- (h) Liaison with and management of the hosting venue;
- (i) Manage the hosted buyers program, logistics and communications;
- (j) Arrange with the necessary authorities that sufficient security is in place in around the hosting venue and host city;
- (k) Appoint a Joint Operating Committee, Venue Operating Committee and management thereof which will include the relevant authorities of the host city, host province and host venue;
- (l) Comply with the relevant provisions of applicable legislative requirements, including Industrial Relations legislation, Occupational Health and Safety legislation, Workmen's Compensation legislation, Public Liability, Preferential Procurement, Affirmative Action and Disaster Management, Protection of Personal Information Act;
- (m) The ability to cater to large-scale participation numbers
- (n) The quality of delivery of the platform in line with the brand
- (o) The ease of use of all platforms that apply a user-centric approach (registration, navigation and exhibition floor)
- (p) The ability to seamlessly integrate into website, online diary & matchmaking and mobile APP platforms to facilitate meetings between participating exhibitors and buyers.
- (q) The inclusion of Sponsor branding and messaging
- (r) Content sharing ability to social media platforms and communication channels / mass mailing systems for communication to delegates.
- (s) The recruitment of students studying tourism for the two platforms so that they may gain work experience and exposure to the sector
- (t) Dedicated email addresses for information, media, hosted Buyers and others where necessary for each show.
- (u) Supply all necessary administrative assistance and provide a complete finance file with all supporting vouchers to SA Tourism for the purposes of concluding payments and auditing within 60 days, post-show.

9.3. Sales Management:

- (a) Develop a sales strategy and propose targets to be agreed by SAT in accordance with growth strategies in respect of sellable space, number of exhibiting companies and new and innovative products;
- (b) The sales strategy should consider targeting new business, retentions, African country participation, SMME Participation and exhibition package development;
- (c) Leverage and close sales to maximise participation across both shows, as the owners of both platforms;

- (d) Leverage and foster strategic partnerships with products that participate at the SAT pavilions at other international platforms e.g. WTM London, ITB, IMEX America, IMEX Frankfurt, IBTM, FITUR & ATM
- (e) A fully-fledged plan on outdoor exhibition sales;
- (f) Recruiting, selling and registration management of exhibitors;
- (g) Floorplan management in respect of space sold;

9.4. Strategic Partnerships & Sponsorships

- (a) Identify platform assets that can be commercialised;
- (b) Develop a sponsorship strategy and relevant packages to drive the commercialisation of platform assets, and propose targets to be agreed upon by SAT;
- (c) The strategy should consider targeting new partners, trade exchanges, and cash contributions;
- (d) Should consider an integrated approach to incorporate all 'sellable' touchpoints of the two shows;
- (e) Manage all partner relationships and deliverables to be executed in accordance with packages sold.

9.5 Buyer Management:

- (a) Criteria review and management of application forms on the official registration portal on the website;
- (b) Recruitment & Vetting in accordance with agreed criteria;
- (c) Registration and segmenting of buyers in accordance with the relevant buyer category;
- (d) Buyer registration system to cater to different packages of participation, i.e. fully hosted, partially hosted, and non-hosted;
- (e) Online Diary system and matchmaking access to ensure that the relevant quota of meetings can be monitored and achieved;
- (f) Diary system should ensure and recommend relevant matches between exhibitors and buyers, based on their profiles and matching preferences;
- (g) Ensuring the seamless incorporation of travel and logistics requirements of buyers and other hosted delegates, for access by travel bookers and operations teams (working in partnership with the appointed travel management company);
- (h) Professional and timely communications with buyers on application status travel logistics / itineraries and all other relevant information;
- (i) Regular management and buyer information Integration into CRM.

9.6. Events and Activations

The below services may be requested for the platform and are non-exclusive. This means that SAT reserves the right to utilise in-house/appointed agencies for the below-mentioned services. Events and Activations including but not limited to the following:

- (a) Exhibitor Briefings
- (b) Media Launch
- (c) Airport Activation
- (d) BONDay Activation and Conference
- (e) Trade Floor Opening
- (f) Welcome Networking Event
- (g) Lunchtime activations
- (h) Exhibitor Awards
- (i) Fun Run
- (j) Closing Activation

- (k) Brand Activations

9.7. Communications:

- (a) Communications plan
- (b) Content curation and deployment;
- (c) Production of all content: pre, during and post; for all channels;
- (d) Content and community management and planning for all social media channels;
- (e) Co-ordinate all exhibitor and buyer communications, advertising and media, including press releases, in consultation with the PR and Communications Business unit at SA Tourism.

9.8. Creative & Production:

- (a) Creative concept and design development
- (b) Application of all CI and brand design for creative assets, branding and collateral.
- (c) Production of all corporate identity and brand design work.
- (d) Branding Installation and removal.
- (e) Transportation & Inventory management

9.9. Media Strategy, planning and buying

- (a) Media strategy, planning and buying for through-the-line elements;
- (b) Media buy activation and deployment

9.10. Digital Marketing

- (a) Digital strategy, creative, content, rollout & analytics.
- (b) Reporting

9.11. Strategy Development

Develop a five year ATI strategy which addresses the business challenge and outlines annual deliverables to ensure its sustained growth.

9.12. Contractual and Financial Proposals

SA Tourism will enter into contractual agreements with the successful bidder(s) to manage each of the respective exhibitions where the following should be considered:

- (a) Upon the finalisation of a negotiation process, a contract will be awarded to the successful respondent / s for a period of five years.
- (b) The contract will include a penalty structure for underperformance in respect of specifically outlined targets that include, but are not limited to, delegate attendance, budget management, exhibition sales, and strategic partnerships/sponsorships;
- (c) Performance is subject to the consolidated results of post-show reviews of each iteration of the respective platforms of the exhibition management company, whereby a minimum performance target of 80% is required for mitigating penalties. The appointed supplier's performance will be measured against agreed, weighted performance metrics;

In order to determine the most feasible financial proposal for South African Tourism, bidders will also be required to provide financial proposals based on the following cost estimations:

	Description	Two types of cost estimation classified according to their scope and accuracy.
Profitable Break-even Financial Model	A financial model that enables the platforms to not only achieve a break-even point, but also generates a profit.	(1) Budget estimate; (2) Rate cards for resources up to a maximum management fee of 12%
Variable Ad hoc Project Costs	Negotiated management fees up to a maximum of 12% for out-of-budget projects. Costs based on ad hoc annual business needs.	

The two types of cost estimation must be presented using parametric estimating where the bidders first need to divide the project(s) into units of work. Then, you must determine the cost per unit, and then multiply the number of units by the cost per unit to estimate the total cost. The aspect of quality management and other reimbursable expenses should also be considered.

Fees need to be transparent in comparison with the budget, the services that we want to contract, the type of event we want, and the goals of the events. It is also important to outline the different payment schemes that is on offer and whether there is any other information we need to know about each payment plan.