



SOUTH AFRICAN TOURISM

MEETING NOTES

MEETING DATE: 03 NOVEMBER 2025

TIME: 11H00 SA TIME

TENDER NO: SAT 326/25

DESCRIPTION: TOURISM ROUTE DEVELOPMENT MARKETING

OPENING AND WELCOME

Thembelihle opened the meeting by welcoming all bidders and asking them to take the first 5 minutes to complete the attendance register, which was shared in the MS Teams chat.

The meeting began at 11h00, with Bronwen laying out housekeeping rules:

- (a) All participants to keep mics on mute
- (b) Participants are to note down all questions/comments and ask during the Q&A session at the end
- (c) Participant must raise a hand, wait to be recognised before unmuting.

PRESENTATION

1) Tender Information

Thembelihle outlined the details pertaining to the tender as follows:

- (a) Tender number is SAT 326/25, and that is the reference to be used on all documents to be submitted.
- (b) The description of the tender is Tourism Route Development Marketing (TRDM).
- (c) Closing date for the tender is the **10th of November 2025, at 12h00** South African Time
- (d) Bidders must submit all tenders through the eProcurement link: <https://e-procurement.southafrica.net>
- (e) Emphasized that bidders must familiarize themselves with the link by logging in to their profile on the system as early as possible. This will avoid delays on the day of submission and allows bidders to seek assistance if needed.
- (f) In cases of technical challenges, bidders must send an email to tenders@southafrica.net. This is also an email that serves as the central point for any tender-related queries.
- (g) Bids submitted in any other form except through the provided link will not be accepted.



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2) Background to scope

South Africa currently lacks a nationally coordinated route development mechanism, undermining efforts to attract and sustain air routes. The Tourism Route Development Marketing Plan (TRDMP) was created to strengthen tourism and the economy by improving international, regional, and domestic air connectivity. Key objectives include:

- (a) Open new tourism source markets, grow and sustain existing tourism markets and work towards addressing seasonality swings through route development.
- (b) Ensure marketing support and alignment with provincial route development structures by consolidating efforts and eliminating unnecessary competition in global platforms.
- (c) Outline the marketing support package to entice the airlines and ensure SA's competitiveness.
- (d) Ensure effective usage of the country's resources by promoting rationalisation of tourism marketing route development and derive greater value for the country.
- (e) 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 and Objectives for Tourism Route Development

Mosilo outlined the five main components of the Tourism Route Development project, emphasizing national coordination with provincial structures, the development of a business implementation plan, public-private partnerships, route negotiations, governance, and monitoring, with the project scheduled for 18 months and a major milestone in March.

- a) **National Coordination with Provinces:** Mosilo explained the need to align national efforts with existing provincial route development structures such as Cape Town Air Access, Durban Direct, and Gauteng Air Access Network, ensuring that national initiatives support and do not duplicate provincial work.
- b) **Business Development Implementation Plan:** The project requires bidders to research and present a sustainable national route development business model, including profitability, load factors, seasonality, geographic spread, and the



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creation of a country plan to stimulate tourism and aviation growth, as well as incentive strategies and marketing support.

- c) **Public-Private Partnerships and Funding:** Bidders must propose efficient structures for public and private sector collaboration, including organizing engagements and developing a funding model to sustain the permanent structure driving national tourism route development.
 - d) **Route Negotiations, Governance, and Monitoring:** The project includes direct participation in route development negotiations, establishing governance and compliance structures for the steering committee, and implementing robust monitoring and evaluation processes to track progress and outcomes.
 - e) **Project Timeline and Milestones:** The project is set for 18 months, with a key milestone being the completion of a near-final business implementation plan by March, followed by a year of execution, negotiations, and monitoring.
- 4) **Tender Evaluation Criteria and Submission Requirements:** Mosilo and Thembelihle detailed the three-phase tender evaluation process, including administrative compliance, technical functionality, and price/goals, with specific requirements for experience, team composition, case studies, and a pitch presentation, and provided guidance on pricing and submission protocols.
- a) **Evaluation Phases Overview:** The tender evaluation consists of three phases: administrative compliance (tax pin, signed documents, CSD registration), technical functionality (minimum 70% score required), and price/specific goals, with only qualifying bids proceeding to the final phase.
 - b) **Technical Criteria and Weightings:** Technical evaluation includes four criteria: relevant experience (10%), team resources (15%), evidence-based case studies (35%), and a pitch presentation (40%), with detailed expectations for reference letters, team bios, and case study documentation Respectively.
 - c) **Pitch Presentation Requirements:** Bidders must submit a 15-slide high-level proposal focused on unlocking South Africa's tourism and aviation potential from the Chinese market, using data and insights, and present it to the evaluation committee.
 - d) **Pricing and Rate Card Submission:** Bidders must provide a detailed cost breakdown for each of the five project elements, include a rate card for all core



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and executive team members, and factor in travel and facilitation costs, excluding venue and activation costs.

- 5) **E-Procurement Submission Guidance:** Pulane emphasized the importance of early registration and familiarization with the e-procurement portal, noting that late submissions will not be accepted and that the system allows for uploads and deletions before the deadline.

6) **QUESTIONS AND ANSWERS**

Refer to the consolidated sheet of questions and answers.

END OF SECTION