



South Africa

SOUTH AFRICAN TOURISM

SA TOURISM TENDER NUMBER:
SAT 326/25

TOURISM ROUTE DEVELOPMENT
MARKETING.

NON - COMPULSORY BRIEFING SESSION

03 NOVEMBER 2025 @11h00 am



1. Introduction
2. Tender Information
3. Background and Scope of Work
4. Evaluation Process
5. Questions and Answers (Q & A)

TENDER INFORMATION



SOUTH AFRICAN TOURISM

2.TENDER INFORMATION

- Tender Number: SAT 326/25
- Description: TOURISM ROUTE DEVELOPMENT MARKETING.
- Advertised on **27 October 2025**. Documents available on SAT website and eTender.
- Briefing session on **03 November 2025**, at **11:00 (SA Time)**
- Tender Closing Date - **10 November 2025 at 12h00 (SA Time)**
- **Presentation Date: 12 November 2025**
- Submission of proposals must be submitted to the link: <https://e-procurement.southafrica.net>
- **NB:** *Bidders must load their profile while preparing the bid to avoid delays on the closing date.*
- All questions should be sent to tenders@southafrica.net no later than **29 October 2025** and all responses will be published by **31 October 2025** on the following links: <https://www.southafrica.net/gl/en/corporate/page/tenders>
- **NB: No tenders transmitted by telegram, hand delivery telex, e-mail, or similar apparatus will be considered.**

BACKGROUND AND SCOPE OF WORK



SOUTH AFRICAN TOURISM

3. BACKGROUND

At present, South Africa does not have a nationally coordinated route development mechanism. This undermines destination South Africa's ability to effectively attract more visitors whilst sustaining routes that have been established. To this end, the Tourism Route Development Marketing Plan (TRDMP) was developed. The TRDMP is a vital initiative designed to strengthen South Africa's tourism sector and economy by enhancing international, regional, and domestic air connectivity.

The TRDMP, amongst other things, seeks to:

- Open new tourism source markets, grow and sustain existing tourism markets and work towards addressing seasonality swings through route development.
- Ensure marketing support and alignment with provincial route development structures by consolidating efforts and eliminating unnecessary competition in global platforms.
- Outline the marketing support package to entice the airlines and ensure SA's competitiveness.
- Ensure effective usage of the country's resources by promoting rationalisation of tourism marketing route development and derive greater value for the country.
- Avoid double dipping and the race to the bottom by the currently uncoordinated route development structures, as they compete in global platforms.

3. PROJECT SCOPE

The service provider is expected to deliver end-to-end on the following areas of work (including but not limited to).

1. **Business development implementation plan:** Research, prepare, and present the most sustainable national-led route development business models
2. **Develop a public-private partnership to drive route development:** Coordination of industry stakeholders & provincial structures to establish the most optimal permanent vehicle
3. **Route Development Negotiations and Engagements:** Organise and participate in route development negotiations and engagements with prospective airlines and aviation stakeholders
4. **Governance and Compliance:** Set up the TRDMP SteerCo administration, secretariat and governance structure as well as supporting policies, standard operating procedures, etc.
5. **Monitoring and Evaluation**

Project Period: 18 months

EVALUATION PROCESS

Part C



SOUTH AFRICAN TOURISM

4. EVALUATION PROCESS

<u>Phase 1</u> Administrative bid requirements	<u>Phase 2 Technical Functionality Evaluation</u> Desktop Technical Evaluation Criteria and Pitch Presentation.	<u>Phase 3</u> Price and Preference Evaluation (Specific goals).
Bidders must complete and submit all administrative documents to proceed to phase 2, outlined under Table 2 below.	Bidders must meet the minimum threshold of 70% on Phase 2 to proceed to Phase 3 (price and specific goals). Failure to meet the minimum points threshold will result in disqualification in this phase	The tender will be evaluated on either the 80/20 or 90/10 preference point system.

PHASE 1: ADMINISTRATIVE REQUIREMENT

Document that must be submitted	Description
Confirmation of valid Tax Status	Tax-compliant Tax Pin. <i>[Tax compliance is only considered when awarding the tender (the bidder), not during various evaluation phases]</i>
Invitation SBD 1	Complete and sign where applicable.
Annexure B-Registration on Central Supplier Database (CSD)	• All bidders, including proposed partner/subcontractor agencies, must be registered as a service provider on the National Treasury's Central Supplier Database (CSD). • Link to registered: Visit https://secure.csd.gov.za/ to obtain your vendor number. (Applicable to South African Companies only) • SAT reserves the right to consider the next bidder within the process
Annexure E-Declaration of Interest - SBD 4	• Complete and sign where applicable. • If the bidder is found to have missed signing off or duly completing the SBD, SAT may require, within two working days, a sign-off or completion of the SBD, and failure will result in the bid being disqualified.
Annexure F - SBD 6.1 points form	

PHASE 2 - DESKTOP FUNCTIONAL EVALUATION



SOUTH AFRICAN TOURISM

Deliverables / Performance Indicators	Weight
1. <u>Experience Relevant to the Scope of Work</u> Evaluation of the bidder's years of experience in conducting projects of a similar nature and scale. Bidders to submit contactable references from previous clients where similar services (i.e., aviation and tourism route development) were conducted successfully. References must be presented in the template provided by South African Tourism - refer to ANNEXURE H. Reference letters are also acceptable, provided they contain similar detail as Annexure H. Note that references should be for work done within the past 5 years. (Calculations of dates are dated back from the closing date of this tender). Excellent =3: 4 or more reference letters Acceptable=2: 3 Reference letters Average =1: 2 Reference letters <u>NON-SCORING</u> a. Submission of Appointment Letters b. No Reference/less than 2 references c. Submission of a letter that is not relevant to the scope d. References in a form of email, list or any form other than the prescribed template/requirements. e. References for work older than 5 years. NB: (a) SA Tourism reserves the right to reach out to the referees for the purpose of verification of the reference letters. (b) During this verification process, should SA Tourism find the work referenced to be poor, SA Tourism reserves the right to not consider the reference, OR may result in non-award.	10

PHASE 2 - DESKTOP FUNCTIONAL EVALUATION

Deliverables / Performance Indicators	Weight
2. Team Resources Please detail the core team resources that will be working on the TRDMP if the bidder is successful, using the breakdown below. Please provide short bios/profiles/CVs for each of the core members (maximum one page per person), indicating relevant years of experience. Senior: 8 or more years in tourism and/or aviation route development Middle: 5-7 years in tourism and/or aviation route development Junior: Less than 5 years in tourism and/or aviation route development Excellent=3: Average years of experience across the team is 8 years or more. Acceptable=2: Average years of experience across the team is 7-8 years. Average =1: Average years of experience across the team is 5-7 years Unacceptable=0: Average years of experience across the team is less than 5 years <i>Calculation of average: Total of all resources' years of experience will be added and divided by the number of resources (i.e., 3). However, if any of the resources do not meet the minimum required years of experience, that resource will not be counted, and the average will still be calculated out of 3. Example: if the Senior Manager has 5 years, the middle manager has 7 years, and the junior has 5 years, the average will be calculated as $(10 + 5)/3 = 5$.</i> NB: Bidders must clearly label Bio/Profiles/CVs and indicate who will be allocated to the required resources above.	15

PHASE 2 - DESKTOP FUNCTIONAL EVALUATION



SOUTH AFRICAN TOURISM

Deliverables / Performance Indicators	Weight
3. Evidence-Based Route Development Case Study Present route development business case study/ studies previously compiled and executed by the bidder that cover the following scope of work elements: (1) Develop a public-private partnership to drive route development (2) Route Development Negotiations and Engagements <i>Refer to Part B Scope of Services for more details on each element</i> The bidder may submit one case study if the bidder has executed both elements in a single project. However, this must be clearly expressed on the document. Alternatively, if the bidder has not done all the above elements in a single project, the bidder may submit multiple business cases so long as each business case highlights which of the above elements the bidder executed in that project. Note that no more than two case studies should be submitted. Each case study must outline the project objectives and intended outcomes; measures of success; and results. Note that each case study submitted must be accompanied by a reference letter for the project that the case study references. References should ideally be presented in the template provided by South African Tourism - refer to ANNEXURE H. Reference letters are also acceptable provided they contain similar detail as Annexure H This evaluation criterion will be evaluated in line with the functionality evaluation matrix below. Excellent =3: Minimum of one case study that covers both above-stated elements with a corresponding reference letter and demonstration of achievement of results. A Maximum of two case studies can be submitted. Acceptable =2: Minimum of one case study that covers one of the above-stated elements with a corresponding reference letter and demonstration of achievement of results. A Maximum of two case studies can be submitted. Unacceptable=0:	35
Slide no. 13 • No case study submitted or no thorough demonstration of either of the two elements. • Irrelevant case study submitted etc • Case study not linked to reference	© South African Tourism 2019

PHASE 2 - DESKTOP FUNCTIONAL EVALUATION

Deliverables / Performance Indicators	Weight
4. TRDMP Pitch Presentation Submit a high-level proposal (no more than 15 slides) as to how South Africa can unlock tourism and aviation growth from China - inclusive of the following elements: NB: Please note that the selection of China for the pitch presentation is solely for illustrative purposes. The appointed bidder will still be required to focus on markets across the globe, as stated in Part B of the RFP. a. WHY: Business Case for China (backed by data and insights - please include data sources) b. WHAT & HOW: High-level Route Development Strategy for China Excellent=3: The proposal covers the two above stated elements with evidence of the clear application of data on both elements. Acceptable=2: The proposal covers the two above stated elements with evidence of the clear application of data on one element. Average =1: The proposal covers one of the above stated elements with evidence of the clear application of data. Unacceptable=0: Meets none of the above requirements or no pitch presentation provided by the bidder. Whilst the pitch presentation must form part of the bidder's RFP submission, bidders are requested to present their TRDMP pitch presentation to the Bid Evaluation Committee in person after the RFP has been closed, and the bidders have successfully passed Phase 1. The exact date of the presentation will be communicated once the RFP has been closed.	40

PHASE 2 - DESKTOP FUNCTIONAL EVALUATION

- A bidder must meet a minimum threshold of 70% from this phase (desktop technical functional evaluation and pitch presentation) to progress to Phase 3 (Price and Specific Goals). Failure to meet the minimum threshold will result to disqualification on this phase.

PHASE 3 - PRICE AND SPECIFIC EVALUATION

Bidder must state the total project cost inclusive of a detailed cost breakdown of each of the project elements (listed below for ease of reference).

1. Business development implementation plan (including the cost of data sources)
2. Develop a public-private partnerships to drive route development
3. Route Development Negotiations and Engagements
4. Governance and Compliance
5. Monitoring and Evaluation

Bidder to provide a rate card - inclusive of the core team members stipulated in Phase 2 Criteria 2 (Team Resources) as well as the Executive Member overseeing the project and any additional resources that may be needed.

Bidder must factor in travel in and around South Africa as well as internationally to execute on Route Development Negotiations and Engagements.

Facilitation of all engagements, workshops and similar activities must be factored into the bidder's costing. Floor space, Stand Build, Activations, Venue hire and similar items will not be covered by the bidder so they must not be included in the project costing.

(Q & A)



MANDELA
Charles E. Young School of Forestry, University of California, Berkeley
This sculpture was unveiled on the 100th anniversary of the birth of Nelson Mandela.
The sculpture was created by the artist, Jaume Plensa.
It was unveiled on August 15, 2018.
The sculpture is made of metal rods.
The sculpture is located on the path leading to the Mandela Memorial.



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THANK YOU



MANDELA
Christina Eusebia, Lesotho, Drought, Negotiation, Statesman
This sculpture was unveiled on the occasion of the 50th Anniversary
of the national anthem of Nelson Mandela
to the President, President Jacob Zuma, 15th August 2012
Sculptor: "RELEASE"
by Mervyn Chishambi