



Part B: - SCOPE OF WORK - SAT 313/25 - APPOINTMENT OF INTEGRATED CREATIVE MARKETING PUBLIC RELATIONS AND EVENTS AGENCY FOR NORTH EUROPE HUB

Bid Description	
INTEGRATED PUBLIC RELATIONS AND MARKETING AGENCY FOR NORTH EUROPE HUB for South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 313/25
Closing Time:	12:00hrs (CENTRAL EUROPEAN TIME - CET)
Closing Date & Time:	08 AUGUST 2025
Briefing Session:	Yes
Virtual Non-Compulsory briefing session and date	Date: 15 July 2025, Time: 10:00hrs (CAT/CET)
Link	Time zone: CAT/CET Teams Meeting Link: Join the meeting now Meeting ID: 336 193 849 360 4 Passcode: fU2km2Pi
Contact Person	Francina Tlali
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 08 AUGUST 2025, 12:00hrs (CET). No late submissions will be accepted.

2. TENDER SUBMISSION

Final submission of bids and documents must be in a pdf format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, submit on the following link <https://e-procurement.southafrica.net>

3. CONTACT AND COMMUNICATION

3.1 A nominated bidder(s) official can make enquiries in writing to the specified person, Francina Tlali, via email at tenders@southafrica.net Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than 22 JULY 2025, 12:00 CET.

All responses will be published on all the tender publication platforms by 25 July 2025, 12:00 CET unless advised otherwise.

3 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 and other recurrent costs must remain firm for the period of the contract.

4 DURATION OF THE CONTRACT

South African Tourism (SA Tourism) intends to enter into a 36 months 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 BUSINESS CASE AND DETAILED SCOPE OF WORK

6.1. BACKGROUND

SA Tourism was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. SA Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

“Objectives of the Tourism Act 3 of 2014” which are to:

- a. promote the practising of responsible tourism, contemplated in subsection (2) of the act, for the benefit of the Republic and for the enjoyment of all its residents and foreign visitors;
- b. provide for the effective domestic and international marketing of South Africa as a tourist destination.
- c. promote quality tourism products and services;
- d. promote growth in and development of the tourism sector; and

- e. enhance cooperation and coordination between all spheres of government in developing and managing tourism.

SA Tourism’s North Europe Hub business focuses on 3 distinct areas i.e. leisure, MICE, travel trade (tourism retail) with media relations as a key consideration to drive brand positivity and Tourism Grading as the reason to believe in our tourism products and experiences. The countries within this portfolio are divided into 2 regions: Benelux (consisting only of Netherlands and Belgium) and Nordics (Sweden, Denmark, Norway and Finland).

6.2. COUNTRIES SERVICED BY SA TOURISM’S NORTH EUROPE HUB DIVISION

SA Tourism’s North Europe Division executes a broad spectrum of segment-specific marketing activities and support activities in the several countries and these are divided into the following countries:

North Europe hub	Netherlands
	Belgium
	Sweden

6.2.1. OPERATING ENVIRONMENT

South Africa’s performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety; perceived to be expensive, uncertain about political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and the launch of e visa application scheme in India was a disaster due to lot of technical errors.

7 SCOPE OF SERVICES

CATEGORY 1: CREATIVE STRATEGY AND EXECUTION

- Localise global campaigns through relevant on-line and off-line platforms for consumer engagement as briefed when required;
- Develop and manage consumer on-line and off-line campaigns;
- Development of concepts and campaigns that will pull through new customers for South Africa from the North Europe hub in respective languages, engage existing consumers and attract new fans/followers;
- Provide case studies of best use of on-line and off-line platforms for consumer and trade engagement and make recommendations;
- Innovate and refresh thinking around consumer campaigns to create the desire to travel to South Africa for the countries across the hub;
- Ensure integration of trade campaigns to consumer work across different countries in the hub;
- Ensure consistent messaging and integration of consumer and trade campaigns across digital and media channels for high ROI PR leverage;
- Find good platforms to add impetus to trade campaigns;
- Plan and generate content (inclusive of production) relevant to consumer, media and trade audiences for the hub for various on-line and off-line platforms;
- Ensure integration of all production planning to the annual media schedule in market and deliver assets;
- Advise and recommend features for optimum performance of South African Tourism’s on-line platforms for all countries across the North Europe region;

- Conduct opportunity search for brand content partnerships that will have consumer reach for all hub countries.

CATEGORY 2: PUBLIC RELATIONS:

- Examine our target market segments and present a localised detailed plan to re-engage these segments across the three markets through the use of effective PR tactics.
- Provide strategic consultancy, idea generation, conceptualisation and execution of online and offline consumer conversion PR campaigns.
- Present measurable PR campaigns designed to address the issues outlined in this brief and how these would ultimately drive conversions across our key segments.
- Position South Africa as a preferred holiday destination in the hub through positive media relations to induce favourable coverage. This must include a focus on agenda-setting media as well as consumer, trade and online media.
- Identify and leverage the PR opportunities in the hub and South Africa that will engage with SA Tourism's key audiences.
- Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partners to secure the collaboration.
- Develop plans to maximise positive editorial coverage of South Africa as the preferred holiday destination.
- Execute trade media campaigns in line with hub trade strategy.
- Support the hub with the identification, scoring and process management of Marketing Collaboration Agreements.

A Operational PR:

- Create an 'always on' 24/7 press office including consumer, travel trade and influencer engagement.
- Develop and maintain a consumer and trade media database of all media in the hub - with particular emphasis on tourism (a copy of this database should be made available to SA Tourism on a 6-monthly basis).
- Identify thought leadership platforms and create content that will connect the SA Tourism brand to relevant audiences and build trust;
- Align market specific insights to SA Tourism's brand communications strategy and approach in response to new opportunities, barrier issues and crisis outbreak, in line with SA Tourism crisis communication guideline
- Translation services of developed content to be provided in Dutch, Flemish, French and Swedish where required
- Reputation management services for tracking and reporting to be provided in the form of periodic (monthly/weekly/as needed) media monitoring services. This should include, but not limited to: monthly clipping service of traditional, online and social media inclusive of monitoring blogs, discussion threads, forums and social networking sites. Recommendation of ways to address matters arising.
- Identify and recommend media, journalists, influencers and bloggers which should be targeted for familiarisation trips to South Africa and recommend the best activities to organise for engaging their audiences.
- Work with SA Tourism Global PR to liaise with influential bloggers to take on familiarisation trips;
- Build relationships with key online content writers and online media outlets for coverage on South Africa and thus driving increased referral traffic to <https://www.southafrica.net/nl/nl/travel> (hub website) and improve search engine visibility.
- Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- Identify niche markets and recommend content to engage these audiences.
- Prepare and issue media releases and translations and fact sheets as per written briefs and follow-up with media to pursue publishing.
- Support SA Tourism global PR with hub insights for purposes of writing speeches/ talking points for SA Tourism officials at key tourism events and media interactions and/or interviews.
- Source relevant partners/writers/journalists to develop and write articles or editorial pieces for publications as required or briefed by SA Tourism.
- Source relevant partners/writers/journalists to develop and produce all long-form content as required and/or briefed by SA Tourism.
- Produce, develop and edit multi-media content to support online and offline campaigns when needed.
- Disseminate information and pictures to media as instructed by SA Tourism.
- Approach media and secure interviews for SA Tourism.

- Crisis Communication and Reputation Management support to be provided if and when needed
- Provide digital management for SA Tourism platforms on Social Media, Digital platforms and Online PR
- Provide stakeholder Management support as and when needed
- Conduct competitor analysis and report on PR activities of other Destination Marketing Organisations (DMOs) in our respective markets.
- Innovation - insights on emerging trends, new media and platforms to reach our target audience.

B Trade PR:

- Tourism trade mapping and trade landscape analysis and database management (updated frequently) including a focus on MICE (particularly incentives and association meetings and business)
- In collaboration with SA Tourism, develop a trade strategy (B2B) that establishes credibility, increases visibility of South Africa and engages the hub travel trade.
- Identify long-haul trade currently not selling Africa/South Africa and come up with strategies on how to pursue them to start selling.
- Develop concepts (i.e. roadshows or similar) that provide a platform for SA Tourism to interact with the hub travel trade.
- Conceptualise digital campaigns for the hub travel trade and track results.
- Identify long-term opportunities for collaboration with travel trade partners that mutually benefit and adds value to SA Tourism and partners.
- Develop content for B2B partners.

C Crisis and reputational management

- Develop a hub pro-active and always on PR strategy with relevant consumer centric content supported by a crisis communication framework informed by the Global Communications Strategy.
- 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.
- Identify and alert SA Tourism where lobbying or high level intervention may be required in market and recommend a hub centric position.
- Identify unlikely and unconventional partnerships for strengthening our brand appeal.

D Stakeholder management:

- Manage the database of the key stakeholders in the hub including - tourism industry stakeholders, South African embassy/ consulate staff and prominent pro-South Africa celebrities, business people or sports people (a copy of this database should be made available to SA Tourism on a monthly basis, this database will remain the property of SA Tourism at all times)
- Manage a database of South African-based stakeholders including - national and provincial tourism government officials, provincial tourism authorities, city tourism authorities, other tourism bodies, products and service providers.

CATEGORY 3: EVENT MANAGEMENT

The entire project management and execution of consumer and trade activations as briefed, including:

- Project communication and consultancy.
- Co-ordination and workflow Management.
- Integration of consumer and trade work to drive closure and sales.
- Managing and appointing sub-contractors on the basis of competitively priced bids and complying with SA Tourism's supply chain policies.
- Enforcement of SA Tourism's policies and processes throughout and across all parties.
- Agency liaison with existing Creative/Digital Agency/Global Lead Agency/ SA Tourism HQ where required
- Consumer Shows and general consumer activations as briefed.
- Execute Public Relations Events/trade or consumer/stakeholder/road-show activations/exhibitions as briefed
- Global activations as required by SA Tourism within the North Europe region as briefed
- Example of general activation management services:
 - Event creative concept and set design
 - Event Production
 - Event Execution
 - Event Logistics
 - Budget Management with various budget sizes in accordance with scope of work required and 3rd party costs

8. PROPOSALS

- 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 above.

9 . SHORT LISTING

The final evaluation might look at short-listed bidders (bidders who meets the minimum required score for functionality) in more detail and may call for additional information and presentations. Shortlisted agencies (agencies who meets the minimum requirement for functionality) or only the preferred bidder will be required to formally present their proposals to SA Tourism at its offices situated in Amsterdam at a time and date which will be communicated in due course should the need exist.

10. 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 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 joint venture or sub-consultancy among firms should be permissible only with the approval of SA Tourism. SA Tourism will not compel consultants to form associations with any specific firm or group of firms, but may encourage associations with the aim to enhance transfer of skills.

11. PRICING AND RATE CARD

Elements to be included when providing pricing principles:

- Provide a detailed rate card for the services to be charged for outlined deliverables in scope of services. Please feel free to add any services along with the associated charges you deem appropriate. You can create sub sections for each line item if need be (please refer to and use **Annexure F** for formatting of this rate card)
- Provide the percentage of the management fee for all the outsourced services
- In accordance with illustrative budget provided, please provide a cost breakdown for a campaign concept as per brief you have delivered on for pitch purposes, outlining agency fee vs third party/ Out of pocket costs

It is however important to note that South African Tourism will contract based on project fee model structure only.

End