



SOUTH AFRICAN TOURISM

NON COMPULSORY BRIEFING SESSION MEETING MINUTES

MEETING DATE: 02 FEBRUARY 2026

TIME: 11H00 CET

BID NO: SAT 295/25 (RE-ISSUE)

**DESCRIPTION: CENTRAL EUROPE DIGITAL ACTIVATION AGENCY FOR SPECIFIC
LOCALISATION NEEDS FOR THE CENTRAL EUROPE MARKETS (GERMANY,
SWITZERLAND & AUSTRIA)**

Tender Overview and Submission Requirements: Thembelihle and Yvonne provided an overview of the Central Europe Digital Activations Agency tender (SAT 295/25), outlining the submission process, key deadlines, and requirements for bidders, with bidders as participants who were seeking clarification on documentation and submission procedures.

Tender Details and Deadlines: Thembelihle explained that the tender is for digital activations in the Central Europe market (Germany, Switzerland, Austria), published on January 26, with a closing date of February 9 at 12:00 CET. All submissions must be made via the provided link, and late or alternative submissions will not be accepted.

Submission Platform and Profile Upload: Bidders are required to upload their profiles and all relevant documents through the designated online link, which is open from the day of the briefing. Early submission is encouraged to avoid technical issues.

Questions and Clarifications Process: Any questions during the tender period must be sent by email to tenders@southafrica.net by February 4, with responses published on the same website by February 5 and also sent directly to briefing session attendees.



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Attendance Register and Session Compulsoriness: An attendance register link was shared for record-keeping; attendance at the briefing is not compulsory and does not affect eligibility.

Scope of Work and Project Objectives: Yvonne summarized the scope of work for the tender, emphasizing the need for localized digital activation campaigns in Central Europe, alignment with KPIs from head office, and the importance of a 360-degree campaign approach, with Thembelihle confirming coverage of all key points.

Scope and Contract Duration: The contract is for three years, focusing on supporting the Central Europe market in planning and implementing digital campaigns to meet post-COVID-19 challenges and market changes.

Key Performance Indicators: KPIs include increasing tourist arrivals and spend to South Africa, enhancing brand awareness and engagement, driving traffic to digital channels, and addressing safety perceptions and information gaps.

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Digital Activation Requirements: Bidders are expected to develop and manage consumer digital campaigns, localize global campaign ideas for the Central Europe market, and implement media schedules and digital support as detailed in the tender documents.

Integrated Campaign Strategy: A 360-degree campaign approach is required, integrating PR, creative, and media buying to ensure comprehensive engagement with consumers, the travel industry, and other stakeholders.

Evaluation Criteria and Process: Thembelihle detailed the three-phase evaluation process for the tender, including administrative compliance, technical evaluation (with specific criteria for references, case studies, and team expertise), and a pitch



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presentation for shortlisted bidders, with Yvonne and Julian discussing the specifics of required documentation.

Phase One Administrative Evaluation: Bidders must complete all required documents and provide tax compliance certificates; this phase is a prerequisite for further evaluation.

Phase 2A Technical Evaluation: Technical evaluation is based on three main criteria: relevant client references from the past 36 months, case studies demonstrating creativity and innovation in digital activation, and the expertise of the proposed team (including labeled CVs for key roles).

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Scoring and Shortlisting: A minimum score of 70% in Phase 2A is required to advance to Phase 2B (pitch presentation). Scoring matrices for references, case studies, and team experience are clearly defined.

Phase 2B Pitch Presentation: Shortlisted bidders will be invited to present a 45-minute pitch (plus 15 minutes Q&A), addressing specific elements such as the big idea, campaign execution, multi-year planning, and reporting. Only those scoring at least 70% proceed to price evaluation.

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Price Evaluation and Documentation: Final evaluation is based on price, with the lowest acceptable bidder recommended. Non-applicable sections in standard documents (e.g., South African-specific goals requirements) should be ignored by international bidders.

Clarifications on References, Case Studies, and Submission Focus: Julian raised questions about the linkage between client references and case studies, the required



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details for references, and the focus of initial submissions, with Thembelihle and Yvonne clarifying that references and case studies are evaluated separately and specifying the documentation needed for the first submission phase.

References and Case Studies Separation: Thembelihle clarified that client references and case studies are evaluated independently; references must include client details for verification, and positive feedback is necessary for scoring.

Reference Letter Requirements: Reference letters should be on client letterhead and include the client's email, phone number, and signature to facilitate verification.

Submission Focus for Phase 1 and 2A: Yvonne emphasized that the current submission should focus only on administrative documents and the three technical criteria (references, case studies, team expertise), with the 'big idea' reserved for the pitch presentation phase.

Change from Previous Requirements: It was confirmed that, unlike previous tenders, references do not need to be directly linked to the case studies presented, representing a procedural change.

Final Instructions and Support: Thembelihle concluded the meeting by reminding bidders to submit all required documents for phases one and 2A before the deadline, and reiterated that further questions can be sent by email for official response and publication.



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Submission Reminders and Support: Bidders must ensure all required documents for phase one, phase 2A, and pricing are submitted before the deadline, as late submissions will not be accepted; additional questions can be addressed via email and will be answered officially and posted online.

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