SOUTH AFRICAN TOURISM

PART B: SCOPE OF WORK SAT Tender Number SAT 358/26 TOURISM BRAND STRATEGY, DESIGN, ACTIVATION, PRODUCTION, DISTRIBUTION AND COLLECTION.

Bid Description	
PLAQUE DESIGN, PRODUCTION, DISTRIBUTION AND COLLECTION. PROCURE A STRATEGIC BRAND SERVICE PROVIDER FOR TOURIST EXPERIENCE. THIS ANALYSIS IDENTIFIES GAPS WITHIN THE BUSINESS UNIT FOR STRATEGIC BRAND REQUIREMENTS AND OTHER BUSINESS UNITS WITHIN SOUTH AFRICAN TOURISM.	
Bidder Name:	
CSD MAA number:	MAAA
Tender Number:	SA Tourism Tender number **SAT 358/26**
Closing Time:	12h00 PM
Closing Date:	15 December 2026 at 12h00 PM (South African Time) **(No late submission will be accepted)**
Contact Person	Raymond Mabuela
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.**
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, 20227, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

1. CLOSING DATE

The closing date for submitting proposals is **15 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 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 to the above email address.

3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than 23 November 2026.

All responses will be published by 26 November 2026 on the following links:

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 period of the contract.

4 DURATIONS OF THE CONTRACT

South African Tourism intends to enter into a twelve (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. DETAILED SCOPE OF WORK

5.1 EXECUTIVE STRATEGIC CONTEXT

South African Tourism's Tourist Experience business unit represents the strategically integrated cluster of divisions designed to protect, promote, enhance and globally position South Africa as a quality-assured, preferred tourism destination. The divisions include Tourism Grading Council of South Africa (TGCSA), Brand Experience, Global Trade, and Visitor Experience.

This tender establishes a unified, multi-disciplinary strategic partnership to deliver end-to-end brand experiences, awards, 5-star Premium certificates, plaques, activations, collateral, production, logistics, technology integration, training interventions and communications interventions across all four divisions. The tourist experience range of work including but not limited to:

The Tourism Grading Council of South Africa (TGCSA), operating under the Tourism Act (2014), serves approximately 5,000 graded establishments nationally and administers South Africa's official quality assurance star grading system across all categories and 1-5 star grading, accolades and Basic Quality Verification.

Brand Experience strengthens destination perception through immersive campaigns, brand experience hostings, collateral production, and experiential platforms.

Global Trade enhances international and domestic market access, air route development, and trade partner enablement through strategic marketing interventions.

Visitor Experience drives quality enhancement and industry participation at all points of the visitor experience including but not limited to: Welcome Programme implementation, Lilizela Tourism Awards, stakeholder training/education and consumer-facing tourism confidence initiatives.

5.2 STRATEGIC VISION OF THE AGENCY SCOPE OF WORK

- Transition Tourist Experience into a fully integrated, technology-enabled operational ecosystem and the TGCSA brand merchandising (plaque production) process.
- Deliver lifecycle-based (end to end) plaque and brand asset management.
- Brand activation support for the full tourist experience programme: TGCSA, Brand Experience, Global Trade and Visitor Experience and of the other business unit should be a need
- Embed sustainability and circular economy principles across production and logistics.
- Enable real-time data visibility and executive dashboards for decision-making.
- Protect and strengthen national tourism brand integrity through anti-fraud solutions.
- Measurable marketing and tourism experience impact

6. DETAILED INTEGRATED SCOPE OF WORK

The scope of work for each division is not exclusive to each division i.e. an item for one division can apply to another division. The appointed agency will not only limited to TGCSA goods and services but where possible that the scope of work may be extended to other strategic business units within South African Tourism (e.g. Africa's Travel Indaba and Meetings Africa, internal activation, domestic experiential and brand & marketing activations/Events etc). The list below includes examples of requirements but is not limited to this list:

6.1 TGCSA – End-to-End Brand Integrity & Lifecycle Management

- Recommend and design plaque production aligned to CI standards with anti-counterfeit enhancements.
- Digital integration and smart verification for assessors
- National logistics with real-time tracking of plaque distribution, collection and merchandise distribution etc.
- Collection, certified destruction and recycling of expired/illegal plaques.
- Certificates for all programmes e.g. 5-Star Premium certificate, Basic Quality Verification certificate, awards and trophies etc.
- Premium packaging of all collateral and branding inclusive of instructions for installation and application i.e. installation-ready delivery kits
- Integration with TQIT (TGCSA System) and automated stakeholder communications- Real-time digital tracking integrated with TGCSA systems (see: https://www.tourismgrading.co.za/)
- Brand merchandise and activations e.g. clothing, collateral, vehicle branding, banners, signage etc.
- Campaign collateral and content.
- Strategic approach and implementation of illegal advertising initiatives and systems for management thereof.
- Training systems, material, course information, collateral and content creation.

6.2 Brand Experience – National Tourism Perception Management

- Recommend integrated awareness campaigns promoting quality assurance.
- Design and production of multi-channel collateral and toolkits.
- Merchandising and experiential activation materials.
- Strategic storytelling aligned to destination competitiveness.
- National roadshows, conferences and stakeholder engagement platforms.

6.3 Global Trade – Route Development & International Trade Enablement

- Execution of all Campaign/branding/activation and collateral requirements
- Trade partner toolkits, trade presenters and market-specific marketing assets.
- Support material e.g. audio visuals, brochures, content for training programmes etc.
- Strategic experiential brand campaign requirements.

6.4 Visitor Experience – Industry Confidence & Service Excellence

- Welcome Programme collateral and training materials.
- Lilizela Tourism Awards branding and production support.

- Assessor conferences and stakeholder workshop production.
- Consumer education initiatives reinforcing tourism quality.
- Training systems, material, course information, collateral and content creation.

7. EXPECTED STRATEGIC OUTCOMES

- Elimination of production and logistics backlogs.
- Improved public awareness of TGCSA grading.
- Increased graded establishment participation.
- Integrated Programme Five operational ecosystem.
- Enhanced global competitiveness perception.
- Sustainable and measurable tourism brand protection.

8. NATIONAL STRATEGIC SIGNIFICANCE

This tender represents a high-visibility, multi-year strategic public-sector opportunity. It directly supports South Africa's tourism growth, transformation agenda, destination reputation management and global competitiveness through a unified Tourist Experience business unit.

9. PRICE SCHEDULE

Price Schedule for evaluation purposes SA Tourism will earmark realistic budgetary resources for all exhibitions, consumer events, staff events and trade events. The preparation of a well-thought-through cost estimate is essential for the entire project management and execution process. Please note the following strict financial conditions:

Bidders must complete the Mandatory cost template, **Annexure A** exactly as required. Failure to comply with these guidelines, including providing tax-inclusive pricing and a clear indication of price escalation terms, or failure to fully complete the table, will result in the immediate disqualification of the bidder's pricing proposal.

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

- **Annexure A:** Submit proposed cost for resources, management fee and product 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.

NB: Rate Card, Management fee and Production Pricing:

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 and for contracting
- Bidders are encouraged to submit any other outside Annexure A cost based on the RFP requirements.

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

End