



SOUTH AFRICAN TOURISM

BRIEFING SESSION MEETING MINUTES

MEETING DATE: 28 NOVEMBER 2025

TIME: 11H00 SA TIME

BID NO: SAT 284/25 (RE-ISSUE)

DESCRIPTION: INTERNATIONAL & DOMESTIC BRAND TRACKER SURVEY (RE-ISSUE)

1. **Tender Submission Process and Requirements:** Thembelihle and Melusi provided detailed instructions to bidders regarding the submission process for the international and domestic brand tracker tender, emphasizing registration on the E procurement portal, submission deadlines, required documents, and the exclusive use of the online system for bid submission.
 - a) **Submission Platform and Deadline:** Thembelihle explained that all bids must be submitted via the E procurement system, with the closing date set for 12th December at 12:00 South African time; the system will automatically shut down at the deadline, preventing late submissions.
 - b) **Registration and Document Upload:** Bidders are required to register on the E procurement portal prior to submission, upload all necessary company details and documents, and ensure that all files are properly uploaded and visible before submitting the bid.
 - c) **Technical Support and Queries:** Any technical challenges encountered during the submission process should be reported to the tenders@southafrica.net email address, where the support team can assist; questions after the briefing must be submitted by 8th December.



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- d) **Submission Format and Restrictions:** Thembelihle emphasized that only submissions through the designated link will be accepted, and no other forms of submission are permitted; bidders may upload documents as PDFs or zip folders.
- 2. **Scope of Work and Project Objectives:** Melusi outlined the scope of the tender, describing the dual focus on international and domestic brand tracking, the need for strategic partnership, data integration, advisory services, and the expectation for innovative approaches to data analysis and commercialization.
 - a) **International and Domestic Brand Tracker:** The project requires tracking brand perceptions in 25 international markets and across nine South African provinces, aiming to inform demand creation initiatives and understand traveler behaviors for both segments.
 - b) **Data Collection and Integration:** The successful bidder must design and execute studies, collect and process data, and ensure integration with the organization's cloud environment for real-time or near real-time data access.
 - c) **Advisory and Analytical Services:** Beyond data collection, the bidder is expected to provide advisory services, in-depth analysis of key campaigns, and proactive guidance to support decision-making for the board and other stakeholders.
 - d) **Innovation and Data Enrichment:** Bidders are challenged to propose advanced analytical methods, integrate historical and current data, and deliver deeper insights, including the use of innovative techniques to address potential blind spots.
 - e) **Commercialization and Value Addition:** The scope includes exploring strategies for data commercialization to offset study costs, benchmarking



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against competitors, and providing training and capacity building for internal teams.

3. **Evaluation Criteria and Process:** Thembelihle and Melusi detailed the multi-phase evaluation process for bids, including administrative compliance, technical evaluation, presentations, and the independent scoring for each stage.
 - a) **Evaluation Phases Overview:** The evaluation consists of three main phases: administrative requirements (submission of proforma documents, CSD, and tax PIN), technical evaluation (Phase 2A and 2B), and Phase 3vprice/specific goals assessment, with each phase scored independently.
 - b) **Technical Evaluation Criteria:** Phase 2A assesses bidders on experience, data collection and processing, advanced analytics, and reporting capabilities, with a minimum score of 70% required to advance; Phase 2B involves presentations and demos evaluated by a committee.
 - c) **Reference Letters and Templates:** Bidders must submit reference letters or use the provided Annexure H template, ensuring all required information is included; Thembelihle confirmed that the template will be uploaded and shared with all bidders.
 - d) **Scoring and Independence of Stages:** Each evaluation stage is scored independently, meaning high performance in one phase does not guarantee advancement or high scores in subsequent phases; the total project cost is used for price evaluation.
4. **Clarifications on Questionnaire, Study Design, and Data Collection:** Melusi and Thembelihle addressed questions from bidders regarding access to existing questionnaires, the freedom to propose new methodologies, screener



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definitions, data collection frequency, and the onboarding process for the successful bidder.

- a) **Access to Existing Questionnaires:** Melusi clarified that existing questionnaires for the domestic and international brand tracker will not be shared during the bidding phase to encourage innovative proposals; the successful bidder will receive these during onboarding.
 - b) **Freedom in Study Design:** Bidders are permitted and encouraged to propose entirely new brand equity solutions and methodologies, rather than being constrained by previous approaches, to support the organization's goal of reimagining the brand study.
 - c) **Screeners and Sample Definitions:** The definition of screeners for domestic and international travelers will be informed by ongoing segmentation studies, and detailed criteria will be provided to the appointed bidder during onboarding.
 - d) **Data Collection Frequency and Advisory Sessions:** The study requires two main data collection waves per year, supplemented by quarterly strategic advisory sessions for ongoing review and collaborative analysis with internal teams.
5. **Submission Structure, Awarding, and Supplementary Research:** Thembelihle and Melusi clarified that the tender requires a single submission covering both domestic and international studies, will be awarded to one service provider, and includes provisions for supplementary/ad hoc research with a dedicated budget.
- a) **Single Submission Requirement:** Bidders must submit one combined proposal for both the domestic and international brand tracker components, as the tender is structured as a single contract.



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- b) **Awarding to Single Provider:** The tender will be awarded to a single service provider; if bidders form partnerships or joint ventures, these must be declared with valid agreements and supporting documents at submission.
- c) **Supplementary Research Budget:** A separate budget line for supplementary or ad hoc research is required, covering secondary research or brand-related questions not addressed in the main study waves, with a rate card to be provided to bidders.
- d) **Evaluation of Combined Project Value:** For evaluation purposes, the total cost of both domestic and international studies will be combined, and the appropriate price evaluation formula (e.g., 90/10 or 80/20) will be applied to the total project value.

6. Budget Publication and Additional Documentation:

- a) **Budget Non-Disclosure:** No specific budget for the annual or three-year duration of the studies was published as part of the tender documentation.
- b) **Pending Document Uploads:** Thembelihle stated that the reference letter template (Annexure H) and the rate card will be uploaded to the website and shared with all bidders to ensure compliance and clarity.

Follow-up tasks:

- **Reference Letter Template Availability:** Upload and share Annexure H (the new template for reference letters) with all bidders and ensure it is available on the website. (Thembelihle)
- **Rate Card Document Availability:** Upload and share the rate card document with bidders and ensure it is available on the website. (Thembelihle)



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