



Part B: - SCOPE OF WORK (SAT TENDER NUMBER 334/26 FOR A SERVICE PROVIDER TO IMPLEMENT LILIZELA TOURISM AWARDS PROGRAM)

Bid Description	
Bidder Name:	
Tender Number:	SAT Tender 334/26
Closing Time:	12h00
Closing Date:	17 February 2026 at 12h00 (South African Time) (No late submission will be accepted)
Non-Compulsory Briefing Session	Date and Time: <u>26 January 2026 at 10:00 AM</u> Briefing Session Meeting Link: https://teams.microsoft.com/meet/31298169421919?p=TilL3MVv991ulY7Pjz
Bid Submission link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Tender submitted by any method other than the link provided will be disqualified. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Takalani Sinyosi

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 CONTRACT.

1. CLOSING DATE

The closing date for the submission of proposals is **17 February 2026 at 12h00 (South African Time)**. No late submissions will be accepted.

2. TENDER SUBMISSION LINK

2.1. South African Tourism have 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 participant 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://www.etenders.gov.za/Home/opportunities?id=1> 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. 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.

2.5. 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.

2.6. Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

- 2.7. 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, Takalani Senyosi via email takalani@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 **26 January 2026** at 12:00 South African Time.

All responses will be published by **06 February 2026** 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 into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

5. BACKGROUND AND SCOPE OF SERVICES

5.1 Background on South African Tourism

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), with the aim of stimulating 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.

The purpose of the tender is to source events management, sales and sponsorship service providers to implement the Lilizela Tourism Awards Program that includes the operational execution of the main national awards event. TGCSA Visitor Experience requires the outsourced services to complement the gaps in human resources, return on investment, capacity, sponsorship business model including the requisite skills and/or tools necessary to successfully deliver the Lilizela Tourism Awards Program in 2026.

An invitation is extended to the best South African companies and or agencies, that understand the spirit of our brand to submit proposals to be considered for appointment by South African Tourism Board's TGCSA, on a non-exclusive basis to assist in implementing the Lilizela Tourism Awards program, develop a business model, source partners and or sponsors to reduce the costs associated with the program. This tender is for a period of 3 years (thirty-six months).

5.2 Scope of services

The Lilizela Tourism Awards Program was launched in 2013 and is considered South Africa's premier travel and tourism awards. The aim of the awards is to recognize and celebrate tourism businesses for tourism excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation. The Lilizela Tourism Awards Program is owned by the national Department of Tourism and operationalized by SA Tourism. All costs relating to the funding of this program are borne by SA Tourism. The Awards Program seeks to acknowledge and honor the tourism sector's contribution in key identified award categories. The travel and tourism sector participate in the awards program because it provides their businesses with assured credibility and verified quality, which promotes their offering in a highly competitive environment. The Lilizela Tourism Awards Program is a labor-intensive 10 month program with various phases. The last awards were held in 2019 and this programmed does not currently include revenue generation to offset the expenses associated with Lilizela and there is currently no ROI business model for the Lilizela Tourism Awards program. As the ultimate owner of the Lilizela Tourism Awards Program, the Minister of Tourism will award the winners and hand over the certificates and trophies. The program requires that the main event is operationalised in different phases detailed in annexure F.

For context, there are currently 9 main categories and 41 subcategories within the program, and additional subcategories has been included to the program called the Basic Quality Verification (BQV), Premium Product, 25 Years Lifetime Achievement and Gastronomy awards, which is to primarily grow the sector and improve transformation.

From an accommodation perspective, only graded establishments may enter the awards, which is our commitment to ultimately ensuring a quality assured visitor experience.

FOCUS AREA	CATEGORIES	SUB-CATEGORIES
MINISTER	1. WeDoTourism Award	None
SERVICE EXCELLENCE	2. Accommodation	1. Formal Accommodation (Hotels, Apartment Hotels, Boutique Hotels & Small Hotels) 2. Guest Accommodation (Guest House, Bed & Breakfast and Country House) 3. Lodge Accommodation (Game Lodge & Nature Lodge) 4. Community Accommodation (Backpacking & Hosteling, Camping & Caravaning and Campsites) 5. Self Catering (Self Catering Shared & Self Catering Exclusive) 6. Basic Quality Verification (BQV) 7. Premium Product 8. 25 Years Lifetime Achievement
	3. Venues	1. Convention or Exhibition Centre 2. Convention Venue 3. In-Hotel Conference Venue 4. Events Venue (Example DTSV Delicious type events) 5. Function Venue (Example parties and small functions) 6. Historical Venue (Venues that have historical significance)
	4. Tourist Guides	1. Nature Guides 2. Culture Guides 3. Adventure Guides
	5. Tour Operators	1. Emerging Tour Operators 2. Established Tour Operators
	6. Tourism Experience	1. City Lifestyle 2. Coastal Beach 3. Scenic Outdoors 4. Cultural Roots 5. Wildlife Safari 6. Active Adventures
	7. Gastronomy	1. Formal Establishments 2. Informal Establishments
SUSTAINABLE DEVELOPMENT	8. Universal Accessibility	1. Accommodation 2. Experience 3. Operator 4. Event
ENTREPRENEURSHIP	9. Emerging Tourism Entrepreneur of the Year Award (ETEYA)	1. Emerging, small, micro or medium tourism or hospitality related businesses. (Winner, 1 st 2 nd 3 rd Runner Ups)

SA Tourism will have a compulsory briefing session that can further clarify the criteria in each category.

Overview of the professional services required but not limited to;

- Develop an ROI Business and Sponsorship Model for the Lilizela Tourism Awards Program that can be used to strengthen the program and be able to source sponsorship for this program that offsets costs associated with the awards program. The primary objective of this ROI model is to ultimately achieve a self-funding model.
- The Lilizela Tourism Awards program requires efficient operations, events management to manage the planning, coordination, and execution of the awards program main event that awards the national finalists. This will include event management, venue selection, budget management, vendor coordination, securing sponsorship, marketing, and on-site event activation and logistics to ensure a smooth and successful event.
- Marketing and Communication Campaign - A strong campaign effective social media & content creation capabilities to raise the profile of the main national Lilizela Tourism Awards event.
- Production including but not limited to - Pre-Roll & Nominees, Wrap, Publishing, Winners Certificates & Trophies and Real-Time content
- Secure Broadcast Rights - TV, Digital and YouTube including illustrating the ability to manage audience engagement (Buy & Engage)
- Media Buying Opportunities - critical to the amplification of the program

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

5.4. PRICING SCHEDULE

Only Bidders who meet the minimum threshold of 70% functionality in Phase 2 will advance to Phase 3.

Share a commercial proposal for a 3-year project-based contract with South African Tourism SAT tender number.

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 bidders to supply commercial proposals for the above period.

THE END