SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK – SAT Tender Global Public relations and digital Communications

Bid Description	
Global Public relations and digital Communications **South African Tourism Head Office**	
Bidder Name:	
CSD MAA number	
Issue date	06 November 2026
Tender Number:	SAT 362/26
Compulsory Briefing Session date:	13 November 2026 at 09h30
Meeting link for Compulsory briefing Session:	**https://teams.microsoft.com/meet/3135496564391559?p=7s787l1c6awoD9WfxZ** **Meeting ID: 313 549 656 439 155 9** **Passcode: BP35MX7U**
Closing Date and Time:	04 December 2026 **(No late or email submission will be accepted)**
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Raymond Mabuela
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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1. CLOSING DATE

The closing date for submitting proposals is **04 December 2026 at 12h00 pm (South African Time).** No late submissions will be accepted.

2. 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 in the system to RSVP to tender briefings and 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. With immediate effect, interested bidders should consider registering and submitting their bid proposals on the portal, which has been developed and implemented for this purpose.

2.2 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 is no longer permitted.

Prospective tenderers should regularly check the following links for any updated information or amendments regarding this tender before the deadlines.

http://www.southafrica.net/gl/en/corporate/page/tenders

and https://e-procurement.southafrica.net

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, Raymond Mabuela, via email at ***Tenders@southafrica.net***.

Bidder(s) must reduce all telephonic inquiries to writing and send them to the above email address.

3.2 Bidders will communicate technical inquiries through the nominated official in writing by 13 November 2026 **at 12h00.**

All responses will be published by **17 November 2026 at 12h00.**on the following link:

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

3.3. VALIDITY PERIOD

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 contract period.

4. DURATION OF THE CONTRACT

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

5. GENERAL OVERVIEW

The role of a Destination Marketing Organisation (DMO) is evolving in response to dynamic consumer behavior, competitive pressures, and the accelerated adoption of digital and technology platforms, a trend heightened by the Covid-19 global pandemic. Consumers now rely more heavily on digital channels to access products and services, necessitating an agile, integrated marketing approach from tourism entities.

South African Tourism (SA Tourism) operates within a high-performance, results-driven marketing environment. To effectively compete and increase market share, it is essential that the organisation prioritises marketing activities that yield a high return on investment. In line with this, SA Tourism is seeking to appoint an integrated global PR, Communications and Digital PR agency.

The services required through this tender are not peripheral but central to SA Tourism's consumer and trade-facing efforts to drive positivity, grow brand equity, increase destination consideration, and ultimately boost tourist arrivals to South Africa.

The appointed agency will be responsible for developing and executing the full spectrum of PR, and Communications support including digital PR strategy and content production for multiple platforms and formats and campaign management (including paid, owned, and earned media). These services will support both leisure and business tourism objectives and ensure that South Africa's marketing efforts are impactful, consistent, and competitive globally.

6. SOUTH AFRICAN TOURISM MANDATE AND RECOVERY PLAN

The mandate of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors. It is a common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty, and inequality. The South African Tourism industry's annual target is to achieve 15 million international tourist arrivals and 2 million jobs in the country by 2030.

<u>The key business objectives are:</u>

- To strengthen South Africa's brand to drive awareness and positivity to attract and inspire target audience
- To encourage South Africans and international travellers to explore, travel and enjoy South Africa and thus boosting the economy.
- To ensure a strong presence in key markets for South Africa to be top of mind, contributing to accelerating towards the target of 15 million visitors by 2030.
- Contribute to improving the tourism revenue contribution and reducing unemployment
- To promote awareness and inspire positivity thereby strengthening how leisure and business events travellers connect with destination South Africa
- Inspire potential and repeater travellers to book trips by leveraging and shifting

purchasing behavior to deliver on the brand index.
- Reclaiming sector leadership and positioning South African Tourism as the authority to achieve the corporate brand index target.

7. SOUTH AFRICAN TOURISM BUSINESS UNITS

The scope of SA Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

7.1 DESTINATION BRAND – THE COUNTRY SOUTH AFRICA

- International Leisure tourism (travel trade and consumer) and Domestic leisure tourism (travel trade and consumer).
- Business events are held through the delivery unit of the South African National Convention
- Bureau (meetings, incentives, conferences, exhibitions).
- The Visitor and Brand experience functions also targeted at both travel trade and consumers

7.2 TOURISM GRADING COUNCIL SOUTH AFRICA (TGCSA) - QUALITY ASSURANCE

- As mandated in the Tourism Act No.3 of 2014, South Africa should have a national system of grading for tourism to maintain or enhance the standards and quality of tourism services, facilities, and products. As such, the TGCSA which was established in 2002, aims to strengthen the South Africa tourism brand by implementing a recognizable and credible globally bench-marked system of quality assurance for tourism experiences which can be relied upon.

- The strategic objective of the TGCSA and brand Visitor experience is to increase the number of graded accommodation establishments and rooms in South Africa, thus contributing to the intentions of the Tourism Act as well as the NTSS (National Tourism Sector Strategy) in providing domestic and international tourists with a memorable experience of South Africa as a tourism destination, which will lead to an increase in tourists and thus a larger contribution to GDP.

7.3 THE SOUTH AFRICA NATIONAL CONVETIONS BUREAU

- The SANCB was formed in 2012 with a mandate to position and sell South Africa as a preferred business events destination.
- The core objectives of SANCB are to cultivate the nation's business events industry by growing the size of South Africa's business events industry; increase measured impact of business events on tourism and geographic distribution and establish business events industry as a driver of job creation, skills development and transformation. The South African Tourism Board is a public entity, which is listed under Schedule 3A of the Public Finance Management Act (PFMA) (Act No. 1 of 1999). Its existence is in accordance with the Tourism Act (Act No. 3 of 2014).

- SANCB's focus is attracting events in economic sectors that have been identified by the government as priorities for future development. These include but are not limited to health, science, education, mining, agriculture, trade and creative industries. Hosting major events in these sectors can contribute significantly to accelerating macro-economic benefits for the country and facilitate trade and intellectual engagement that will strengthen South Africa's global brand and economic transformation.

7.4 LEISURE TOURISM FOCUS

At the heart of the leisure marketing strategy of SA Tourism lies a critical choice – about 'where to play,' i.e., where we must grow or defend our market share and invest for future returns.

Bidders are encouraged to check the SA Tourism market and international offices using the link below:
South African Tourism Annual Report (GL)

With more than 200 countries and limited resources, we must focus on markets where we are most likely to earn returns and not narrow niche opportunities where the risk is higher and the economic impact less. Given the rapidly changing global tourism and travel markets, SA Tourism undertakes a rigorous and data-driven assessment of all the global markets with a 'fresh eye.'

The results of the analysis are then organised into categories in each regional portfolio which informs the nature of the marketing approach to be adopted in each case.

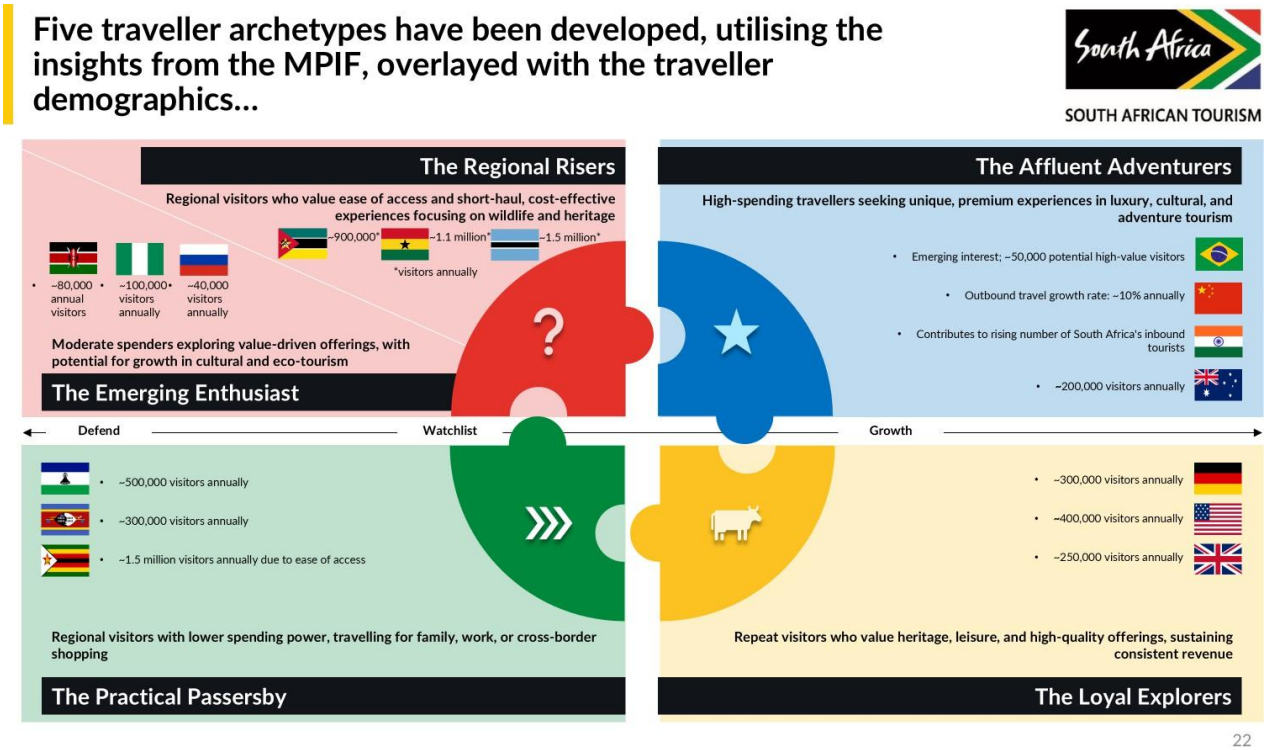
Aligned to the National Development Plan (NDP), the National Tourism Sector Strategy (NTSS), SA Tourism's strategy seeks to achieve the following:

- Contribute to improving the tourism revenue contribution and reducing unemployment
- Increase the number of travellers; grow the number of travellers overall as well as increase the length of stay of potential visitors
- Improve seasonality and geographic spread

It is against the different nature of the growth challenges in each market that SA Tourism has invested in in-depth consumer market research to ensure that our marketing efforts are focused on the highest- yield consumer segments (who are interested and positive about our country) and against the drivers of growth that are appropriate in each chosen market. South Africa, being a long-haul market for major tourism source markets, focuses on people who are worldly and well-travelled. On the other hand, regional travel is driven mainly by the purpose of travel, and new

reasons for travel need to be developed.





7.5 GLOBAL OPERATING ENVIRONMENT

Global Tourism is strong and rebounding, with record-breaking growth in spending and arrivals experienced in 2025, though challenges remain. Challenges include high inflation, price volatility, and the need for more support for small businesses, alongside the increasing urgency for destinations to adapt to environmental threats like climate change.

7.8 TARGET AUDIENCE

We target travellers, not tourists, and travel is a state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives. They want to engage in our destination and seek out interesting and high-quality experiences. They are Adventurous and open to new experiences; these people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives, ultimately, they are explorers at heart.

The Target audience are both Consumers (BtoC) and Trade (BtoB). Consumer profile/target: Repeaters and First-timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of group is taken into consideration: family, friends, lone travelers, couples.

7.9 MICE AND CORPORATE

The focus is on building our brand to appeal to destination South Africa and we are always on looking for opportunities for our National Convention Bureau to pitch for conferences or events in South Africa that will boost our arrivals and spend in South Africa.

A. BUSINESS PROBLEM

- **Business problem: 15million arrivals by 2030**

  South African Tourism must deliver the arrivals target of 15 million visitors by 2030.

  Based on current projections, South Africa should have reached 15 million international arrivals by 2030.

  These arrivals may be under pressure in these uncertain times of digital disruption and legislative, political, and socio-economic change. SMART brand and marketing strategies and tactics are required to influence the programs to drive these targets

- **Business problem 2: The role of South African Tourism in the digital age needs urgent attention**

  South Africa's digital capabilities require a major overhaul to be in touch with the current best practices in the digital world. The use of technology and platforms in the customer journey is not identified and requires specific strategic intervention to ensure travellers are engaged at every step of the way.

- **Business problem 3: Barriers** to travel and customer journey

  Key barriers in customer journeys affect our ability to deliver arrivals. These barriers include concerns for personal safety, uncertainty about the political climate, concern about health risks, too expensive to get to South African, and too expensive once in South Africa. Domestic travellers also cite affordability and accessibility as key challenges when considering exploring Mzansi.

8 SCOPE OF WORK

In a world where travellers are more connected, conscious and curious than ever, South Africa is not just a place – it is a powerful experience waiting to be lived. South African Tourism aim is to position South Africa as the preferred leisure and business destination of choice. Our business objectives are to increase domestic tourism by encouraging and inspiring more South Africans to explore their country and to also increase visitor arrivals (business and leisure) and spend from our key source markets (across the globe) to South Africa. To achieve our set objectives, we have to increase destination awareness and conversion and manage our brand reputation and to promote and market South Africa as an attractive destination for both leisure tourists and business events delegates (domestic, regional and international). To achieve this, we communicate directly with consumers through various channels and platforms to create top of mind awareness. As South African Tourism we also communicate with the Corporate Stakeholders to also improve South African Tourism's position and authority within the South Africa and international tourism industry.

To effectively build destination awareness and to adequately support South Africa and the rest of the country

teams and trade partners, we require services of a Public Relations and Communications Agency with Capacity to operate in various markets around the world, to work with the SA Tourism team in co-creating strategy, planning, and execution. This is an important requirement to ensure development of an insights-led strategy that can be adapted and localised by the various country teams and to ensure that we build sustainable partnerships and drive awareness and positivity and improve overall Brand Health of the destination South Africa.

The appointed agency will be responsible for, but not limited to the following:

- Co-creating of Global PR & Communications strategy and creative strategies including but not limited to:
  - Co-creating of Digital PR content strategy inclusive of content creator/influencer strategy
  - Co-creating of a Corporate Communications Strategy
  - Co-creating of a brand advocacy strategy
  - Co-creating of a destination brand strategy
  - Identifying and management of key partnerships aimed at advancing the PR and Communications objectives
  - Production work

A. Destination Brand PR

Objective: Strengthen and protect South Africa's brand presence through a fully integrated PR strategy powered by digital intelligence, data insights, and AI-driven optimisation across traditional, social, and emerging channels, encompassing:

- Integrated PR Strategy: Develop, implement, and manage an end-to-end GLOBAL PR and Communications strategy aligned with SA Tourism's annual marketing plan. This includes seamless integration of digital, social, influencer, and earned media expertise.
- AI & Data Intelligence: Use AI-powered tools for real-time media listening, sentiment tracking, and performance analytics to guide campaign messaging, audience targeting, and optimisation.
- Market-Specific Adaptation: work with various hub teams to localise and optimise global campaign narratives for each key market, ensuring cultural relevance, message consistency, and strategic alignment across paid, earned, shared, and owned platforms.
- Innovation & Creative Ideation: Proactively identify and propose breakthrough PR and Communications campaign ideas that leverage digital innovation (e.g. immersive content, AR/VR experiences, AI storytelling) to elevate South Africa's destination brand and drive audience engagement.
- Stakeholder Collaborations & Partnerships: Identify, secure, and activate partnerships with complementary travel and non-travel brands to increase reach, brand trust, and audience conversion potential.
- Performance Framework & ROI: Implement a clear, measurable ROI model incorporating qualitative and quantitative KPIs.
- Content Amplification: Develop and deploy amplification strategies to extend the visibility and impact of PR and Communications campaigns across digital ecosystems and community networks.
- Project & Workflow Management: ensure end-to-end project delivery, ensuring timely communication, weekly reporting, and alignment with SA Tourism's strategic objectives.
- Earned Media Growth: Drive consistent growth in earned media value and audience reach for Destination South Africa, benchmarked against agreed targets.
- Smart Media Investment: Maximise media value through strategic editorial integrations, performance-led partnerships, and negotiated advertorials.
- Media Relations & Activations: Plan, execute, and manage media events, networking sessions, and press briefings—both virtual and in-person to strengthen media relationships and market positioning.
- Press & Influencer Hosting: Negotiate and coordinate media and content creator/ influencer hosting opportunities, including familiarisation trips and coverage partnerships, in accordance with SA Tourism guidelines.

- Support for Global Campaigns: Source and coordinate content creators, photographers, videographers, and production partners for regional and global marketing activations as required.

B. Trade Facing PR

Objective: Strengthen engagement and alignment between trade partners and SA Tourism's consumer-facing campaigns through data-driven, conversion-focused communication encompassing:

- Trade Amplification: Extend consumer-facing PR and marketing campaigns into trade-facing platforms to reinforce market visibility and drive conversion.
- Strategic Partnerships: Identify and negotiate digital and offline trade partnerships that enhance exposure and engagement, integrating measurable conversion mechanisms.
- Performance Tracking: Implement monitoring and evaluation systems to track trade PR performance and deliver data-based insights on engagement, leads, and sentiment.

C. Corporate and Reputation Management PR

Objective: Protect, strengthen, and enhance South African and South African Tourism's reputation globally through proactive communication, stakeholder engagement, and real-time digital reputation monitoring, encompassing:

- Global Crisis & Reputation Strategy: Develop and maintain a dynamic, technology-supported crisis and issues management plan to anticipate, respond to, and mitigate potential risks in real time.
- Positive Brand Narrative: Design and execute a long-term positive messaging strategy to position South Africa as a leading global travel destination, underpinned by trust, authenticity, and innovation.
- **Stakeholder & Media Engagement:** Build strong relationships with media, thought leaders, and institutional stakeholders through regular engagement, briefings, and interviews for SA Tourism's spokespersons.
- **Awards & Recognition**: Identify and manage award submissions and thought-leadership opportunities to reinforce credibility and showcase campaign excellence.
- **Reputation Intelligence**: Utilise technologically relevant and advanced monitoring systems to detect misinformation, track sentiment shifts, and identify reputational risks, providing timely insights and recommendations.
- **Social Media Reputation Management**: Working with the digital team, optimise South Africa and SA Tourism's social media presence, ensuring proactive engagement, accurate messaging, and community management across key platforms.
- **Reporting & Insights:** Deliver monthly, quarterly, and annual PR reports detailing earned value, media sentiment, competitor benchmarking, and airlift analysis, supported by actionable insights.

D. **Social and Digital PR**

Objective: Build digital authority and deepen audience engagement through social-first storytelling, influencer collaboration, and community activation encompassing.

- **Social-First PR Campaigns**: Conceptualise and execute integrated social and digital PR campaigns that drive participation, engagement, and advocacy across priority platforms.
- **Technologically relevant and enhanced Content Strategy**: Employ tools for predictive trend mapping, content personalisation, and optimisation to ensure agility and relevance in real-time communication.
- **Influencer & Creator Partnerships**: Identify, vet, and collaborate with credible influencers, bloggers, and digital creators to generate authentic, high-quality content and destination storytelling.
- **Community Engagement & Management:** Build and maintain an active, engaged online community through dialogue, user-generated content, and brand advocacy initiatives.

- **Cross-Platform Integration:** Ensure consistent storytelling and message alignment across all digital channels to strengthen reach, credibility, and engagement.

E. Advocacy PR

Objective: Cultivate authentic advocacy for Destination South Africa by empowering trusted voices, aligning with national and global narratives, and embedding the brand in socially and economically relevant conversations, encompassing:

- **Advocacy Network Development**: Identify, onboard, and nurture a network of destination advocates — including travellers, local communities, creators, trade partners, and thought leaders, key institutional, governmental, and industry stakeholders to amplify positive narratives around South Africa and build unified advocacy around tourism's contribution to South Africa's economy, culture, and sustainability goals.

- **Corporate & Industry Partnerships**: Collaborate with aligned brands, NGOs, and local organisations to co-create advocacy campaigns that reinforce SA Tourism's values and expand the destination's positive visibility.
- **Insight & Measurement**: Use sentiment analysis, engagement tracking, and network mapping tools to identify top advocates, measure influence, and optimise advocacy outcomes.
- **Employee & Partner Advocacy**: Support internal stakeholders and partners with advocacy toolkits, key messaging, and training to ensure consistent, authentic representation of the South African brand.

F. Project Management

- Project communication & consultancy
- Workflow management
- Weekly updates to SAT
- Statutory reporting in line with SAT processes and PFMA (Monthly reporting as per SAT requirements
- Yearly reports at the end of each fiscal year (March)
- Closing / handover report to be handled in the last 30 days prior to the contract termination. The report must ensure all information gathered during the 3-year activities is being handed over to the client (contact details, data, summary of activities and total ROI generated in PR, trade marketing etc.)

G. OPERATIONAL CAPABILITY

This includes conceptualisation, development and execution of a Global PR& Communications strategy. The preferred bidder must be able to physically attend monthly, quarterly and annual meetings at the South African Tourism Regional office in Sandton, Johannesburg. We expect efficient planning, execution and monitoring. The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates and general reports monthly. Finally, an input is expected for the quarterly and annual SAT reports.

H. INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through sentiment analysis and contribute to our insights and informing of PR tactics going forward.

This includes Social Listening, analytics and insights across our digital and social media platforms.

- Agency fees break down in terms of personnel involved in the accounts, strategists, planners and buyers, traditional and digital specialists.
- Negotiated rates, discounts and added value where applicable.

- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where value adds and inter-agency agreements are applied.

I. Reporting

- Quarterly review
- Monthly management reports
- Annual brand and competitor reviews informed by the scope of work
- Weekly status reports

J. Detailed price schedule/rate cards should be included in the proposal where the following should be considered:

- **Retainer Fee:** Submit proposed retainer fee in accordance with the attached Financial Template (Annexure A).
- Provide a detailed breakdown of the agency fee structure, including roles and responsibilities, levels of seniority, creative resources, client service, strategy, production management, and any other costs aligned with the scope of work.
- **M**ark-up policy applicable to external costs (e.g., third-party production or any outsource services).
- Note that South African Tourism reserves the right to verify any provided third-party costs through its appointed cost consultant agency, internal or external audit, or designated officials by any means necessary.
- Provide an annual fee increase proposal covering the 3-year term.
- Provide full disclosure of all commercial agreements with partners where South African Tourism is a beneficiary, including instances where gratuitous services and inter-agency agreements apply (total transparency required for all commercial deals relating to South African Tourism).
- Provide full disclosure of any joint ventures and/or consortiums, if applicable.
- Indicate any once-off costs that may occur during the contract term.

K. NB: Resource Cost template

Please complete the attached Resources Cost Template exactly as provided (Annexure A).

- Tampering with the template structure, resources, or layout is prohibited and may lead to disqualification.
- The price quoted by the agency during submission will be used for the evaluation as retainer cost template
- Bidders are encouraged to submit any other outside retainer cost based on the RFP requirements.

Please note that South African Tourism will contract the preferred bidder on a retainer fee basis, inclusive of applicable production and third-party services.

End