SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK - SAT 354/26 DIGITAL PLATFORMS, MAINTENANCE, OPTIMIZATION, AND SUPPORT FOR 36 MONTHS

Bid Description	
DIGITAL PLATFORMS, MAINTENANCE, OPTIMIZATION, AND SUPPORT FOR 36 MONTHS **For** **South African Tourism**	
Bidder Name:	
CSD MAA number	**MAAA**
Tender Number:	**SAT 354/26**
Issue date:	**10 November 2026**
Closing date:	**09 December 2026**
Closing time:	**12:00 pm**
Bid Submission Address	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net **No tenders transmitted by telegram, hand delivery, telex, facsimile, e-mail, or similar apparatus will be considered.**
Contact Person	**Raymond Mabuela**
Email Address	tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS

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 **09 December 2026 at 12:00 PM.** *No* late submissions will be accepted.

2. TENDER SUBMISSION

2.1. TENDER SUBMISSION LINK

South African Tourism have 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 to RSVP to tender briefings, 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. 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.

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

2.4. 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 enquiries in writing to the specified person, Francina Tlali via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic enquiries 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 **17 NOVEMBER 2026 @12h00 pm.**

All responses to Questions will be published by 19 November 2026 on all the published tender portals.

4. VALIDITY PERIOD

The tender proposal must remain valid for at least Five (5) months (150 days) after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the contract period.

5. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder.

6. DEFINITIONS

ABBREVIATION	DEFINITION
DMO	Destination Marketing Organization
SEO	Search Engine Optimization
SLA	Service Level Agreement
DR	Disaster Recovery
API	Application Programming Interface
TXT	Text
HTML	Hypertext Markup Language
XML	Extensible Markup Language

7. BACKGROUND

A visitor's experience to and in a destination is increasingly determined by the ability of that country's Destination Marketing Organization (DMO) to provide a seamless digital platform experience that provides users:

- The information they are looking for, when they are looking for it;
- Credible information they need to experience a country for the very best it has to offer;
- Trust that through digital platforms they are supported during their time in a country;
- Ease of use and accessibility to relevant information;
- A reason to come back.

But we are not talking about just any country. We are South Africa, home of humanity, land of the entrepreneurs, one of the most praised countries for its lockdown measures to contain the devastation of the pandemic and known as the most developed country in the African continent.

Not only are we a unique country, we are all living in a unique context. The pandemic has caused global devastation in the tourism sector, namely a GDP contribution decrease from 10.4% to 5.5% and a loss of 62 million jobs globally, in 2020. South Africa's unemployment rate is at an all-time high at 34.4%, with the drop in tourism being one of the big contributing factors. Travel bans and lockdowns have accelerated digital adoption with users needing to resort to online and digital options to access products and services they would other-wise purchase physically.

In representing this beautiful nation through digital platforms we are looking for a support, maintenance and development delivery partner who will provide the following services locally, globally and to all SA Tourism business units:

- Maintain the full suite of SA Tourism digital platforms;
- Hosting and related costs from Xneelo Platform as well as support and maintenance of the platform while it remains in production.
- Include cost breakdown of resources for adhoc development and enahncements
- Provide follow-the-sun and 24/7 support, trouble-shooting and resolution to all user queries;
- Monitor platforms to secure 99.8 system availability;
- Execute on digital platforms change requests, major and minor;
- Implement new features, functionalities and other new requests on existing digital platforms;
- Consolidate and optimize the digital platforms systems architecture;
- Migrate and discontinue legacy and outdated digital platforms systems;
- Develop new platforms and applications on request;
- Support the delivery of campaign related requirements for websites and application;
- Publish and manage advertising pixels and tags;
- Define, manage and optimize the technical SEO framework of all web-based applications.

The SA Tourism business units that require support, maintenance and development services are, but not limited to:

- **Brand & Marketing:** Product owner of all destination brands and corporate digital platforms.
- **Tourism Execution – Domestic Travel**: Product owner of all Shot Left digital platforms.
- **Tourism Execution – International Travel:** Product owner of all country-based digital platforms for Travel & Trade (channel);
- **Brand Experience:** Product owner of the tourism product databases and digital platforms.
- **Brand Experience – Global Hosting:** Product owner of all digital platforms that serve to host international audiences in South Africa.
- **Brand Experience – Grading Council:** Product owner of all digital platforms directed to engage with graded establishments.
- **Supply Chain Management:** Product owner of the bid submission portal and tender related digital platforms.
- **Human Resources:** Product owner of the job offers and employee branding related digital platforms.
- **National Convention's Bureau (NCB):** Product owner of all business events and destination bidding digital platforms.
- **Insights & Analytics (IA):** Product owner of all tourism reporting and performance dashboards related to digital platforms.

How can we use digital platforms to keep the tourism industry and our stakeholders updated with all the tourism information and reports they need?

How can we engage with the local and global travel trade industry so that they see a commercial benefit of selling South Africa as a holiday destination to local and international travelers?

How can we actively play a role in supporting bids from Associations, Institutions, Government bodies other organizations to make South Africa home to Meetings, Incentives, Conferences and Events?

We're looking for a strong marketing technology partner who will work with us to answer these questions by providing the very best maintenance, support and development services for all external facing digital platforms of SA Tourism; Build and guide solutions that meet the business continuity requirements and contribute to South Africa being known for providing the best digital platform experience to all its audiences.

6.1. Work Overview:

SA Tourism requires a Digital Platforms support partner to further develop, maintain and support the full suite of SA Tourism owned digital platforms and supporting databases with special focus on the South African National Tourism Product Database as the product data feeder to all platforms. The expectation is that the partner provides best in class solutions and services regarding development, coding, systems architecture, technical SEO and system performance management.

The service provider needs to be experienced in developing, maintaining and supporting these websites within UMBRACO, Expression Engine, Model, Laravel PHP and Silver Stripe content management systems. Back-end database management; System integration;

Maintenance and quality assurance, including creating and maintaining corresponding APIs and 3rd party plug-ins as well as azure hosting platform where applicable.

The development team will further be required to develop in multiple languages including PHP (lamp, Angular), .net, Linux and Java. Full stack development capability is preffered in order to support optimizing the exiting set-up to future new platforms and systems.

The service provider will be required to manage the front-end, back-end, log-in area and hosting management of these platforms including any needed updates, changes and new developments for optimization and/or campaign purposes.

Below are the existing top level domains/digital platforms which the service provider will need to on-board and support from the get-go. As part of the scope of work, however, this is expected to be optimized as well as more domains can be created as and when required:

- www.southafrica.net (including all sub portals and country sites)
- country.southafrica.net
- www.southafricantourism.cn/
- Shotleft.co.za
- South-africa.jp
- www.tourismgrading.co.za
- deals.southafrica.net
- saspecialist.southafrica.net
- playbook.southafrica.net
- directory.southafrica.net
- globalhosting.southafrica.net
- Lilizela – Judging tool and website
- ncbportal.azurewebsites.net
- b2b.southafrica.net
- b2c.southafrica.net
- partner platform :profile.shotleft.co.za
- www.indaba-southafrica.co.za (including database management, hosting, SEO, measurement, campaign management, communication and integration of third-party solutions) and app
- www.meetingsafrica.co.za (database management, SEO, hosting, match-making capabilities, communication and integration of third-party solutions) and app

The successful service provider is required to manage, maintain and assure all levels of security are constantly monitored to ensure an up-to-date need for these platforms, within SA Tourism hosted environment. On hosting technologies, the service provider y will be expected to maintain and manage an Azure hosted environment as well as migrate legacy systems that are still hosted on a more traditional hardware hosted environment, eg: Hetzner, a Local hosting services provider in South Africa hosting costs need to be included, estimated 60K per annum currently.

Of these different technologies, in some cases SA Tourism also utilize different versions of the same software depending on the application needs. Front-end, back-end and any back-end databases that form part of these solutions also need to manage and maintained. Any supporting solutions to the systems need to be maintained and managed as well.

New digital platforms and applications may be required. These should be treated as a project, with separate costs and then form part of the same support and maintenance services after delivery.

The work done on SA Tourism's platforms should be done based on a signed-off roadmap that is created and updated based on SA Tourism's needs and strategic input from the relevant stakeholders.

The goal is to adopt an agile project management methodology where the development and optimization of SA Tourism's platforms must occur on a regular basis with the flexibility for monthly releases while the team, in parallel, delivers the day-today support. The delivery of big releases and execution of day-today support cannot impact or delay each other and must be delivered in conjunction with the internal marketing teams and marketing agencies.

The service provider will be required to have a structured and systematic approach in managing all digital-related requests coming from SA Tourism's defined points of contact across the business, locally and globally. This includes and is not limited to managing the supporting documentation, tools, account management, developing briefing templates, automated ticketing/project management system, SLA management and reporting, for each of the operating countries and business units.

Test cases on any new feature, functionality, release or others must be collaboratively done between SA Tourism's point of contact and the relevant stakeholders, business analyst and development lead as well as be included in the briefing process before the project initiation. All standard project management release stages must be included, including user profiling, user experience design, minimum viable product release, UAT to be delivered in a pre-production environment before being deployed in the live environment. This is non-negotiable.

6.2. Work Deliverables:

The service provider is required to deliver flexible and timely development, maintenance, monitoring and optimization services that provides:

- Digital platforms and applications with high-quality user experience, including regular testing against case studies
- Proactively share digital platform trends and innovative solutions for SA Tourism websites and applications
- No downtime or system crashes (Availability of 99.8% to be maintained) monitored and reported on in SLA meetings.
- Delivery high quality platforms performance while maintaining cost efficiencies
- Continual updating and patching of all systems to ensure a secure environment with reporting to highlight these requirements in the monthly SLA meetings
- Important: Backup plans need to be up to date and tested regularly to ensure data integrity in the event of a disaster.
- Important: Disaster recovery needs to be catered for and tested quarterly to ensure that the DR plans are in working order and to continually improve on DR efficiency
- Strict Penalties will be implemented to ensure that system availability is guaranteed and penalized if these agreed percentages are not met.
- Short loading times and optimized response to all user actions
- An intuitive and modernized interface that is compatible with any user device with a mobile-first approach
- Technical search engine optimization
- Post-login and intuitive user experience and relevance
- Data management, maintenance and cleaning
- On-site search logic and optimization
- API creation and maintenance

- Audit Trailing should be catered to in order to track changes
- Sitemap file auto update with new content (txt and xml, html (today is html)
- Timely turn-around times from the partner
- Pragmatic approach to managing work and communications with SA Tourism's stakeholders
- Access to first in-class thinking, ideas, technologies, innovation, proactive recommendations that put the SA Tourism channels are leaders of digital user experience.
- Proactive sharing and implementation of best practices and solutions.
- South African National Tourism Product Database management and optimization to integrate with all dependent channels.
- Product management approach to the websites and applications
- Ad-hoc requirements as and when required.

8. SCOPE OF WORK

For the period of the contract as greed with the service provider the following tasks and services are required:

Project/Account Management: The service provider's main client and point of contact will be the ICT department. It is through the ICT department and an established Helpdesk process that the service provider will then respond to work requests from the rest of the business.

In this context, we require at least one dedicated point of contact with ICT who has full sight of all requests and status on-going with all business units and project; Coordinates the progress completion of all requests; Manages the account financials. The dedicated point of contact is expected to work in conjunction with dedicated delivery managers per business unit and different markets where required.

7.1. Project Planning & SLA:

- Roadmap development, maintenance and control required with overall and split by business units and with defined periods of gathering requirements and reverting.
- Support desk with relevant and time services to support stakeholders across all SA Tourism countries and time zones.
- Continuous agile project management development principles and optimization of the deal's dashboard.
- Continuous agile project management development principles and optimization of the southafrica.net website with monthly sprints.
- Continuous agile project management development principles and optimization of Trade related portals e.g. SA Specialist online training with monthly sprints.
- Campaign driven development and optimization for events related websites tied to event dates provided by SA Tourism.
- Sufficient resources to handle requests that is not impacted by the day-to-day operations or major development work.
- Timely turn-around time on publishing code snippets, retargeting pixels, other measurement, audience and tracking related elements that need to be added to the source code. This is subject to an approvals process defined by SA Tourism.

7.2. Business/Functional Analysis: Dedicated people who will translate SA Tourism's business requirements in to functional specifications to be executed by the development or maintenance teams.

7.3. **Digital Product Management:** Solutions that bring a business lens to the websites and apps, treating the websites as a digital product that needs to continuously evolve to meet user demands.

7.4. **Strategic direction and recommendations:** Pro-active and continuous evaluation of the websites status and performance vs international benchmarks with the objective to assure SA Tourism's websites are always at the forefront of technology and usability. The partner should be equipped with the necessary tools to regularly evaluate and A/B test changes that deliver on business objectives.

7.5. **Website and App development & Maintenance:** In-house qualified teams to secure the development of new features and functionalities. Creation of applications in-line with business digital platforms through a service desk.

7.6. **Technical Search Engine Optimization (SEO):** Required across all SA Tourism's country sites in the languages required by SA Tourism for existing and future regional support, including and not limited to Robots.txt and sitemap file management.

7.7. **Digital Platforms Database Management:** Management and update of the South African National Tourism Product Database and feed quality assurance from this database to all linked websites, owned and 3rd party. This requires verification of existing entries to ascertain validity.

7.8. **API creation and maintenance:** Create and maintain the actual APIs, support, maintenance and integration with other platforms being aware of existing dependencies and identifying potential risks when maintaining, updating or optimizing.

7.9. **Search functionality and associated technology:** Quality assurance on results delivered to users when they use the search functionalities on the websites. Analysis of results delivered to the users and optimization of those results in-line with what the users are looking for. The search experience of users requires ongoing optimization.

7.10. **Fast Track process:** An SLA and sufficient resources that allow for a fast turn-around-time without conflicting or impacting on big platform updates.

7.11. **Big Releases:** Game changing and reoccurring website and applications updates, minimum every 3 months that provides users an improved experience while delivering value to the different SA Tourism's business units, locally and globally.

7.12. **Hosting Management:** SA Tourism hosts its websites and applications on multiple platforms and technologies, on these technologies you will be expected to maintain and manage an Azure hosted environment as well as migrate legacy systems that are still hosted on a more traditional hardware hosted environment with a Local hosting services provider in South Africa all while maintaining the required 99.8% uptime and ensuring the systems are up to date to prevent any possible security breaches.

7.13. **Data Ownership:** All databases gathered through the SA Tourism digital platforms and related audience information becomes proprietary to SA Tourism and classified as first part-data. The partner is required to request formal approval to use any first party-data.

7.14. Document Management and version control: Create and maintain updated functional specifications of all digital platforms. Technical and functional specification and user guide documentation to be continuously updated and reviewed on a monthly basis.

7.15. Usability and Experience Optimization: Proactively and continuously analyze overall user experience and navigation on all page types including articles, reports, landing pages, campaign pages, press releases and informational pages, providing regular reports, events, bidding and proposed optimization as insights are identified.

7.16. Websites & Applications Operating Performance: Continuously monitor the performance of our websites and applications, assuring the systems are always up and running and delivering the best user experience while also maintaining the 99.8% availability that is required.

7.17. Legal & compliancy: Assure data compliancy practice is always and regulatory documents are always updated and uploaded on to the websites and applications.

7.18. Admin Access & Reporting: Assure SA Tourism has admin access to all components of the digital platforms architecture and multi-format reporting is produced and available on all possible user actions and outcomes.

9. PROPOSALS

The service provider will be required to submit the proposals that will demonstrate the following::

- Capability, in the form of credentials (both employees and company), operating model, development methodology used to manage a suite of digital platforms and business units, locally and globally as stated in the scope of work;
- The use of a service desk and project management tools;
- The in-depth knowledge of the required back-end and front-end systems and development languages;
- Examples of previous clients and platforms development work delivered;
- Performance reports or other research showing previous websites & applications delivered provided the best user experience;
- Accolades or awards given to previous websites & applications due to their innovative and user friendly nature;
- Performance reports showing previous websites & applications results of where SEO was implemented;
- Forward and innovative thinking about websites and applications;
- Proposed day-to-day operating costs for maintenance, support and change requests (capped);
- Detailed rate card for the project-based development requirements.

Proposals will be accepted from companies who offer these services, have in-house teams to deliver on all the work required, have an adequate operating infrastructure to deliver on the needs of SA Tourism locally, globally and across all business units.

9.1. SA Tourism will consider the following priority levels and escalation procedures for help desk support:

Priority 1 – Critical	A critical service is unavailable or very seriously impaired by a problem. The impact on "normal business operations" is severe with employees unable to perform their normal work, or there is a serious. Adverse business/financial impact. The service provider does not have a readily available alternative way of users performing their normal work.
Priority 2 - Important	Main service is unavailable or seriously impaired by a problem. The impact on "normal business operations" is adversely affected but users can still performance their tasks at a reduced speed or less service benefits.
Priority 3 - Medium	A non-critical service is unavailable or impaired by the problem. There is minor impact on users "normal business operation".

9.2. Service levels will be tracked based on the criteria below:

Priority	Response time	Resolution (*)
1 – Critical	1 hour	5 hours
2 – Important	2 hours	10 hours
3 – Medium	2 hours	24 hours

All calls logged with the 1st level support service provider should be done on a follow-the-sun basis. Otherwise, service requests will be done 24/7 for priority 1 call.

8.3. Target performance measurements

Actual performance will be calculated as follows:
Actual performance = (Number of requests resolved within the service levels per month / Total number of request) * 100

Target performance measurements will be based on resolution times and not response times.

Service elements (System availability)	**Performance (**Percentage)
Severity 1	99.8%
Severity 2	99.5%
Severity 3	99%

8.4. Penalties to be considered for service level agreement will be as follows:

- If target performance for calls logged, and/or System availability is below 99.8% but higher than 98.8% = 5% of monthly fees payable for every resolution time increment on every service level priority;

- System availability or functionality is below 98.8% = 10%, of monthly fees payable, as per failure to resolve the issue within every interval of SLA priority turnaround time;
- During the implementation phase, failure by the preferred bidder to deliver as per the agreed project plan, for each day delayed at least 10% of the implementation fee will be deducted, subject to agreed reasons for the delay;
- Delivery of work outside the governance framework and any work resulting in audit findings - 10% of the implementation fee will be deducted, per auditing finding;
- Missed deadlines as agreed in the delivery roadmap and relevant project plans will result in 5% deduction of the implementation per day until the work is delivered;
- Work delivered without approval provided from ICT and has per agreed SLA's, will result in the non-payment of the respective work done.

N.B:

- The above-mentioned service level criteria will form the basis of the Service Level Agreement with the preferred bidder.

8.5. Commissioning of future work

The agreement will provision for annual evaluations of the service provider to assure all SA Tourism service requirements are met. The commission of future work is subject to these evaluations and overall quality of services provided.

10. PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document. For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

Below table is a rate card for resources to be completed and included in the formal cost proposal.

Rate Card

RESOURCE DESCRIPTION	QTY	DAILY RATE (VAT. INCL.)	MONTHLY RATE (VAT. INCL.)	ANNUAL ESCALATION PERCENTAGE %
Senior Developers	5	R	R	
Business Analyst	1	R	R	
UX Designer	1	R	R	
Solution architecture	1	R	R	

Account/Project manager	1	R	R	
Other				

END.