



SOUTH AFRICAN TOURISM

PART B: - SCOPE OF WORK - SAT TENDER 335/26 INTEGRATED MARKETING AGENCY FOR WEST AFRICA HUB

BID DESCRIPTION	
INTEGRATED MARKETING AGENCY (CREATIVE, DIGITAL, MEDIA BUYING, AND EXPERIENTIAL MARKETING) FOR WEST AFRICA HUB	
Bidder Name:	
Tender Number:	SAT 335/26
Closing Time:	12H00 PM (WEST AFRICA TIME)
Closing Date:	14 OCTOBER 2026 (No late submission will be accepted)
Compulsory briefing session:	Compulsory Briefing session to be held on: Date: 22 September 2026 Time: 09:00am (WAT) / 10:00 am (SAT) On the following Microsoft Teams online meeting details: Microsoft Teams Link: https://teams.microsoft.com/meet/357368824932754?p=YTldQZz6NI3bvXrma9 Meeting ID: 357 368 824 932 754 Passcode: 5g9rh6ge Only bidders who attend the compulsory briefing session will be eligible to submit their proposals.
Bid Submission link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, and relevant supporting documents for uploads. NB: Bidders are required to ensure that during submission on the system, the uploads were successful before the closing date and time. No tenders transmitted by telegram, hand delivery telex, facsimile, e- mail, or similar apparatus will be considered.
Contact Person	Francina Tlali
Email Address	tenders@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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

1. CLOSING DATE

The closing date for the submission of proposals is **14 OCTOBER 2026 at 12H00 PM, West Africa Time**. No late submissions will be accepted.

2. E-PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism has 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 participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system 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://e-procurement.southafrica.net> 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.

2.2 To submit a proposal for an opportunity, please follow these steps:

- I. Register at <http://e-procurement.southafrica.net/account/Register>, or log in at <http://e-procurement.southafrica.net/account/Login> if you are already registered.
- II. After completing the registration, check your email for a verification message and confirm your account.
- III. Once verified, you will need to complete your profile.
- IV. (Please note that all sections on the details page are mandatory.)
- V. After finishing your profile, you will be able to view tenders on the dashboard.

2.3 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.

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

2.5 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

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

3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than 28 September 2026.

All responses will be published by 30 September 2026 on the following links:

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

4. VALIDITY PERIOD AND CONTRACT DURATION

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

South African Tourism intends to enter a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

5. BACKGROUND AND SCOPE OF SERVICES

5.1 Background on South African Tourism's West Africa Hub

South African Tourism Board, hereinafter referred to as South African Tourism, was established in terms of section (2) of the Tourism Act, (Act No. 72 of 1993 as amended), to stimulate sustainable international and domestic demand for South African tourism experiences as well as to institute measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists.

South African Tourism's Africa West Africa is divided into 2 countries, viz. Nigeria and Ghana. The tender is open only to bidders based in Nigeria with a footprint in Ghana.

The business focuses on 3 distinct areas i.e., leisure, business events (MICE), and distribution channels (tourism trade, media, influencers/celebrities, and private companies) to drive brand awareness and positivity, with the main objective to encourage consumers to visit South Africa and the tourism distribution channel to promote and sell South Africa.

An invitation is extended to the Nigerian based integrated marketing and communication agencies, that understand the spirit of the SA Tourism brand to submit proposals to be considered for appointment by the South African Tourism Board's West Africa region, on a non-exclusive basis, on project-based, with no retainer at pricing, to assist in marketing the South Africa tourism offering, within the marketing discipline of communication and creative development; digital strategy including social media implementation; media strategy, planning, and buying; and brand experiential strategy and activation; for a contracted period of 3 years.

Only integrated marketing and communication agencies duly licensed by the Advertising Regulatory Council of Nigeria (ARCON) will be considered.

Problem Statement /Business challenge?

The marketing of South Africa as a preferred tourism destination requires the assistance of communication agencies to bring expertise to enable South African Tourism West Africa region to market and promote the destination in a manner that resonates with the targeted consumers and the distribution channel.

As a destination marketing agency, we do not have the required expertise that these agencies have. With the combination of our business strategy, business objectives, and the communication agencies' specialized expertise, the West Africa hub will be able to achieve the desired business objectives.

5.2 Scope of services

Appointing an integrated Marketing Communication Agency will offer South African Tourism the ability to market South Africa in a fully integrated manner because all elements of the marketing mix are critical in executing 360 ° campaigns that provide economies of scale and competitive advantage to inspire and convert travel to South Africa.

The appointed agency will be required to develop an annual communication strategy that includes localized campaign messaging, creative strategy, content development including social media and community management, media planning and media buying, and brand experiential for the SA Tourism West Africa Hub.

Whatever the agency suggests should focus on media and platforms that ensure inspired messaging that appeals to consumers, has extensive consumer reach, includes all/most elements of the marketing mix (including PR), and ensures efficient budget usage. Furthermore, the agency will be expected to find and negotiate appropriate collaboration opportunities for SA Tourism utilizing innovative mechanisms to enhance campaigns and brand.

Agency experience and its senior management in executing integrated marketing campaigns, including creative strategy, content development (including social media and community management), media planning, media buying (in both Nigeria and Ghana), and brand experiential marketing, specifically within the hospitality and lifestyle services industry and/or related industries, is vital. Advertising Regulatory Council of Nigeria (ARCON) licensing is a requirement

Consequently, the appointed agencies will be responsible for, but not limited to, the following services:

Media Planning and Buying

- Media strategy formulation;
- General media planning and buying;
- The evaluation of all advertising media;
- The formulation of marketing media plans and implementation;
- The development and formulation of detailed media schedules;
- Analyzing and executing new media projects;
- Finding and negotiating appropriate collaboration opportunities for SA Tourism;
- Ensuring that there are PR opportunities within media buying;
- Formulation, development and submission of merchandising and other promotional schemes;
- Ensuring that media elements are integrated and drive measurable ROI;
- Analyzing social media performance and competitor performance and reporting;
- The ability to work/synergise with multiple contracted agencies to execute collaborative projects.
- Media Independent Practitioners Association of Nigeria (MIPAN) is an advantage.

Digital

- Digital strategy, conceptualization and ideation;
- The formulation of marketing digital plans and implementation;
- Digital brand and campaign project creative;
- Digital production management;
- Digital editorial content development;
- Social Media Account Community Management;
- Optimization of digital brand experiential initiatives/activations;
- Social media listening ability;
- Digital Amplification;
- Ensuring that there are PR opportunities within digital elements;
- Analyzing digital and social media performance, international benchmarks, competitor performance and reporting;
- Finding and negotiating appropriate collaboration opportunities for SA Tourism;
- Account and Project Management;
- Crisis Management.

Experiential Marketing

- Develop an annual localised brand communication and brand experiential marketing strategy;
- Conceptualise a big idea as per the proposed strategy;
- Develop creative, experiential content planning and relevant production;
- Execute and project management brand activations;
- Brand experiential and activations should consider online and offline platforms;

- Find relevant opportunities with platforms, travel, and non-travel companies that South African Tourism can partner with in delivering the brand experience;
- Ensuring that there are PR opportunities within brand experiential elements;
- Develop measures and reporting of all activations;
- Ensuring that brand experiential elements are integrated and drive measurable ROI;
- The ability to work/synergise with other brands/entities to execute collaborative projects.

6. Additional brand, consumer insights, and brand journey information

BUSINESS OBJECTIVES

1. Increase arrivals and spend for sustainable growth.
2. Acquire new followers on owned social media platforms.
3. Increase social media engagements.
4. Create demand through travel acquisition by working with the distribution channel to sell South Africa as a destination.
5. Grow brand equity for South Africa as a leisure and business events destination.
6. Activate Brand Advocates.

This Bid is for the following markets:

West Africa	Nigeria and Ghana
WHAT CHALLENGE ARE WE SOLVING FOR?	
For the Brand: 1. South African Tourism needs to achieve consistent global growth (8,5% annually to achieve 15 million arrivals by 2030) while South Africa's brand appeal is eroded by safety, security, and welcoming issues, and the value chain increases prices ahead of Global inflation. 2. We need to improve our Brand appeal (content and communication mix) when Travellers are considering South Africa. Consumers cannot find the right content when considering South Africa: ▪ Fears about South Africa's health and safety protocols and the lack of understanding of our quality assurance (product readiness). ▪ Lack of knowledge of South Africa's leisure travel offering (including convenience and ease of booking). ▪ Visa processing challenges in Nigeria. 3. Perceived hostility towards African foreign nationals. For the Business: 1. Consistent application of a competitive communication strategy in both markets. We need to be smarter at identifying what our target audiences are looking for and then serve them carefully crafted content in a timely manner at the different stages of the consumer journey. 2. Poor website experience (not user-friendly, lacking proof points - no testimonials) 3. No clear package experience (USP) and no added value information highlighted before and during the booking process.	

4. No business lead generation tactics.
5. Broken 3rd party fulfilment websites (traditional travel trade partners).
6. Unanswered questions on social media platforms.

For the Consumer:

1. I want to travel, but I'm not sure what to expect.
2. I want to visit a destination that responds to my travel desires.
3. I need them to recognize, understand, and respect my individuality.
4. I want slower, deeper, and more meaningful ways of traveling.
5. I'm an equal citizen of the world!

WHO ARE WE ENGAGING WITH?

"As an explorer at heart, I am excited by the idea of engaging with enriching experiences but on my own terms. I want more meaningful ways of traveling that expand my world, expose me to new places, new people, and different cultures. I want to escape the mundane of my everyday routine. I am looking for realness; I connect when things feel true, natural, and rooted, with a sense of authenticity. At a deeper level, I strive for opportunities to enrich my life, opportunities to discover something new and different."

Functional Needs:

A variety of unique tourism experiences (heritage, history, and culture)

Value for money

Ease of travel/hassle-free access

Safety & Security

Emotional Needs:

- "Accomplish their dreams" - African travelers consider trips to their dream destinations as a once-in-a-lifetime opportunity and have a sense of achievement while doing this.
- "Feel respected" - African travelers expect impartial treatment and want to be respected like travelers from developed countries
- "Expand their horizons" - African travelers consider traveling as a way to learn new things - this helps them to gain knowledge and be better individuals.

WHAT IS THE MOST IMPORTANT INSIGHT ABOUT THE CUSTOMER: THE DATA-INSPIRED TRUTH?

The West African travellers like to explore new places, culture, enjoy shopping and learning new things during their travel, and seek business opportunities.

"I want to enjoy world-class, variety of experiences that others have not considered because it will enhance my social status in life."

West African travellers seek the respect travellers from other countries receive at an international destination

- In addition, Ghanaians are discerning, easy-going, centered and down to earth.

CONSUMER INSIGHTS

Functional Needs:

A variety of unique tourism experiences (heritage, history and culture)

Value for money

Ease of travel/hassle free access

Safety & Security

Emotional Needs:

"Accomplish their dreams" - African travellers consider trips to their dream destinations as a once in a lifetime opportunity, and have a sense of achievement while doing this

"Feel Respected" - African travellers expect impartial treatment and want to be respected like travellers from developed countries

“Expand their horizons” - African travellers consider travelling as a way to learn new things - this helps them to gain knowledge and be better individuals

OVERALL-PRODUCT BENEFIT

Hyper-personalised travel menus that speak to individualised travel needs.

Product Truth: We have unique and diverse experiences that are able to enrich travellers' lives

We're selling them:

An immersive sensory adventure, extraordinary experiences with vibrant colourful cultures, warm people, and places. A hyper-personalised travel experience!

It will make them feel:

Connected, rejuvenated, and the opportunity to create enriching memories.

Strategic Platform:

As a destination filled with rich, authentic and exceptional people and experiences, South Africa invites travellers to experience the regenerative power of joy.

Campaign Idea: South Africa Awaits, Come Find Your Joy.

WHAT SINGLE-MINDED THOUGHT WILL INSPIRE OUR WORK?

SMP: South Africa, the ultimate country of exploration.

HOW CAN WE SUPPORT THIS?

Brand Features:

A warm, welcoming people and diverse cultures. A rich, extensive and varied scenic, coastal, and city landscape, wildlife & safari in close proximity.

Functional Benefits:

An engagement with vibrant cultures, wide and open spaces, awe-inspiring natural beauty, realness, and innovation.

Emotional Rewards:

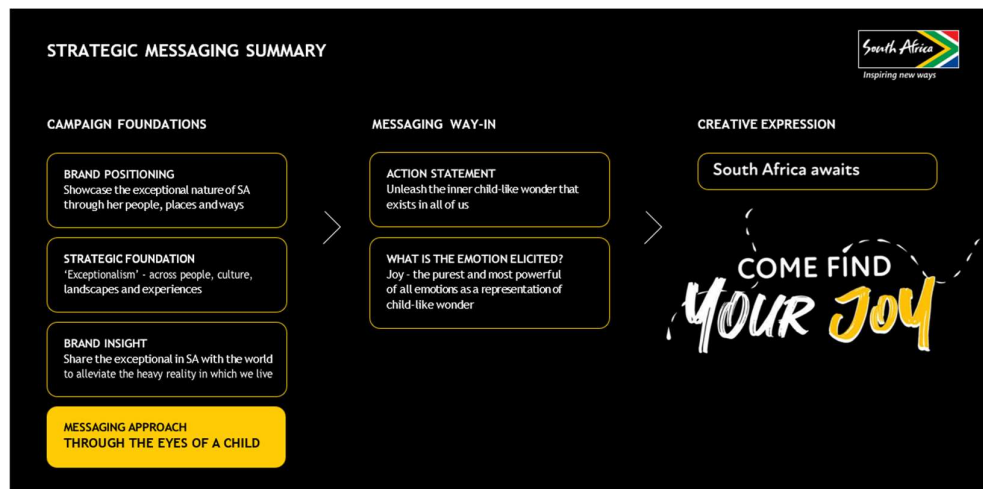
A transformative connection with real people in an authentic and immersive natural environment.

“Only in South Africa can a traveller experience something new and different around every corner, surrounded by warm and welcoming people.”

WHAT ARE SOME THOUGHT STARTERS FOR WHAT WE COULD CREATE?

Brand Strategy

Purpose	To improve the lives of South Africans through economic growth in Tourism. We will do this by positioning South Africa as an exceptional tourist and business tourism destination that offers a value-for-money, quality visitor experience that is diverse and unique.
Brand Positioning Statement	South Africa provides the ultimate opportunity to immerse myself in unique and enriching experiences that are unlike any other anywhere in the world. South Africa is all about breaking new ground
Unique value proposition	Only in SA can a visitor experience something new and different around every corner, surrounded by warm and welcoming people
Reason to believe	South Africa's unique brand experiences, Extensive range and diversity of product: Wildlife safari, Active adventure, Cultural roots, Scenic outdoors, City lifestyle, Coastal beach, Innovation, Quality assurance and World-class infrastructure Secret weapon > Hospitable, warm, welcoming and diverse people
Brand Promise	Ultimate country of exploration
Messaging Tone	FUN (moments of pleasure and enjoyment), INVITING (offering the promise of an attractive or enjoyable experience), VIBRANT (full of energy and enthusiasm), REAL (exceptionally genuine), INSPIRING (an impassioned motivation)
Strapline	Inspiring New Ways

**CURRENT LOCALISED STRATEGY FOR THE WEST AFRICA HUB**

Inspire travelers to go beyond the South Africa they think they know.

Invite them to ignite an authentic sense of exploration and life-changing experiences, creating emotional connections that enrich their lives.

- Showcase the connection with our people, our places, and our ways
- Spark richer ways to travel and immersive sensory experiences

Big Things to be done 2025/2026:**Consumer:**

Position SA as a friendly and welcoming destination that offers immersive authentic leisure experiences underpinned by people, culture, and value for money while showcasing scenic beauty to inspire travelers to visit.

Distribution Channel:

- Collaborate with content creators and media to drive destination appeal and to address travel barriers.
- Engage with the travel trade (South African Product Owners (SAPO) and In Market) through support and training to enable them to sell immersive authentic South African experiences to maintain current closure ratios.

BRAND GUARDRAILS?**Brand Tone of voice:**

- **Fun:** moments of pleasure and enjoyment
- **Inviting:** offering the promise of an attractive or enjoyable experience
- **Vibrant:** full of energy and enthusiasm
- **Real:** exceptionally genuine
- **Inspiring:** an impassioned motivation

Social Media Handle: These will give the bidders information and check what has been done to date

Facebook and Facebook ID	Ghana: https://web.facebook.com/TraveltoSA Nigeria https://web.facebook.com/TravelToSouthAfrica
Twitter	Travel2SA1
Instagram	Travel2SA
YouTube	https://www.youtube.com/channel/UCq0qYDMPJd4nrG7vCcD2Dmw/
Tiktok	Travel2SA