



Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM Tender 204/22- DEPARTURE SURVEY

Bid Description	
DEPARTURE SURVEY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 204/22
Closing Time:	12h00
Closing Date:	05 September 2022 (No late submission will be accepted)
Compulsory Briefing Session:	No
Bid Submission Link	https://forms.gle/Hc3WpKSS13cXtsEw7 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Section	Supply Chain Management
Contact Person	Pulane Muligwa
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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

Index		Page
1	CLOSING DATE	2
2	TENDER SUBMISSION PROCESS	2
3	CONTACT AND COMMUNICATION	2
4	DETAILED SCOPE OF WORK	3

1 CLOSING DATE

The closing date for the submission of proposals is **05 September 2021 at 12:00 pm** No late submissions will be accepted.

2 Tender Submission Process

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/Hc3WpKSS13cXtsEw7>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

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. Pulane Muligwa 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 **19 August 2021**.

All responses will be published by **29 August 2022** on the following links:

[https://www.southafrica.net/gl/en/corporate/page/tenders;](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

4 SCOPE OF SERVICES

4.1 Terms of reference

South African Tourism's goal is to contribute to inclusive economic growth by increasing the volume of tourists and the value contributed to the South African economy. At the centre of its operations sits the commitment to insights-driven decision-making, through high-quality 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 we improve our efforts in leading the provision of strategic and actionable insights through leveraging futuristic tools and processes that enhance efficiency and promote high standard delivery.

Since 2002, South African Tourism has commissioned a monthly survey of departing foreign visitors, 18 years and older, exiting through OR Tambo International Airport, Cape Town International Airport, and the following 12 land border posts with the cooperation of SARS, Home Affairs, and ACSA;

- Kopfontein (Botswana)
- Pioneer Gate (Botswana)
- Groblers Bridge (Botswana)
- Ramatlabama (Botswana)
- Lebombo (Mozambique)
- Ficksburg (Lesotho)
- Maseru (Lesotho)
- Oshoek (Swaziland)
- Golela (Swaziland)
- Beit Bridge (Zimbabwe)
- Nakop (Namibia)
- Vioolsdrif (Namibia)

The main aim of the departure survey is to enable the organization to better understand the travel behaviours, perceptions, buying processes, travel patterns, and expenditure in South Africa. The survey provides information that is used to track our performance against our KPIs and also helps us to enhance our marketing strategies.

We are inviting proposals for the collection of statistically robust tourism data using methods and processes that demonstrate innovation and promote efficiency.

- The current business challenge is that - its Departure Survey data is lagging behind by 2 months. A lot can happen in a week, 1 month, let alone 2 months. This is making it difficult for the organisation to champion the digital outlook for the tourism sector as well assisting the SAT Executive Management to make meaningful insights using real time data. To overcome this challenge there are requirements that need to be addressed and resolved.
- The first of those requirements is to shorten the duration between the time when the data is first collected and the time when this data is disseminated to be communicated to the business and its

stakeholders to facilitate the decision-making process, hence a need for real-time data.

- There is also the requirement that the captured data should be accurate, valid, and relevant.
- Another requirement is to maintain the history of captured data to enable identifying trends as well as comparing past periods performance with current periods performance.

4.1.1 Background to the current survey

The core architecture of the survey achieves the following:

- Provides coverage of the international tourists by using the actual arrivals per month of the previous year sourced from Stats SA's Tourism and Migration report to design a stratified probability sample;
- The total sample size at the airports is 3,800 interviews per month, while the land survey consists of 1,000 per month;
- Respondents are selected on a random probability method for arrivals at border posts for land markets (markets with more than 60% of arrivals coming through land border posts) and air arrivals at airports;
- The survey samples are weighted to ensure proper congruence with the actual arrivals in the same month of the interview from that specific country and the specific mode of travel;
- Respondents must meet the following eligibility criteria:
 - a) All respondents must be tourists i.e. must be non-residents of South Africa who have visited South Africa on this trip for not less than one night and not longer than 365 days;
 - b) All respondents must have left the airport but none should have received remuneration in South Africa during their stay;
- The data is collected through 2 structured questionnaires that is administered through a face-to-face interview administered at the airports and at the land border posts. Copies of each questionnaire are available as ANNEXURE 1. All interviews are conducted using tablet-aided personal interviews in the following languages:
 - English, German, French, Italian, Spanish, Portuguese, Dutch, Japanese, Mandarin
 - Siswati, Sotho, Tswana, Shona, Ndebele, Afrikaans, Xhosa, Zulu

4.1.2 Objectives of the survey are:

As this is the only national survey that measures tourist behaviour in South Africa, it is used by other stakeholders in government (national and provincial) and the private sector. These surveys are the only measure of tourism demand in South Africa and cover, in particular, the following broad areas:

- Reasons for visiting South Africa
- How long the visitors spent in South Africa
- Information pertaining to the sites visited their satisfaction levels with the facilities and services and types of accommodation used. This has been broken out into each of the provinces of South Africa.
- Their expenditure patterns while in South Africa
- How the decision was made to visit South Africa
- What their travel arrangements were
- Their overall impressions of their visit to South Africa
- Their travels to other African countries
- Personal demographic information
- Questionnaire is not limited to the Above.

4.1.3 What we are looking for?

The successful Bidder will be required to:

- Design a statistically significant sample size covering tourists departing from both the land borders and airports and allowing for comparability with the results obtained in previous studies.

- Presently, the monthly sample of 3800 at the airports and 1000 at the land borders is weighted quarterly to allow for representative and robust data for each of the markets in our portfolio across the globe as selected based on the volume of arrivals and growth potential in our Market Investment Framework that South African Tourism markets in or have operations. In the future, we seek to have data weighted monthly.
- Design questionnaires (translated into all relevant languages) that will meet the objectives of the survey and support innovative data collection.
- Collect the data that will meet the objectives of the survey and support decision-making in South African Tourism to achieve our goals. An innovative approach is sought that will not compromise on quality however should ideally be pragmatic, advanced, efficient, and cost-considerate. Bidders may propose changes to collection methods however must ensure data comparability with previous results.
- Manage all logistics related to the research operations and provide monthly reports to SA Tourism;
- Ensure the necessary quality measures are in place, both in the field and in the compilation of data files. SA Tourism requires monthly process and methodology audits that would identify deficiencies in operations and data collected and ensure that corrective action is taken early to guarantee data validity;
- Innovation and efficiency in all survey processes, i.e. From transforming the process of data collection to leveraging real-time data and a dashboard with top-line indicators.
- Provide international tourism forecasts to summarize the outlook for arrivals in South Africa. These forecasts must be produced by employing an evidence-based approach that combines quantitative modeling and expert analysis.
- Design a weighting methodology that allows for continuous reporting;
- Compile and deliver a cleaned electronic dataset in an open format that will allow for importing to a SQL-server-based data warehouse; data verification - data must be cleaned, code and back-checked.
- Compile the results of the survey and deliver a cleaned electronic dataset. SA Tourism uses the SPSS Platform for analysis
- Monthly field reports inclusive of a top-line analysis of key indicators (i.e. volume, value, geographic spread, etc.) and surrounding conditions (i.e. CPI, consumer sentiment, political instability in the area, etc.) Top-line analysis can be delivered in an infographic, dashboard or another suitable innovative format;
- Quarterly and annual analysis of key indicators and surrounding conditions.

A report on the meta-data for the survey. This Survey should cover:

- Project documentation including fully documented metadata.
- Definitions and classifications;
- Statistical quality measures such as confidence levels, precision, sampling error, etc.

4.1.4 Proposals should include and demonstrate at least the following:

- A proposal that demonstrates how the data will be collected from international Arrivals.
- SA Tourism has been collecting this data for years. The proposal needs to ensure that we can achieve efficiencies without compromising the quality and continuity of the data collected to date.
- Process data collected and deliver to SA Tourism the required data files.
- The sampling methodology and sample size for the survey that is both statistically significant, while at the same time allowing the results to be compared on a similar basis to the surveys previously administered;
- Interviewing method that demonstrates innovation while ensuring high-quality response rates and minimizing bias;

- A summary of international best practices on innovation regarding data collection and processing. The bidder should demonstrate which of the innovations is best suited for the South African market. In consideration of the unique South African context, the bidder is also expected to demonstrate how these innovations will be implemented;
- Project plan on how the survey will be conducted, administered, and managed monthly;
- A proposal that demonstrates how the data will be collected from international
- Demonstrate how all field operations will be managed;
- Dashboard with top line indicators;
- How cleaned electronic datasets in SPSS format, appropriately weighted for the month, will be delivered;
- Detailed breakdown (both fixed and variable costs);
 - The proposal should clearly show separate costing to administer the survey at the current sample size of 4800 (with the addition of King Shaka International Airport into the airport intervention) as well as the cost for any other proposed sample and or method
 - Cost per survey response should be stipulated
- The project team as well as the experience of the team members and the roles they will play in the project;
- How the successful bidder will ensure both innovation and continuity on this tracking study;
- What value-add the successful bidder will bring to enhance the body of knowledge of SA Tourism in the tourism environment.
- Bidders are also invited to add to their proposal an alternative approach on how to collect international tourism statistics. The methodology must be sound, representative yet cost-effective, and innovative.

4.2 Conflict of interest

Service providers will be required to provide professional, objective, and impartial advice and at all times hold the SAT's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

Consultants will not be considered for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of SAT. Without limitation on the generality of this rule, consultants will not be hired under the following circumstances:

- A firm hired to provide consulting services for the preparation or implementation of a project and any of its affiliates, will be disqualified from subsequently providing goods or works, or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project, unless the various firms (consultants, contractors, or suppliers) are performing the contractor's obligations under a turnkey or design-and-build contract;
- Consultants or any of their affiliates will not be hired for any assignment that, by its nature, may be in conflict with another assignment of the consultants. As an example, consultants hired to prepare an engineering design for an infrastructure project should not be engaged to prepare an independent environmental assessment for the same project, and consultants assisting a client in the privatization of public assets should not purchase, nor advise purchasers of such assets.

4.3 Association between consultants

Service providers may associate with each other to complement their respective areas of expertise, or for other reasons. Such an association may be for the long term (independent of any particular assignment) or for a specific assignment. The "association" may take the form of a joint venture or a sub-consultancy. In the case of a joint venture, all members of the joint venture should sign the contract and are jointly and severally liable for the entire assignment. Once the bids or Requests for Proposals (RFPs) from service providers are issued, any association in the form of a joint venture or sub-

consultancy among firms should be permissible only with the approval of SAT. SAT will not compel consultants to form associations with any specific firm or group of firms but may encourage associations with the aim to enhance the transfer of skills.

4.4. **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.