



SOUTH AFRICAN TOURISM

## PART B: - SCOPE OF WORK - SAT TENDER NUMBER CENTRAL EUROPE HUB SAT 295/25

BID DESCRIPTION	
Digital Activation Services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 295/25 (Central Europe Hub)
Closing Time:	12h00 (Germany time)
Closing Date:	19. September 2025 <b>(No late submission will be accepted)</b>
Non- Compulsory Briefing Session:	N/A
Contact Person	Ms. Thembelihle Nyide
Bid Submission Address	<a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a>
Envelope Addressing	<p>SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism. The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a>) 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.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website at <a href="https://www.southafrica.net/gl/en/corporate/page/tenders">https://www.southafrica.net/gl/en/corporate/page/tenders</a>.</p> <p>All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.</p> <p>Prospective tenderers must periodically review both <a href="http://www.southafrica.net/gl/en/corporate/page/tenders">http://www.southafrica.net/gl/en/corporate/page/tenders</a> and <a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a> for updated information or</p>

	<p>amendments with regard to this tender, prior to due dates.</p> <p>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.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.</p> <p>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.</p> <p><b>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</b></p>
<b>Section</b>	Supply Chain Management
<b>Contact Person</b>	Ms. Thembelihle Nyide
<b>Email Address</b>	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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

**1 CLOSING DATE**

The closing date for the submission of proposals is **19 September 2025 at 12h00 (Germany time)**. No late submissions will be accepted.

**2 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING****2.1** SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

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The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.

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The supplier user manual can be viewed and downloaded on SA Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

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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 with regard to this tender, prior to due dates.

**3.2** 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.**3.3** Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.**3.4** 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.**4. CONTACT AND COMMUNICATION****4.1** A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Ms. Thembelihle Nyide via email [thembelihle@southafrica.net](mailto:thembelihle@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.**4.2** Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 28 August 2025.

All responses will be published by the 1<sup>st</sup> September 2025 on the following links:

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

<https://e-procurement.southafrica.net>.

**5. SCOPE OF SERVICES**

South African Tourism is operating in a high-performance marketing environment in Central Europe. To raise positive awareness for South Africa and break through the highly cluttered consumer environment, South African Tourism focuses its marketing on high return-on-investment activities to maximize budget effectiveness. To this extent, South African Tourism needs an innovative digital activation agency to assist the organization in making a quantum leap forward with the development and execution of a fully integrated marketing effort over the next 3 years.

The Central Europe Hub with the office in Frankfurt, Germany, is responsible for the German, Austrian and Swiss markets. There is a need to address the consumer directly and with the tonality and nuance in localised content that triggers desire with the consumer. Our business focus will be on Germany with possible projects in Austria and Switzerland depending on available resources and business opportunities.

South African Tourism's lead agency based in Johannesburg will define and outline a multi-year Global Communications Strategy identifying how best to brand the country globally.

## 5.1 OPERATING ENVIRONMENT

The greatest challenge we face is ‘Growth & Recovery’ in a post Covid 19 World. The evidence we have is that demand for Global long-haul travel will take 24 to 36 months to fully recover from our key source markets. Among the most significant reasons preventing Global travellers from traveling are fears about health and safety, as well as lack of money and time due to the crisis. Traditional trade consumer segments have shifted towards millennials with consumers demanding booking flexibility with trade or direct bookings with product or airlines. A return to booking through travel agents is predicted following losses that consumers who booked their travel online had faced when needing to cancel due to the pandemic.

## 5.2 PLANNING

The Central Europe hub specifies the work that needs to be carried out through their annual business plans, by stipulating “Big Things” to be done. These big things consist of both a trade as well as a consumer focus and are compiled after a process that entails monitoring of macro-economic conditions and performance, brand tracking results such as awareness, positivity and conversion, as well as other key components contained in the marketing funnel. The key business objectives for the 2025/26 fiscal for the hub are as follows:

Recovery: Ensure a strong presence in the market and that South Africa is top of mind.

Consumer: Inspire considerations for South Africa with authentic, stand-out stories and tailor-made content that convinces them to seek information on SA and get them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: Safety + Security (incl. Health), accessibility, pricing.

Trade: Develop trade ecosystem and identify long-haul and niche trade ecosystem partners, switch them to selling SA again by building destination knowledge and supplying brand assets to enable them to build demand with their clientele - and actively sell South Africa.

## 5.3 BUSINESS PROBLEM

South African Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as the preferred “Digital Activation Agency” for South African Tourism Central Europe. The appointed service provider should be based in Germany and will localise the South African Tourism global brand positioning as conceptualised by the lead agency to meet the following key objectives:

- To increase tourist arrivals and spend.
- To increase brand awareness, positivity, top of mind and closure ratio (conversion).
- To increase traffic to the subpages as well as other digital and social channels.
- Increase engagement with South Africa content.
- Stimulate demand and improve conversion through trade campaigns
- To negate the negative safety and security perceptions of South Africa
- To close information gaps

The successful bidder must therefore outline a digital strategy plan including innovative campaigns to address the barriers to position South Africa as the preferred holiday destination for Central Europe (focus on Germany with possible projects in Austria and Switzerland).

## 5.4 TARGET AUDIENCE

We target travellers, not tourists and travel is a state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives. They want to engage our destination and seek out interesting and high -quality experiences. They are open to new experiences; these people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives, ultimately, they are explorers at heart.

- 5.5 The Digital Activation Agency must be a credible service provider with vast experience in this field to manage, maintain and support the digital properties of SA Tourism in the region and to deliver digital creative.

Following should be delivered, yet not limited to:

1) Localise global campaigns through relevant digital platforms for consumer engagement

- Content planning and handling of the central website [www.southafrica.net](http://www.southafrica.net) to be relevant for the consumer, media and trade audiences for the Central Europe markets.
- Conceptualise and develop digital communications strategies and tactics to best engage with the German-speaking consumers and travel trade.
- Conceptualise and run innovative digital and social campaigns to support local offline and online marketing and PR activity.
- Curate relevant content for Central Europe markets for digital and social media using available global assets.
- Identify gaps and opportunities to integrate SAT consumer (B2C) and trade (B2B) campaigns for maximum performance

2) Develop and manage consumer digital campaigns

- Development of concepts and campaigns that will pull through new customers for South Africa from the 3 main markets in the region in the respective language, engage existing consumers and attract new fans/followers.
- Provide case studies of best-in-class use of digital for consumer and trade engagement and make recommendations.
- Develop customer (consumer and trade) newsletters for regular South Africa news as well as campaign standalone newsletters: set templates, implementation double opt-in, manage mailing campaign, report and optimise direct communication with the relevant customer set.
- Reporting of digital campaign on regular basis

3) Implementation of media schedule relevant assets

- Handle the production plan for the annual media schedule in market and deliver digital and cross-media assets (e.g. Advertorials offline and online) to the media agency including tagging and reporting.
- Liaising with the local media agency and global lead agency.
- The digital agency needs to have capability to develop and place digital media across all existing and new digital channels as per approved media strategy.
- Optimisation of media campaigns with the appointed media agency in the market to maximise performance.
- Support the SA Tourism trade and consumer marketing and PR campaigns in developing concepts and managing execution of trade campaigns to strengthen the South Africa sales force in the market, grow the South Africa selling agents database for SA Tourism.

4) Provide digital support

- Advise on content implementation in Central Europe markets within the legal framework: data privacy, usage notifications.
- Advise and recommend features for optimum performance of the SAT digital platforms for the Central Europe region.
- project communication and consultancy.
- co-ordination and workflow-management.
- user support and crisis prevention.
- updates on regular basis to SAT.
- communication and coordination with SAT.
- screening content of users and interfering if necessary.
- copywriting for digital assets, cooperations and cross-media assets.
- feature integration; small to regular sized Facebook Applications (or other social platform widgets).
- continuous killing comment and contact form spam.

- catering for overall content quality improvement.
- offering newsletter subscription growth.
- providing and analysing detailed statistics in comparison to market best case and benchmarks.
- supporting image and audio CAPTCHA challenges
- providing high-availability content scan infrastructure for transparent content checking.
- interpret the SA Tourism brand tracking results to devise a digital creative plan to achieve targets in terms of brand performance.
- interpret SA Brand for effective web marketing to the German, Austrian and Swiss consumers to consider SA as their next holiday destination and seek information or make bookings.
- competitor analysis of the digital space in Germany but not limited to digital work only, monitoring of competitor activities

## 5.6 STRATEGY

SA Tourism Central Europe is looking for an integrated marketing and public relations agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify South African Tourism's message, enhance the brand and drive sales and conversion. The strategy will have to include how we Inspire Central Europe consumers with authentic, stand-out stories and tailor-made content that convinces them to seek information on SA and get them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: pricing, safety and security. For our target groups our strategy is provide compelling offerings of immersive hidden gems, and traveller-conscious experiences that expose them to something new & different and to meet our people across South African provinces to drive inclusive growth. The agency must be able to collaborate with trade partners, such as airlines, to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers

**Consumers** - Consumers include tourists who visit the destination. Customers are those entities that make bookings on behalf of the tourists (consumers), such as corporate travel desk. Consumers are categorised as leisure and MICE tourists

**Travel suppliers** - Travel suppliers refer to the retailers who sell the packages of the wholesalers in the market. It also includes independent agents who sell airline or hotel booking services. These include brick-and-mortar travel agents and online travel agents (OTAs)

**Travel Intermediaries** - Travel intermediaries refer to the wholesalers who both sell and design the packages for the consumers. They typically sell their packages through a vast distribution channel that consists of the retailers. They primarily include the tour operators

**Inbound operators** - Inbound operators are trade entities operating in the destination markets, in this case South Africa, who assist the intermediaries with their local expertise in developing tour packages. Key inbound operators include the destination management companies (DMCs)

**Product/Service Providers** - Product/Service providers include providers of flight services, accommodation, regional transport, local guides, travel insurance, visa and other activities/excursions.

## 5.7 AGENCY REQUIREMENTS

Guidance on all legislative framework, e.g. GDPR, on all South African Tourism work.

## 6. PROPOSAL DETAILS

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 5 above.

### 6.1 Proposals should also include credentials in the form of at least 3 examples of exemplary work carried out in the following areas:

- Development of digital campaigns
- Creative assets
- Project communication and reporting

### 6.2 All credentials should highlight your methodology around concept development, creative capabilities and any instances where you have leveraged other 3rd parties or departments within your wider organisation.

They should not be older than two years and should include:

- Client name & background;
- Challenge faced by client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate;
- The creative enhancement added by your agency;
- The process that led to this solution, including how you found unique differentiators from competitors and innovate ways to engage consumers and travel trade;
- Social media impact of activations - number of shares, buzz monitoring, trends;
- Outline of tools used to project manage events and ensure they are delivered efficiently;
- Examples of how you engaged other client agencies to leverage activations through the line.

### 6.3 South African Tourism expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to **include information relevant to the following five topics in addition to section 5.1 - 5.7:**

#### 6.3.1 Introduction

- Agency overview, size, company structure; and
- Relationship with other subsidiaries of your parent company

#### 6.3.2 Marketing capabilities and USP

- Describe any prior destination marketing experience;
- Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
- Describe any competitive advantages that differentiate you from your competitors

#### 6.3.3 Solution overview

- Brief description of your understanding of South African Tourism's needs and the challenges it faces in Central Europe. In doing so, please do not paraphrase or repeat the content of this RFP; and describe how you would deliver on each scope of services section and any additional creative enhancement that you could offer based on your understanding of South African Tourism's challenges.

#### 6.3.4 Experience, skills and qualifications of the proposed team who will work on the project/account

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
- Indicate how the quality and availability of staff will be assured over the term of the agreement; and
- Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads.

**6.3.5 Work plan and project management**

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

**7 Pitch Presentation**

- The shortlisted agencies who qualify after the technical evaluation will be expected to present a short pitch revert against the background, environment and scope of work stated above.

**8 Pricing Schedule**

- Provide all management fees and detailed resource rate cards
- An anonymised detailed cost breakdown of a previous project delivered for EUR 100k
- An anonymised detailed cost breakdown of a previous project delivered for EUR 250k
- Cost should be presented in the same format for 3 years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.
  - Share a commercial proposal for the provided solution overview
  - With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
  - Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in Germany, Switzerland and Austria, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

END