



PART B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM: SAT TENDER 276/24 - BUSINESS EVENTS BRAND EQUITY SURVEY

Bid Description	
BUSINESS EVENTS BRAND EQUITY SURVEY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 276/24
Non-Compulsory Briefing Session	12 November 2024 at 11am (SA Time)
Non-Compulsory Briefing Session Online	Join the meeting now Meeting ID: 344 684 507 468 Passcode: 6N3S2f Dial in by phone +27 21 829 5779,,888198032# Find a local number Phone conference ID: 888 198 032#
Closing Date and Time:	09 December 2024 at 12h00
Bid Submission Link	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.
Section	Supply Chain Management
Contact Person	Boitumelo Dibetle
Email Address	tender@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 **09 December 2024 at 12h00**. No late submissions will be accepted.

2 TENDER SUBMISSION PROCESS

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 may 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, Ms. Boitumelo Dibetle, 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 **15 November 2024**.

All responses will be published by **19 November 2024** on the following links:

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

3.3. VALIDITY PERIOD

The tender proposal must remain valid for 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.

3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

3.5 SCOPE OF SERVICES

- 3.5.1 The South African Tourism (SAT) is the official destination marketing organisation whose mandate is to create demand and promote the country as the preferred tourist destination. The organisational mission is to drive tourism growth to benefit the economy of South Africa, through focused targeted marketing efforts across key international markets as well as the domestic market. The organisation's mission to drive tourism growth is founded on increasing the return on marketing expenditure through focused activities against key source markets. At the centre of South Africa's competitive advantage is the ability to invest in sound market insights that enable South African Tourism to make informed business and strategic decisions further empowering South African Tourism with tools to maximize the economic potential of tourism for the country and its people.

- 3.5.2 At the core of South African Tourism operations sits the commitment to make insights-driven decision-making, through sound research and analytics. While South African Tourism has invested heavily in building the knowledge bank of tourism information over the past decade or more, it is critical that South African Tourism improves its efforts in leading and being equipped with strategic and actionable insights that help the business achieve its key business objectives.

- 3.5.3 Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solutions to South African Tourism's business problem in determining the brand health of South Africa as a business events destination. The collected information allows South African Tourism to gain deeper insight that will support the marketing of South Africa.

3.6 BACKGROUND TO THE STUDY

- 3.6.1 The South African National Convention Bureau (SANCB), a unit within South African Tourism, wishes to conduct a business events brand equity study that aims to understand the equity of South Africa as a

business events destination. South African Tourism currently has a brand study that measures South Africa's brand as a leisure destination and targets the traveling community. The business events sub-sector also previously referred to as MICE (Meetings, Incentives, Conferences, and Exhibitions) forms an integral part of the tourism sector and is a key contributor to the tourism economy.

- 3.6.2 Brand equity is a multidimensional concept that is based on the evaluation of the brand and its perceived benefits. The imperative of this project is to foster a solid and salient brand that fulfils the key pillars that contribute to South Africa's brand equity as a business events destination.
- 3.6.3 The SANCB wants further to understand the barriers of South Africa as a business events destination amongst key decision-makers in the business events space.
- 3.6.4 The SANCB wants to position South Africa as a competitive business events destination in order to grow the number of business events as well as the number of delegates attending these events. To achieve the above the brand would need to understand the market drivers, competitive landscape, barriers, and key brand attributes, and market effects of a business events destination.
- 3.6.5 It is with this goal in mind that the SANCB would like to embark on this research study.

3.7 OBJECTIVES OF THE SURVEY

- 3.7.1 The primary purpose of the survey is to measure the brand health and equity of South Africa as a business events destination across various markets and MICE segments (see Appendix A). The survey should track:

- Awareness of South Africa as a business events destination amongst key decision-makers, compared to the level of awareness amongst competitors
- Familiarity and perception of South Africa as a business events destination
- Determine the decision-maker consideration set when choosing a business events destination for MICE
- Identify brand attributes for South Africa as a business events destination
- Determine brand equity against competitors (this may be brand measure index that determines the brand equity vs competitors)
- Criteria (including trends in bidding criteria) that key decision-makers apply to nominate or select destination of choice across the various MICE segments/geographies
- The buying process and decision-making process of decision-makers
- Travel intent
- Brand Evaluation module (measurement of brand campaigns)
- South Africa's performance on hygiene factors against its competitors

3.8 TECHNICAL SPECIFICATIONS

- South African Tourism prides itself on high-quality data collection and accurate data as information sits at the heart of decision-making within our organisation. It is therefore important that the proposal demonstrates compliance with local and/or global market research data quality standards, data security standards as well as maintaining industry standards for quality processes.
- Provide SA Tourism with an Executive report, Aggregate report, segment report, country report in PowerPoint format, and a one written word report with a global view and competitive view of the

- state of Business Events, and a view of South Africa with recommendation based on annual data (thought piece) as well as a dashboard on key brand health performance indicators
- Compile survey results and deliver a cleaned electronic dataset in an asv. data file format
 - Design a robust sample that allows for reporting at a segment level and country level, provide two cost options one with a coverage of 16 countries and another with a coverage of 18 countries (see Appendix A),
 - The sample is to comprise of decisions makers, from business events organizations (see Appendix A)
 - The data collection instrument used should be localised and back-translated
 - Project plan is to include - kick-off meetings, data collection instrument design, status meetings, fieldwork timelines, dependencies by project team members
 - Produce a technical report, to ensure continuity of the work
 - A report on the meta-data for the survey. This report should cover:
 - Definitions and classifications
 - Procedures by which data is collected and processed
 - Operational elements such as measures of respondent burden, response rates, edit failure rates, test for straight-lining, etc.
 - Statistical quality measures

APPENDIX - A

	Meetings	Incentives	Conventions	Exhibitions
Priority Markets / Cities:	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Montreal, (Canada), Kigali (Rwanda), Beijing, Shanghai, (China) Berlin, Frankfurt, (Germany), Washington, Minneapolis, California (USA) Geneva (Switzerland) Dubai, Abu Dhabi, (UAE), Brussels (Belgium) Paris (France) Vienna (Austria) Rome (Italy), The Hague, (The Netherlands), Melbourne (Australia), London (United Kingdom), Mumbai (India), Singapore, Japan, The Russian Federation	Australia, Austria, Belgium, Brazil, Canada, China, France, Italy, Spain, Germany, India Japan, Netherlands, Turkey, UK, USA,

	Meetings	Incentives	Conventions	Exhibitions
Organisations:	Global Corporations	Global Corporations	Global Associations	Global PEOs
	Regional Headquarters	Incentive Houses	AMCs	Regional PEOs
	Corporate Agencies	Corporate Agencies	Core PCOs	
	National Headquarters	Regional Headquarters	Regional Associations	
	Third-Party Planner	Third-Party Planner	National Associations	
	Intermediaries	Intermediaries		

Key influencers / decision makers are outlined below:

- Destination Management Company (DMC)/Professional Conference Organisers
- Professional Congress Organisers (PCO)
- Exhibition Organisers
- Core PCOs/PEOs (act on both demand side / supply side)
- Corporates (in-house meeting planners)

Hygiene Factors	Accessibility (Air Access, Transportation)
	AV, sound, lighting, décor, entertainment, etc.
	Hybrid Event Technology Capabilities
	Destination support: Local contact /liaison
	Health / Medical Access
	Political unrest/uncertainty, health outbreaks, natural disasters
	Infrastructure: Speciality services, and experience (e.g. PCO's and DMC's, stand builders)
	In-kind Support / Subvention
	Logistics / Venue: Technology and Connectivity (Internet)
	Overall Pricing (Venue, Flights, Accommodation, etc)
	Proximity to the venue (and other services) & Quality Accommodation - (Quality assurance)
	Quality Accommodation
	Safety & security
	Social event options, experiences, and entertainment

Local industry representation
Sustainability (Environmental, Social and Governance)
Universal Accessibility (Inclusivity)
Visas (Access)
Weather and seasonality
World-Class Venue (Size, specs, catering, meeting rooms)