



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK (SAT TENDER NUMBER CENTRAL EUROPE HUB SAT 294/25)

Bid Description	
INTEGRATED PUBLIC RELATIONS (PR) AND MARKETING SERVICE	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Central Europe Hub SAT 294/25
Closing Time:	12h00 (Germany time)
Closing Date:	19 June 2025 at 12h00 (Germany time) (No late submission will be accepted)
Compulsory Briefing Session:	N/A
Date and Time:	N/A
Venue:	N/A
Address	N/A
Contact Person	Ms. Thembelihle Nyide
Bid Submission Address	https://e-procurement.southafrica.net
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 (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.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website at https://www.southafrica.net/gl/en/corporate/page/tenders.</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 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.</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>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</p>
Section	Supply Chain Management
Contact Person	Ms. Thembelihle Nyide
Email Address	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.

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1 CLOSING DATE

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

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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 . 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 05 June 2025.

All responses will be published by the 10 June 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 integrated PR and Marketing 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 “Integrated Public Relations (PR) and Marketing 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 an activation 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 Public Relations Agency will offer the following services:

- Always-on 24/7 press office.
 - Respond to enquiries from journalists.
 - Write and issue press releases and monitor coverage.
 - Monitor media coverage and prepare evaluation reports.
 - Arrange media interviews with identified spokespeople.
 - Arrange press conferences as required.
 - Identify and recruit media for press trips in South Africa according to approved themes.
 - Create and manage a top SA consumer and trade media database as per GDPR framework
 - Consumer and Trade Media: Identify, execute and monitor media activation such as media networking events, round tables, etc. - as per agreed integrated marketing & PR plan or on an ad hoc project with specific purpose and deliverable(s).
 - Supporting SAT office when needed
- Social PR & Digital PR.
 - Increase online presence through gaining cooperations with media, content writers and influencers to earn quality backlinks to www.southafrica.net/de and improve SEO.
 - Social Media Channels: identify, develop, activate and optimize Social Media Channels relevant for SAT incl. making use of relevant content, monitoring and community management.
 - Conceptualise and run innovative social media campaigns to support offline and enhance digital activity.
 - Develop a social media strategy to provide a central interaction platform for all stakeholders.
 - Manage and work with the digital audience, engage in dialogue and drive positive engagement.
 - Liaise with influential bloggers to take on familiarisation trips
 - Examples of general campaign management services:
 - Campaign creative concept.
 - Activation Production.
 - Activation Execution.
 - Activation Logistics.
 - Budget Management.
 - Activation Report.
- Content creation.
 - Produce written content e.g. speeches, articles, etc. as required.
 - Produce content for all media platforms (eg. digital, print, social media)
 - The PR agency needs to have capability to develop and place media
- Creative PR strategy.
 - Conceptualise and plan creative PR strategy for the Central Europe Hub.
 - Create and implement an integrated PR campaign for traditional, social and digital in line with annual marketing plan.
- Competitor analysis.
 - Identify learning opportunities from competing destinations in the Central Europe Hub.
- Events.
 - Plan and execute events
 - Propose, plan, manage and execute events on behalf of South African Tourism.
 - Event promotions.
 - Generate editorial coverage for SAT consumer and/or trade events to ensure attendance.
- Trade fair support.
 - Assist with activation needs at global platforms (eg. ITB) in market e.g. sourcing photographers, videographers, facilitators etc. to activate in the region as per global SAT needs and as briefed.
 - Identify, implement and monitor trade focused events relevant for the integrated marketing and PR plan or as ad hoc project: annual events relevant to SAT to leverage a captive audience with credible “third party” endorsement (B2B / B2B2C). Handle logistics i.e. booking of the venues, invitation management aligned to SA Tourism procurement.

- Create specific event content.
- Create and place editorial content on behalf of SA Tourism.
- Trade and B2B PR strategy and execution.
 - Conceptualise a trade communications strategy.
 - Identify strategic cooperations with travel trade.
 - Handle trade facing campaigns in the region where required by SA Tourism.
 - Identify, evaluate, execute and monitor trade campaigns specific in Austria and Switzerland with an experienced resource to represent SA Tourism as an expert in these markets
- Strategic cooperations.
 - Identify traditional and non-traditional cooperations to reach target audiences.
- Crisis communications and reputation management.
 - Localising crisis communications strategy and guidelines according to SA Tourism messaging.
 - Agenda setting with key media.
 - Identify tactics for proactive monitoring and positive content generation.
- Corporate communications and stakeholder management.
 - Identify opportunities to positively profile SA Tourism as a corporate entity.
 - Plan and execute a stakeholder and SME engagement strategy.
- Hosting's
 - Negotiate deals with press for press trips, incl. Indaba media hosting and handle the press trips following SAT procedures
 - Supporting SA Tourism office when needed (during business trips to SA)

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:

- Consumer communication and marketing campaigns
- Trade cooperations
- Events, roadshows and/or training workshops

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 digital 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