



SOUTH AFRICAN TOURISM

Part B: SCOPE OF WORK - SAT 345/26 PUBLIC RELATIONS AGENCY MEISEA

Bid Description	
PUBLIC RELATIONS AGENCY MEISEA FOR SOUTH AFRICAN TOURISM BOARD	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 345/26
Closing Time:	12:00hrs (IST)
Closing Date:	19 OCTOBER 2026
Non-Compulsory Briefing Session Details:	Date: 24 September 2026 Time: 13:00 pm (IST) Teams meeting link: https://teams.microsoft.com/join/393030614362492?p=e0hUg1udShhcfFIdLR Meeting ID: 393 030 614 362 492 Passcode: Y729YF9H
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Francina Tlali
Email Address	tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

1. CLOSING DATE

The closing date for submitting proposals is **19 OCTOBER 2026, 12:00hrs (IST)**. 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 01 October 2026.

All responses will be published by 02 October 2026 on the following link and all platforms the tender was published on:

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

4. 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, as well as other recurring costs, must remain firm for the duration of the contract.

5. DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year 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 on agreed terms and conditions.

6. BUSINESS CASE AND DETAILED SCOPE OF WORK

6.1 BUSINESS CASE

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This, coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, a lack of direct flights, and a perceived limited product diversity, has also proven to be an impediment for travellers.

SA Tourism is looking for a PR agency that will allow the traveller to immerse themselves in Destination South Africa. The agency needs to trigger emotional touchpoints (travel drivers) that will build familiarity, build reputation and offer 'always on' conversion opportunities.

6.2 OPERATING ENVIRONMENT

South Africa's brand performance in the Indian market has strengthened steadily in recent years; however, it continues to lag behind key competitors such as New Zealand, Australia, the United States, France, and Kenya in overall brand equity and destination preference.

Several barriers within the traveler decision-making journey continue to constrain South Africa's ability to convert demand into arrivals. These include concerns about personal safety, perceived high travel costs, and the lack of direct air connectivity between India and South Africa.

Significant progress has been made in addressing historical visa-related challenges. The Department of Home Affairs (DHA) has successfully implemented the Trusted Tour Operator Scheme (TTOS) in two phases, with 30 accredited members currently authorized to facilitate e-visa applications. This initiative has substantially improved the efficiency and convenience of the visa application process for Indian travelers. Furthermore, the launch of the Electronic Travel Authorization (ETA) system is expected to further streamline entry procedures, enhance traveler facilitation, and improve overall accessibility to the destination.

Historically, South African Tourism's market development efforts in India have been predominantly trade-led. However, evolving consumer behaviour indicates a gradual shift away from traditional booking channels, with travellers increasingly seeking unique, experiential, and lesser-known destinations within South Africa. This changing landscape presents an opportunity to adopt a more integrated marketing approach that effectively engages emerging consumer segments across the entire purchase funnel from awareness and consideration through to conversion, while continuing to strengthen and support established trade partnerships.

6.3 TARGET AUDIENCE

The majority of Indian travellers to South Africa fall within the 25-44 age demographic, with first-time visitors accounting for a significant proportion of arrivals. Traveler segments are relatively well balanced, comprising leisure travelers (34%), MICE travelers (28%), business travelers (18%), and Visiting Friends and Relatives (VFR) travelers (8%).

The market is increasingly characterized by independent travel behaviour. While trade channels continue to play a critical role in influencing destination choice and facilitating bookings, there is a noticeable shift towards independent and semi-independent travel, with consumers increasingly utilizing a combination of digital platforms, direct booking channels, and traditional trade partners throughout their travel planning and purchasing journey. Fully inclusive packaged travel remains an important segment, although its relative share is gradually declining.

Booking patterns have evolved significantly, with shorter consideration and booking windows becoming more prevalent. A substantial proportion of traveller's book and undertake their trips within 30 days of departure, reflecting the growing importance of agile, conversion-focused marketing strategies and always-on consumer engagement.

South Africa's tourism offering aligns strongly with the interests of Indian travellers. Adventure experiences remain a primary travel motivator, complemented by strong interest in wildlife encounters, natural attractions, scenic landscapes, and lifestyle experiences. Visitor satisfaction is driven largely by South Africa's diverse natural beauty and the warmth and hospitality of its people, while perceptions relating to safety and security continue to represent the most significant barrier to travel consideration. Advocacy levels among past visitors are exceptionally high, with traveller recommendations and endorsements serving as a powerful driver of destination credibility and intent. Seasonality trends indicate that the majority of Indian arrivals occur during the April to June period, with demand typically peaking in May. A secondary travel peak is observed around the Diwali holiday period, presenting an additional opportunity for targeted marketing and conversion initiatives.

Against this backdrop, South African Tourism India has identified the following priority target audiences for focused engagement and market development efforts:

6.4 MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

6.5 FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before. Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

6.6 BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic, India was expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to grow by USD 9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and aims to expand its product offering beyond well-known cities like Johannesburg, Cape Town, and Durban to introduce offerings from other regions within the country.

The MICE sector and leisure tourism are investments that drive great returns over a period of time. Companies in India are realizing the benefits that accrue to their businesses from organizing MICE trips and traveling year-round. In addition to Indian corporations expanding their global footprint, there has been a rise in business travellers extending their trips to include a leisure component.

In certain instances, families are included on these trips and extend their length of stay. It is expected that this trend will grow even more in the future. Thus, awareness of newer destinations, flight connectivity, and cheaper airfares are the major drivers of outbound MICE demand from India. Travellers in this segment are seeking something new, require a seamless ease of accessing South Africa, and want their employees, suppliers, and clients to explore more and experience things beyond the norm.

6.7 TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade, such as sports tourism, community travel, and women's travel, among others. The upcoming ICC cricket world cup 2027 will be hosted in South Africa, providing an opportunity to cater to these segments. Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. We plan to focus on tier-II and tier-III cities as our next core markets, recognizing a shift in consumer travel patterns. The travel trade in India today has introduced a hybrid click-and-brick model, which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continue their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post-pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have skyrocketed.

7 DETAILED SCOPE OF WORK

Overview of the professional services that are required;

Through this tender, South African Tourism expresses the need for a local PR agency to increase positivity, desire, and short- and long-term consideration to visit South Africa. The tender responses/proposals to South African Tourism must identify how best to brand the destination "South Africa" in MEISEA and outline a multi-year communication strategy. The agencies should demonstrate yearly execution plans to engage MEISEA travelers.

The hub requires a PR agency that can:

- Deliver optimal and effective media coverage (amongst consumer and trade media) on South Africa as a prime leisure and business destination for potential travelers through earned and owned platforms (including social media)
- Create and ensure PR value around our brand campaigns
- Facilitate, strengthen and grow SA Tourism's relationship with key media in-market, and identify optimal PR platforms and opportunities to leverage or organize in the MEISEA market
- Drive engagement and positive sentiment for the destination as well as assist with content distribution

The agency will have to clearly illustrate how it has utilized data and analytics to drive decisions and performance.

Furthermore, the agency brief and measurements will be developed in line with the relevant organizational objectives and KPIs. The appointed agency will be required to work closely with SA Tourism's agencies (head office and in-market) whilst incorporating global barriers and advocacy work conducted through head office.

Apart from the above, the agency will focus on:

Brand / Consumer Communication:

- a) To be the extended arm of the office for SAT to market (strong consumer-facing focus but also includes trade-facing)
- b) Examine our target market segments and present a local detailed plan to re-engage in the MEISEA market through the use of PR and communications for online and offline mediums
- c) Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partners to secure the collaboration
- d) Fully integrated planning, execution and monitoring (incl. optimization and reporting) of the annual marketing plan
- e) Proactive idea generation to enrich marketing plan with breakthrough projects/campaigns according to SAT targets
- f) Leveraging consumer campaigns optimally for best ROI
- g) Firm understanding and implementation of ROI model throughout all activities
- h) Identifying and proposing platforms and/or ideas to maximize consumer campaign leveraging and partnerships in market
- i) Position South Africa as a preferred holiday destination in the MEISEA region through positive media relations to induce favorable coverage. This must include a focus on consumer, trade and online media.
- j) Develop and maintain a consumer and trade media database of all media with particular emphasis on tourism. The database should be region-wise, providing a clear indication of media and language specializations. Manage the database of key South African-based stakeholders, including national and provincial tourism government officials, city tourism authorities, other tourism bodies, products, and prominent pro-South African celebrities and sportspeople. A copy of this database should be made available to SA Tourism on a quarterly basis
- k) Identify and recommend media and journalists, influencers which should be targeted for familiarization trips to South Africa and recommend the best activities to organize for their publications.
- l) Complete end-to-end interactions with media from invitations, collection of required paperwork, visa liaison for trips, briefing notes, etc.
- m) Prepare and issue media releases and fact sheets, Q and A, sound bites as per written briefs and follow up with media to pursue publishing.
- n) Write speech notes/pointers for SA Tourism officials at key tourism events and media/trade interactions and/or interviews.
- o) Develop and write articles or editorial pieces for publications as required or briefed by SA Tourism for India, Southeast Asia and the Middle East
- p) Develop and produce all long-form content as required and/or briefed by SA Tourism.
- q) Approach media and secure interviews / profiling and other opportunities for SA Tourism.
- r) Develop other necessary reports and information as requested.
- s) Write content for SA Tourism's website.
- t) Writing and deploying newsletters to trade and consumer media, and trade database for the MEISEA region
- u) Media activation including Media networking events, round tables, etc.

Trade Facing Communication:

- a) Supporting trade campaigns in market
- b) Finding platforms to leverage or extend trade campaigns
- c) Out of the box integrated proposal(s) to enhance consumer & trade campaigns
- d) Identify annual events relevant to SAT to leverage captive audience (credible "third party" endorsement)

Reputation Management:

- a) Positive messaging strategy
- b) Crisis management expertise and strategy
- c) Supporting SAT office when needed (during business trips to SA)
- d) General reputation: approach media and secure interviews for SAT spokespersons during the course of the year, as well as secure possibilities to hand in campaign concepts for awards
- e) Stakeholder relations: Identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions
- f) Monitoring clippings about South Africa (incl. reporting: in-depth during crises / regularly on monthly basis incl. activity and contact reports)
- g) Monitoring news about South Africa
- h) Monitoring Social Media Channels incl. making use of relevant content
- i) Keep track of PR value
- j) Update WIP (Work in Progress) minutes regularly
- k) Monthly reports
- l) Giving input for Quarterly reports

- m) Giving input for Annual report
- n) Developing competitor analysis
- o) Developing airlift documents
- p) Media Relations

Crisis Communication

- a) Develop a crisis communication framework for MEISEA informed by the Global Communications Strategy
- b) Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and recommend crisis management activities.
- c) Identify and alert SA Tourism where lobbying or high-level intervention may be required in market and recommend a MEISEA centric position
- d) Pen first draft of a press statement in case of a crisis

Online Communication

- a) Build relationships with key online content writers/ influencers and online media outlets for coverage on South Africa and thus driving increased referral traffic to the website and improve search engine visibility.
- b) Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- c) Identify niche markets and recommend content to engage these audiences, e.g., Bollywood, Cricket
- d) Support the optimal performance of the website and recommend new features to improve online user engagement.
- e) Re write/ edit/ localize, sourcing of local content for SA Tourism website.

This scope of work is for India but the South African Tourism India office can commission work for other MEISEA markets on a need basis. (listed here: Singapore, Malaysia, Thailand, Philippines, Vietnam, Indonesia, Sri Lanka, Turkey, UAE, Saudi and or on request other Middle Eastern countries (on need basis). The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

- ✓ this is NOT a global tender
- ✓ No affiliates in other countries will be required as the India agency must operate and liaise from India
- ✓ The appointed agency must have a fully operational and established physical office in Mumbai, Maharashtra, with a dedicated and experienced team based in Mumbai to service the South African Tourism India mandate. Satellite offices, virtual offices, representative addresses, serviced offices without a permanent team, or third-party/affiliate offices will not be considered as equivalent to an established Mumbai office. Locating the servicing team in Mumbai will facilitate regular engagement with the SAT India office, reduce travel-related costs and administrative inefficiencies associated with servicing the account from another city, and support the principles of economy, efficiency and cost-effectiveness as required by the Public Finance Management Act (PFMA). Mumbai's position as a key hub for national media, communications and influencer networks further supports the effective delivery of the mandate.

9 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 is that our agency will be able to monitor these ongoing consumer changes through our campaign work and contribute to our insights deck.

- a) SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process), and what analysis was done.
- b) The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- c) The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimize the campaign, as well as how these insights will be used to craft and define future campaigns.

10 ADDITIONAL DOCUMENTATIONS

Proposals from bidders should clearly demonstrate their understanding of the brief and their ability to successfully deliver on all the requirements outlined in section 4 above. You can use the evaluation schedule in section C to determine the flow of your presentation, which must encompass the following:

- a) Campaign strategy and pitch presentation
- b) Case Studies
- c) Reputation Management and Crisis Communication
- d) Recommendation Letters
- e) Cost
 - Provide high-level cost estimates, including all fees and resource rate cards for:

- Solution to meet requirements stated above along with value-added services.
 - Cost should be presented in the same format for years 1, 2 and 3)
 - SAT also requires representation of cost for the additional 2 years should SAT choose to further extend the 3-year appointment
 - Please refer to Annexure E - Pricing Schedule.
- A. Submission of CV's of servicing team: The below represents our mandatory requirement for the proposed servicing team. The roles, responsibilities, and minimum relevant experience outlined below are expected to be reflected in the proposed team structure. Please share complete CVs of the proposed team.
- The Senior Lead (e.g., Account Director) will be responsible for strategic oversight, client liaison, and governance, with a minimum of 12+ years of relevant experience.
 - The Mid-Level Manager (e.g., Account Manager) will be responsible for campaign execution, stakeholder coordination, and reporting, with a minimum of 10+ years of relevant experience.
 - The Day-to-Day Executive (e.g., PR Executive) will be responsible for press office operations, media engagement, and daily deliverables, with a minimum of 8+ years of relevant experience.
 - This is a core requirement of the servicing team. Proposals must meet these minimum experience requirements, or where the proposed team structure.

13 PITCH PRESENTATION DETAILS

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below mini brief:

A key strategic priority for FY 2026-27 will be leveraging the ICC Cricket World Cup 2027, hosted in South Africa, as a platform to drive destination awareness, consideration, and travel demand from India.

As part of the tender presentation, agencies are requested to outline

- A strategic communications approach to maximize South Africa's hosting of the ICC Cricket World Cup 2027 that highlights a phased activation plan covering the lead-up to, during, and post-tournament periods
- Use of partnerships and platforms to extend reach (Use of Innovative PR, media, influencer, and partnership opportunities that connect cricket with tourism)
- Clear consumer and trade activation components
- Measurable KPIs for success (traffic, Share Of Voice, sentiment, reach, conversion metrics)

The evaluation panel will assess a maximum of 10 content slides/pages plus one title slide for the pitch presentation. Any content beyond this limit will not be evaluated. Please clearly state start and end of pitch.

14 PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of **75%** functionality in Phase 2 will advance to Phase 3.
- Bidders are required to share a commercial proposal for a 3-year **retainer-based model and complete the SAT pricing schedule as per Annexure E** attached.
- It is mandatory for bidders to complete and submit the pricing schedule (Annexure E attached separately) along with their tender submission.
- All pricing must be quoted in Indian Rupee (INR). If a bidder does not quote in Indian Rupee (INR), their bid will be converted to INR using the exchange rate on the closing date.
- With reference to the above tender, the contract period for the successful bidders will be for 3-years.
- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. The pricing should be inclusive of any applicable escalation percentage and taxes; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.

- Please note this tender is for an agency that will be used on a retainer basis by South African Tourism mainly for India, but may be required to do work for any other business units of South African Tourism MEISEA markets on project basis in the markets mentioned above
- The deliverables outlined in the table below represent roughly the expected services against which your retainer fees should be quoted. Agencies are also encouraged to recommend additional strategic initiatives and innovative solutions that address South African Tourism's business objectives and market challenges outlined in this brief. All recommendations should be clearly identified and costed where applicable.

PR DELIVERABLE	FREQUENCY
STRATEGY	
Devise and deliver Content and PR strategy and measurable plans Design and implement communication and content strategies - ideation and define a clean plan of action providing communications counsel and advice on an ongoing basis	Ongoing
Business Planning To target SAT's core for India, including support and review of business planning. Present comms and content strategy for the following year during business planning	Ongoing
Identify and evaluate strategic media (consumer and trade media) and influencer partnership opportunities to drive consumer awareness. Full management and execution of media and influencer outreach based on feasibility	Ongoing
Global: Localize and adapt global messages, press releases and related materials for India	Ongoing
ACCOUNT MANAGEMENT	
Day-to-day liaison with brand teams for strategy and planning Daily media tracking Fortnightly update meeting with core team Work in progress email Monthly strategy and planning Half-yearly planning and review Media benchmarking study Campaign evaluation Annual Media perception surveys Quarterly review	Ongoing
PRESS OFFICE	
Press Office: Provide 'Always-on' 24X7 press office, including consumer media, travel trade media and influencer engagement	Ongoing
Media list: compilation of a comprehensive, bespoke list of target media for South African Tourism - to	Ongoing

cover travel trade specialist luxury consumer, travel, national news, broadcast and digital media. Which will be shared with SAT	
Press Kits and Collaterals - creation and maintenance of a complete press kit including all relevant product information	Ongoing
MEDIA ACTIVITIES	
Proactive media communication on destination highlights, offers, promotions, travel trends, seasonal stories, etc.	Minimum 3 a month
Press Release Management - creation and distribution of press releases, working closely with South Africa Tourism team on content and messaging. Translations in cities where necessary.	Ongoing
Magazine feature - Proactive media communication on destination highlights or new region stories	Minimum 2 per month
Trade - generic articles/ press releases/ information notes Proactive media communication relevant for trade partners MICE Visitor arrivals, length of stay, visitor spending and satisfaction	Minimum 2 per month (depending on the news available)
Focused Media Interviews Interviews with key business, trade and consumer media to highlight New promotions/initiatives Destination highlights New regions Future plans	Minimum 3 per talk point per year
Advertorials Draft content for advertorial basis brief shared by SAT	Ongoing
Fam trips/media experiential program Handpick media from across the country to ensure a strong influencer database Create annual FAM calendar with potential target media Complete hosting toolkit with all relevant information required for Indian media Share FAM report post FAM and timely update of the same	Depending on yearly budgets Ongoing
Media and Influencer Meetings Regular agenda-based media meetings with key/senior media to discuss SAT's key news.	Minimum one a month
Key Opinion Leaders Set up agenda-based meetings with key opinion leaders to discuss SAT's key news and explore joint collaborations Identify core group	Ongoing

Create customized messages/content for each Explore multiple association opportunities with them Manage communication and engagement with them throughout the year	
Industry Awards Monitoring of suitable awards for SAT to attend and enter	Ongoing
Events support Ideate and develop a detailed concept note for PR events Complete briefing document/background notes Preparing spokesperson to face media Supervise media roll out and prepare complete feedback report post event Share complete media attendee list with SAT complete with (publication name, journalist name, email ID, phone number) Agency to brief SAT execs, tourism department and key stakeholders before all media events Maintaining a press information desk/media registration desk	Ongoing
Industry Stories / Reactive Media Relations Responding to questionnaires shared by media with SAT	Ongoing
Associations and Partnerships Set up agenda-based meetings with: - Wedding planners - Media houses - Production houses - Consumer Brands The target associations should align with the comms strategy defined in the business plan.	Ongoing
Spokesperson profiling Identify profiling opportunities with business and trade media	Minimum 3 per quarter
Press Conference/Press Briefing/Events Activity Strategy and planning Develop briefing document (including key messages and FAQs) Host pre-interview brief sessions with spokespeople	As per event participation and SAT roadshow/SAT events

Developing and managing a program of media stories to be launched at event Setting up engagements/interviews with travel trade and consumer media interviews for the SAT spokespersons Speech writing or briefing notes for SAT spokesperson and securing round table + speaking opportunities for the stakeholders + SAT at events that are not organized by SAT (e.g.: SATTE) Speech writing for SAT spokesperson and recommending speaking notes for stakeholders for SAT events e.g. roadshow Creation of full press pack and all relating collaterals Management of photography throughout event (photographer fees will be included as OOPes) Closing reporting including coverage with press clipping and, when coverage is not in English, providing a brief English summary Press Release dissemination and follow up	
Support Connect with key partners representing South African properties, tour operators, airlines, and provincial and city tourist boards, as well as products and experiences, as required for the implementation of the defined PR program.	Ongoing
CRISIS MANAGEMENT	
Crisis Preparedness Safeguard brand from controversies Continuous media watch around the brand Media update.	Ongoing
Crisis and issues management: Agency to provide expertise to effectively handle crisis communications if required. (Alert SA Tourism to potential negative stories or issues that may need to be addressed in the media, and provide top-line recommendations for the first response.) Identify and alert SA Tourism where high-level intervention may be required in market and provide initial recommendations for the response; Pen first draft of a press statement if a crisis hits) Correction: Perception correction by balancing or outweighing the negative with the positive news Gain time: Through “situation under assessment” response Plug falsehood: Immediate countering of untruths & exaggeration	As and when required

Provide balance: Ensure media	
Damage limitation: control media and pick up of the story by defusing initial interest triggers.	
REPORTING AND MONITORING	
Media Monitoring: Daily and weekly monitoring of news about South Africa Monitoring mentions per the template provided by the HUB team. Monitoring includes an English-language brief summary of each article. Issues reporting, topline advisory on response to issues, clarifications, etc.	Ongoing
Media Coverage: Regularly showcase media coverage reporting as per SAT requirements.	Ongoing
Reporting weekly/monthly activity report and additional 'Friday Flash' summary email if required and RGM report. Regular conference calls with SAT when required and face-to-face review meetings. Annual report as per deliverables in the contract.	Ongoing
SPECIALISED CONTENT	
Newsletter Agency to draft content for quarterly SAT newsletters, to be circulated to all trade media and posted on the trade portal for stakeholders.	Quarterly
Presentations: Agency to develop presentations for SAT for media and trade during events.	Ongoing
Content Creation All text-based content creation, i.e. writing and editing of all communications for South African Tourism i.e. press releases, speeches, interviews, proofing, advertorials and marketing material (Website content where relevant and required to be localized for India, newsletter content for trade media and consumer media as defined; Other relevant PR and media content based on existing South African Tourism initiatives and developments.	Ongoing

A detailed price schedule on company letterhead should be included in the proposal where the following should be considered:

- policy on external costs, i.e., third-party production.
- Annual year-on-year fee proposal over the 3-year term
- Bidders must complete the table in Annexure E 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 complete the table in full, will result in the immediate disqualification of the bidder's pricing proposal.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur
- Bidders should complete and submit the pricing schedule as attached in **(Annexure E)**; South African Tourism would select the option that will be cost-beneficial for the organization.

It is, however, important to note that South African Tourism will contract on a retainer-based model for India and on a project fee model structure for its South East Asia and Middle East markets

End