



PART B: SCOPE OF WORK - SAT Tender 311/25 - BRAND EXPERIENTIAL AGENCY FOR AFRICA CEL HUBS

BID DESCRIPTION	
BRAND EXPERIENTIAL AGENCY FOR AFRICA CEL HUBS	
Bidder Name:	
Tender Number:	SAT 311/25
Closing Time:	12H00 PM (<i>Johannesburg, South Africa Time</i>)
Closing Date:	13 August 2025 (No late submission will be accepted)
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.
Contact Person	Boitumelo Dibetle - 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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

1. CLOSING DATE

The closing date for the submission of proposals is **13 August 2025 at 12H00 PM, Johannesburg, South Africa time.** No late submissions will be accepted.

2. TENDER SUBMISSION LINK

- 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 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 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, 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 **22 July 2025**.

All responses will be published by **25 July 2025** on the following links:

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

4. VALIDITY PERIOD AND CONTRACT DURATION

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

South African Tourism intends to enter a thirty-six (36) month 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.

5. BACKGROUND AND SCOPE OF WORK

5.1. BACKGROUND ON SOUTH AFRICAN TOURISM AFRICA DIVISION

South African Tourism Board, hereinafter referred to as South African Tourism, was established in terms of section (2) of the Tourism Act, (Act No. 72 of 1993 as amended), to stimulate sustainable international and domestic demand for South African tourism experiences as well as to institute measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists.

South African Tourism's Africa CEL Region is divided into 3 Hubs, viz., Central Africa hub (Angola and DRC); East Africa (Ethiopia, Kenya, Tanzania, and Uganda); Land Hub (Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, Zambia, and Zimbabwe). The tender is open for SA Bidders that have a footprint in the African CEL Market. The business focuses on 3 distinct areas i.e., leisure, business events (MICE), and distribution channels (tourism trade, media, influencers/celebrities, and private companies) to drive brand awareness, and positivity, with the main objective to encourage consumers to visit South Africa and the tourism distribution channel to promote and sell South Africa.

An invitation is extended to the South African brand experiential communication agencies only, that understand the spirit of the SA Tourism brand to submit proposals to be considered for appointment by the South African Tourism Board's Africa CEL region, on a non-exclusive basis, without retainer costing, to assist in marketing the South Africa tourism offering, within the marketing discipline of brand experiential, for a contracted period of 3 years.

5.2. PROBLEM STATEMENT/BUSINESS CHALLENGE

The marketing of South Africa as a preferred tourism destination requires the assistance of communication agencies to bring expertise to enable South African Tourism Africa CEL region to market and promote the destination in a manner that resonates with the targeted consumers and the distribution channel in Africa CEL Hubs.

As a destination marketing agency, we do not have these agencies' expertise. With the combination of our business strategy, business objectives, and the communication agencies' specialised expertise, the Africa CEL business unit will be able to achieve the APP/DOP/AOP targets.

5.3. SCOPE OF SERVICES

Experiential Marketing means strategies that engage consumers and the distribution channel using branded experiences. Sometimes referred to as "live marketing", the idea is to create a memorable, immersive impact on targeted segments. It involves marketing through experiences that engage the

customers and create an emotional attachment to the brand through physical and interactive experiences used to reinforce the brand and make customers feel as if they are part of the brand.

Appointing a brand experiential agency will offer South African Tourism the ability to market South Africa in a fully integrated manner because brand experience and activations are critical in executing

360° campaigns that provide economic scale and competitive advantages in the brand experiential space to inspire travel to South Africa.

The appointed agency will be required to develop an annual localised brand communication strategy, brand experiential content planning, and implementation for the SA Tourism campaigns in the Africa CEL Hubs. Whatever the brand experiential agency suggests should focus on activation mediums and platforms that ensure inspired messaging that appeals to consumers, has extensive consumer reach, has elements of PR, and ensures efficient budget usage. Furthermore, the agency will be expected to find and negotiate appropriate collaboration opportunities for SA Tourism, utilising innovative mechanisms to enhance campaigns and brand.

Agency experience and its senior management in all the elements of localised brand experiential and activation strategy, content planning, and implementation, specifically within the hospitality and lifestyle services industry and/or related sectors, is vital.

Furthermore, the agency must have the ability and expertise to execute brand experiential activations in the South African Tourism Africa CEL hub territories.

Consequently, the appointed agencies will be responsible for, but not limited to the following services:

- Develop an annual localised brand communication and brand experiential marketing strategy;
- Conceptualise a big idea as per the proposed strategy;
- Develop creative, experiential content planning and relevant production;
- Execute and project management brand activations;
- Brand experiential and activations should consider online and offline platforms, with relevance in English, French, Portuguese, Swahili, Southern Sotho, and siSwati (content creation and translations) as per the Africa CEL markets;
- Find relevant opportunities with platforms, travel, and non-travel companies that South African Tourism can partner with in delivering the brand experience;
- Develop measures and reporting of all activations.
- Ensuring that brand experiential elements are integrated and drive measurable ROI;
- The ability to work/synergise with multiple contracted agencies to execute collaborative projects.

6. Additional brand, consumer insights, and brand journey information

BUSINESS OBJECTIVES

1. Increase arrivals and spend for sustainable growth.
2. Acquire new followers on owned social media platforms.
3. Increase social media engagement.

4. Create demand through travel acquisition by working with the Distribution Channels to sell South Africa as a destination.
5. Grow brand equity for South Africa as a leisure and business events destination.
6. Activate Brand Advocates.

This Bid is for the following markets:

X	Central Africa	Angola and DRC
X	East Africa	Kenya, Uganda, Tanzania, and Ethiopia
X	Africa Land	Botswana, eSwatini, Lesotho, Malawi, Mozambique, Namibia, Zambia, and Zimbabwe

WHAT CHALLENGE ARE WE SOLVING FOR?

For the Brand:

1. South African Tourism needs to achieve consistent global growth (8,5% annually to achieve 21 Million arrivals by 2030) while South Africa's brand appeal is eroded by safety, security, and welcoming issues, and the value chain increases prices ahead of Global inflation.
2. We need to improve our Brand appeal (content and communication mix) when Travellers are considering South Africa. Consumers cannot find the right content when considering South Africa:
 - Fears about South Africa's health and safety protocols and the lack of understanding of our quality assurance (product readiness).
 - Lack of knowledge of South Africa's leisure travel offering (including convenience and ease of booking).
 - Lack of knowledge of South Africa's new eVisa processes.
3. Perceived hostility towards African foreign nationals.

For the Business:

1. Consistent application of a competitive communication strategy across all our markets. We need to be smarter at identifying what people are looking for and then serve them carefully crafted content in a timely manner at the different stages of the consumer journey.
2. Poor website experience (not user-friendly, lacking proof points - no testimonials)
3. No clear package experience (USP) and no added value information highlighted before and during the booking process.
4. No business lead generation tactics.
5. Broken 3rd party fulfilment websites (trade partners).
6. Unanswered questions on social media platforms.

For the Consumer:

They are looking for assurances from Governments that the Tourism Industry has adopted health and hygiene global standardized protocols - so consumers can experience 'Safe Travels' as they travel in a post-COVID world. (The Health protocols for South Africa need to be simple and easy

to understand). Internationally recognized quality assured tourism experiences and accommodation.

1. I want to travel, but I'm not sure what to expect.
2. I want to visit a destination that responds to my travel desires.
3. I need them to recognise, understand and respect my individuality.
4. I want slower, deeper, and more meaningful ways of travelling.
5. I'm an equal citizen of the world!

WHO ARE WE ENGAGING WITH?

"As an explorer at heart, I am excited by the idea of engaging with enriching experiences but on my own terms. I want more meaningful ways of travelling that expand my world, expose me to new places, new people, and different cultures. I want to escape the mundane of my everyday routine. I am looking for realness, I connect when things feel true, natural, and rooted -a sense of authenticity. At a deeper level, I strive for opportunities to enrich my life, opportunities to discover something new and different."

Functional Needs:

A variety of unique tourism experiences (heritage, history, and culture)

Value for money

Ease of travel/hassle-free access

Safety & Security

Emotional Needs:

- "Accomplish their dreams" - African travellers consider trips to their dream destinations as a once-in-a-lifetime opportunity and have a sense of achievement while doing this.
- "Feel Respected" - African travellers expect impartial treatment and want to be respected like travellers from developed countries
- "Expand their horizons" - African travellers consider travelling as a way to learn new things - this helps them to gain knowledge and be better individuals.

WHAT IS THE MOST IMPORTANT INSIGHT ABOUT THE CUSTOMER: THE DATA-INSPIRED TRUTH?

Central Africa: Motivations

- Angola: The majority of Angolan tourists are attracted by the education and training facilities, South Africa's uniqueness and the ability to relax and escape and business investment interests which they hear about through their business associates or through their previous trip when they visited the country.
- DRC: The majority of tourists are attracted to South Africa to visit friends and family, which is one of the top sources of information about South Africa. There are those that are attracted by business investment interests which they hear through their business associates and since DRC is a repeater market a portion is attracted based on their previous trip to the country.

East Africa: Motivations

- Kenya: Business investment interests and education and training facilities, diversity of attractions, and South Africa's uniqueness are the top attributes that attract Kenyans to South Africa.
- Tanzania: Business investment interests, visiting friends, South Africa's diversity of attractions and uniqueness, and family and education and training facilities are the top attributes that attract Tanzanians to South Africa.
- Uganda: Business interest, education and training facilities, diversity of attractions, and VFR are the top attributes that attract Ugandans to South Africa. There has been a decrease in the number of travellers who are attracted by business interests and to VFR.
- Ethiopia: Business interests and VFR are the top attributes that attract Ethiopians to South Africa. There has been an increase in the number of travellers that are attracted by these attributes, and in addition, those that are attracted by South Africa's uniqueness.

Africa Land: Motivations

- Botswana: for the modern traveller, travelling is emotional; relaxing and having fun, exploring and meeting new people, learning new skills in an unfamiliar place, and creating memories and good experiences.
- eSwatini: for the modern traveller, travelling is both functional and emotional; relaxing and having fun, cultural experiences, exploring and meeting new people, shopping, creating memories and good experiences, Business, learning, and networking.
- Lesotho: Basotho travel is triggered by family, celebrations and holidays, and the desire to break free and explore something new in another location. They need to travel to rest, challenge themselves to grow, and make new contacts and networks, Business, shopping, family vacation, socialising, and adventure.
- Malawi: Travelling is functional and emotional, relaxing and having fun, exploring and meeting new people, shopping, creating memories and good experiences.
- Mozambique: they seek to learn, discover products, while relaxing on holiday. However, they remain open to business opportunities even on leisure trips.
- Namibia: Exploring, interacting with new people and cultures, relaxation, fun, and escape are top motives.
- Zambia: The most mentioned travel motivations are travelling for Business, shopping and game viewing. The secondary mentions included: water activities, "just getting away," socialising and relaxation.
- Zimbabwe: Travelling is both functional and emotional, bond and connect with intimate partners, try to do activities that they can't do back home, enjoy learning about other people's cultures and customs, and expand themselves when they travel.

CONSUMER INSIGHTS

Central Africa Hub Consumer Insight:

"I want an easy-to-do holiday getaway where I can experience varied first-world luxuries that are at an affordable price."

East Africa Hub Consumer Insight:

"I really want to experience the country in a pure, authentic way;
I don't want to do the country in a 'touristy' manner, as it is not a true reflection of a country or its people. Therefore, interacting with the locals offers me the true culture of the country"

Africa Land Consumer Insights:

They travel to enjoy the best-varied value for money family and cultural experiences. Shopping, socialising, and nightlife contribute to varied experiences.

OVERALL-PRODUCT BENEFIT

Hyper-personalised travel menus that speak to individualised travel needs.

Product Truth: We have unique and diverse experiences that can enrich travellers' lives

We're selling them:

An immersive sensory adventure, extraordinary experiences with vibrant colourful cultures, warm people, and places. A hyper-personalised travel experience!

It will make them feel:

Connected, rejuvenated, with the opportunity to create enriching memories.

Strategic Platform: Welcome to a new way of travelling.

Campaign Idea: Come Journey with us.

WHAT SINGLE-MINDED THOUGHT WILL INSPIRE OUR WORK?

SMP: South Africa, the ultimate country of exploration.

HOW CAN WE SUPPORT THIS?**Brand Features:**

A warm, welcoming people and diverse cultures. A rich, extensive and varied scenic, coastal, and city landscape, wildlife & safari in close proximity.

Functional Benefits:

An engagement with vibrant cultures, wide and open spaces, awe-inspiring natural beauty, realness, and innovation.

Emotional Rewards:

A transformative connection with real people in an authentic and immersive natural environment.

"Only in South Africa can a traveller experience something new and different around every corner, surrounded by warm and welcoming people."

WHAT ARE SOME THOUGHT STARTERS FOR WHAT WE COULD CREATE?

Brand Strategy	
Purpose	To improve the lives of South Africans through economic growth in Tourism. We will do this by positioning South Africa as an exceptional tourist and business tourism destination that offers a value-for-money, quality visitor experience that is diverse and unique.
Brand Positioning Statement	South Africa provides the ultimate opportunity to immerse myself in unique and enriching experiences that are unlike any other anywhere in the world. South Africa is all about breaking new ground
Unique value proposition	Only in SA can a visitor experience something new and different around every corner, surrounded by warm and welcoming people
Reason to believe	South Africa's unique brand experiences, Extensive range and diversity of product: Wildlife safari, Active adventure, Cultural roots, Scenic outdoors, City lifestyle, Coastal beach, Innovation, Quality assurance and World-class infrastructure Secret weapon > Hospitable, warm, welcoming and diverse people
Brand Promise	Ultimate country of exploration
Messaging Tone	FUN (moments of pleasure and enjoyment), INVITING (offering the promise of an attractive or enjoyable experience), VIBRANT (full of energy and enthusiasm), REAL (exceptionally genuine), INSPIRING (an impassioned motivation)
Strapline	Inspiring New Ways



CURRENT LOCALISED STRATEGY FOR THE CEL MARKETS

Inspire travellers to go beyond the South Africa they think they know.

Invite them to ignite an authentic sense of exploration and life-changing experiences, creating emotional connections that enrich their lives.

- Showcase the connection with our people, our places, and our ways
- Spark richer ways to travel and immersive sensory experiences

Big Things to be done 2025/2026:

Central and East Africa Hubs:

- Position SA as a friendly and welcoming destination that offers immersive, authentic leisure experiences underpinned by people, culture, and value for money while showcasing scenic beauty to inspire travellers to visit.
- Collaborate with corporates as a distribution channel to drive both business events and leisure travel (including lifestyle and sporting events).
- Engage with the trade and South African Product Owners (SAPO) both in SA and in-market through support and training to enable them to sell immersive, authentic South African experiences to maintain current closure ratios.

Africa Land Hub:

- Inspire repeat travellers by showcasing varied value for money, fun, and hidden gems experiences to encourage frequent visits and drive travel to lesser-visited Provinces.
- Grow South African Product Owner (SAPO) in the market, trade familiarity to enable them to effectively promote and sell SA leisure, meetings, and conference experiences.
- Collaborate with distribution channels and platforms to target to convert consumers directly.

Key AFRICA TRADE Deliverable:**BRAND GUARDRAILS?****Brand Tone of voice:**

- **Fun:** moments of pleasure and enjoyment
- **Inviting:** offering the promise of an attractive or enjoyable experience
- **Vibrant:** full of energy and enthusiasm
- **Real:** exceptionally genuine
- **Inspiring:** an impassioned motivation

Social Media Handle: These will give the bidders information and check what has been done to date

- Facebook: @visitsouthafrica.africa
- Instagram: @visitsouthafrica.africa
- YouTube: @visitsouthafrica.africa
- TikTok: @visitsouthafrica.africa
- Twitter: @visitsa_africa

END.