



SOUTH AFRICAN TOURISM

Tender Description: SAT 339/26: APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT A SEGMENTATION STUDY FOR A PERIOD OF THIRTY-SIX (36) MONTHS.

Questions and Responses

Date: 14 July 2026

Bidder's Question	SAT's response				
<u>Evaluation Criteria</u> Under The Evaluation Criteria, the RFP states the following: <i>The technical functional evaluation (functionality) will comprise of two (2) phases:</i> <i>Phase 2A will measure the responsiveness of proposals as per submission on or before the closing date and time of the bid and Phase 2B will comprise of Pitch Presentation.</i> <i>Phase 2A Desktop technical functional evaluation - A bidder will be evaluated out of 100% and is required to score a minimum threshold of 70% to be evaluated in phase 3.</i> <u>Question:</u> Will short-listed bidders be expected to simply present what they would have already submitted or will SA Tourism send a different Evaluation Criteria for the Pitch presentation, especially taking into account the need to do demonstrations for Interactive dashboards for data visualization and analysis. Please clarify.	There will be no Pitch Presentation. We have updated the RFP document.				
<u>COSTS</u> ANNEXURE B: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES Bidders are required to summarize the proposed cost/fees as per the financial proposal for once-off purchase (inclusive of VAT/GST and other applicable taxes) where the table needs to balance back to the detailed financial proposal. <table border="1" data-bbox="203 1241 1431 1380"> <tr> <td data-bbox="203 1241 658 1337">TOTAL BID PRICE</td><td data-bbox="658 1241 1431 1337">R (Including all applicable taxes)</td></tr> <tr> <td data-bbox="203 1337 658 1380">Year 1</td><td data-bbox="658 1337 1431 1380"></td></tr> </table>	TOTAL BID PRICE	R (Including all applicable taxes)	Year 1		RFP updated to include Years 2 and 3.
TOTAL BID PRICE	R (Including all applicable taxes)				
Year 1					



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Other - Specify		
Total cost		
<u>Question:</u> The contract is for 3 years but the above table only mentions YEAR 1. Can we scratch out YEAR 1 and replace it with YEAR 1, 2 AND 3? How must we record/present the TOTAL BID Price for all the 3 years?		
We would like SA Tourism to retain what has traditionally worked but at the same time make meaningful improvements going forward. <u>Question:</u> What is SA Tourism’s appetite for traditional design rigour and robustness versus AI/big data analysis? <u>Question:</u> What is SA Tourism’s thinking around market phasing, how will your organization decide on the top 5 markets? Are these regional clusters? Which markets in each phase? Please clarify. <u>Question:</u> What are the gaps/challenges/limitations with the current segmentation and/or other recently conducted segmentation studies?		Question: What is SA Tourism’s appetite for traditional design rigour and robustness versus AI/big data analysis? Response: SA Tourism is looking for a robust and rigorous methodology, with AI and big data used to complement the research, enhance insights and improve efficiencies where appropriate, including reducing costs. The methodology remains the priority. Question: What is SA Tourism’s thinking around market phasing? How will your organisation decide on the top 5 markets? Are these regional clusters? Which markets in each phase? Please clarify. Response: South African Tourism will determine the top five markets based on strategic priorities. The intention is for all markets to be completed within the three-year contract period. Question: What are the gaps/challenges/limitations with the current segmentation and/or other recently conducted segmentation studies?



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	Response: The primary limitation is that the existing segmentation studies for most markets are outdated and require review and validation to determine whether the segments remain relevant or if new segments need to be developed.
The document states that “All responses will be published by 14 June 2026.” We assume this means 14 July 2026.	14 July 2026 is correct
1. Paragraph 3.5.3 states the following: “Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solutions to South African Tourism’s business problem in determining the brand health of South Africa as a business events destination.” However, the rest of the brief focusses on consumers/regular travellers. Please confirm if the study is to be conducted on consumer travellers in general or on business travellers in particular.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
Is SAT looking to refresh and track existing segments, i.e. would we need to replicate the existing segmentation framework, or is the aim to construct new segments?	The objective is to refresh the existing segmentation. Where previous segmentation studies exist, the research should assess whether the existing segments remain valid. If they do, they may be retained; however, the study should also test whether new segments have emerged. For markets where no previous segmentation exists, the segmentation will need to be developed from the ground up using a robust methodology.
Does SAT have a preference for an over-arching segmentation across all markets, or unique segments per respective market?	Unique segments per respective market



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Who would SAT consider as competitors, other local or international tourism boards or organisations?	For international markets, the competitors are other international or regional (where applicable) markets.
Please advise if the study is strictly limited to business and MICE travelers only (as per S3.5.3 page 3 of 5 of part B) or also includes leisure travelers/all travelers	The paragraph has been updated to the paragraph below; "Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination".
Please clarify: Canada and Brazil are the only Americas markets but on part c page 3 Section 3.d mentions showing experience in differences between West and East Coast markets. Brazil only has an East Coast. Are we to infer we need to show experience in the differences between the East and West Coast of Canada?	Please ignore West and East Coast request, this should not have been included.
What is the primary objective of the segmentation?: We need some clarification what the segmentation is ultimately expected to serve. For example: • audience targeting • market prioritization • messaging development • campaign activation • strategic planning • or all of the above i.e.: This is important because the methodological design differs depending on whether the segmentation needs to be mainly strategic, operational, or both	All of the above
Is SAT seeking one global model or market-specific segmentations? Are you looking for: • one cross-market segmentation model that can be applied consistently across all countries, or • separate local segmentations per market	SAT is looking for separate local segmentations per market

i.e.: A global model supports comparability and rollout, while local models may provide more market-specific nuance but are less directly comparable.																
3. What type of segmentation required? there are two main directions: • <u>Category-based tourism segmentation</u> In this case, the segmentation is built specifically around tourism and travel variables, such as travel behaviour, holiday preferences, destination attitudes and travel motivations. • <u>Generic values-based segmentation</u> In this case, the segmentation is built on more universal human values and lifestyle orientations, validated across categories including tourism. Travel behaviour and attitudes are then used primarily to profile and describe the segments. i.e: Each route has different implications: □ <table><tr><th>Option</th><th>Main basis</th><th>Advantages</th><th>Implications</th></tr><tr><td>Category-based tourism segmentation</td><td>Travel/holiday behaviour, attitudes, needs, barriers</td><td>Fully tailored to SAT; can become SAT-owned; possible to develop “golden questions” for segment identification</td><td>Requires custom segment construction; more methodological work; therefore typically more expensive</td></tr><tr><td>Generic values-based segmentation</td><td>Human values/lifestyle; travel variables used for profiling</td><td>Broader and often richer strategic lens; already established and therefore more cost-efficient</td><td>Usually based on an existing framework and therefore not fully proprietary to SAT</td></tr></table>				Option	Main basis	Advantages	Implications	Category-based tourism segmentation	Travel/holiday behaviour, attitudes, needs, barriers	Fully tailored to SAT; can become SAT-owned; possible to develop “golden questions” for segment identification	Requires custom segment construction; more methodological work; therefore typically more expensive	Generic values-based segmentation	Human values/lifestyle; travel variables used for profiling	Broader and often richer strategic lens; already established and therefore more cost-efficient	Usually based on an existing framework and therefore not fully proprietary to SAT	The overall objective of the segmentation study is to inform targeted marketing, strategic decision-making and future tourism growth. Bidders are encouraged to propose the segmentation approach they believe is most appropriate to achieve these objectives. The proposed methodology should provide South African Tourism with a clear understanding of where to compete in each market by identifying the traveller segments with the greatest potential to drive arrivals. It should generate meaningful insights into traveller behaviours, preferences, motivations and attitudes, and demonstrate how these insights can be translated into strategies that maximise visitor growth. The proposed methodology will be evaluated on its robustness and its ability to achieve these outcomes; it is up to the supplier to choose the appropriate methodology that supports the above and substantiate why the methodology was chosen.
Option	Main basis	Advantages	Implications													
Category-based tourism segmentation	Travel/holiday behaviour, attitudes, needs, barriers	Fully tailored to SAT; can become SAT-owned; possible to develop “golden questions” for segment identification	Requires custom segment construction; more methodological work; therefore typically more expensive													
Generic values-based segmentation	Human values/lifestyle; travel variables used for profiling	Broader and often richer strategic lens; already established and therefore more cost-efficient	Usually based on an existing framework and therefore not fully proprietary to SAT													
Target universe in each market: Who exactly should be included in scope in each market? • general population • outbound travelers • high-potential long-haul travelers • another specific audience definition (e.g.: MICE/Business only?) Related to this: should the segmentation be based on representativeness within each country, including lower-income groups, or on travel potential, using a minimum income threshold or other eligibility criteria?				The sampling frame should focus on the population with the highest potential to travel to South Africa for leisure purposes. The target population and inclusion criteria should be tailored to each market and may consider factors such as income, age, previous long-haul travel, travel intent, passport ownership, or other relevant												



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If the intention is to focus on <u>higher-potential travelers only</u>: • Please share SATS's definitions on income cut-offs per market? Alternatively please advise if SAT does not yet have a view on this. • should these thresholds be harmonized internationally or set locally? i.e: This matters because income or affluence filters usually increase sample costs and can affect fieldwork feasibility in some countries.	characteristics. It is the responsibility of the bidder to propose and justify a sampling frame that is logical, robust and representative of the target audience most likely to visit South Africa.
Expected sample sizes and robustness What level of robustness is expected per market? • target sample sizes • minimum base sizes per segment • need for subgroup analysis • need for statistically stable typing/classification per market Further: what deliverables are expected market by market versus centrally?	The proposed sample size should be justified as part of the proposal. Bidders must clearly explain the rationale for the recommended sample size and demonstrate how it is statistically robust and appropriate to meet the study objectives while ensuring reliable and representative findings.
Existing studies and available SAT data What previous studies, trackers, segmentation work, brand studies or internal SAT data can be made available and reused? For example: • previous audience or market segmentations • brand image studies • visitor data • campaign evaluation data • CRM or digital data • market intelligence already available by country i.e.: This will help avoid duplication and identify where we can build on existing foundations.	The appointed service provider will be provided with all relevant information required to undertake the study. This will include previous segmentation studies (where available for a particular market), brand tracking studies, and any other relevant research or datasets that may inform the project. These materials should be used as reference material. As the existing segmentation is considered outdated, The objective of this study is to validate whether the current segments remain relevant or whether new segments have emerged through a robust and evidence-based methodology.
AI and big data: expectation versus requirement In the documents AI and big data are mentioned. We need some specification what is meant by that in practice, and what is considered: • mandatory • preferred • optional For example, is SAT expecting:	SA Tourism is seeking a robust, evidence-based segmentation methodology and will evaluate proposals primarily on the strength and rigour of the proposed approach. While the use of AI is



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• AI-supported analytics in the segmentation process • integration of digital behaviour or search data • social/listening data • automated typing tools • dashboarding with predictive features i.e: Clarifying this would help us distinguish between true project requirements and possible enhancements.	encouraged, it should complement, not replace, a sound research methodology. Where bidders propose the use of AI, they must clearly explain how it will be applied within the segmentation process, the value it will add, and how it will contribute to identifying and validating meaningful traveller segments. The proposed use of AI should be well substantiated and integrated into an overall methodology that demonstrates reliability, validity and robust research principles.
Phasing and country rollout Does SAT already have a view on the rollout sequence across countries? Specifically: • which markets are intended for Year 1 • which for Year 2 • which for Year 3 Further: how fixed is that 3-year rollout plan? i.e.: this is important because the answer influences whether we should design: • a phased foundational model with later expansion, or • a more fully scalable architecture from the start.	All markets are expected to be completed over the three-year contract period. Once the successful service provider has been appointed, South African Tourism will work collaboratively with them to determine the market rollout plan. Bidders should therefore develop a project plan that considers the delivery of all markets over the full three-year period.
Competitor frame, dashboard and activation outputs We need some clarification what is expected in terms of: • competitor set / benchmark destinations • dashboard format and functionality • activation outputs For example, should the final output include: • segment playbooks • market sizing and prioritization tools • communication guidelines by segment • destination messaging territory • media/activation implications • country comparison dashboards	Each market will have its own relevant competitor set, reflecting the alternative destinations travellers consider alongside South Africa. (as these competitors may differ by source markets). South African Tourism's preferred platform is a Power BI dashboard. The dashboard should present the study findings and segment profiles in a clear, accessible and engaging manner so that the insights can be shared across the organisation. Bidders may propose additional dashboard features or content that will strengthen the



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	segment story and improve usability. The proposal should clearly set out the intended dashboard outputs so that South African Tourism can fully assess whether the bidder understands the reporting and dissemination requirements of a typical segmentation study.
Typing / classification tool: Does SAT want the study to result in a future-proof typing or classification tool, so that segments can later be identified in new studies, trackers or campaign evaluations? i.e: this will affect pricing of questionnaire design and model development.	This is not needed
Role of qualitative exploration Does SAT expect a qualitative exploratory phase before the quantitative segmentation? for example to: • ensure a complete and culturally relevant set of travel and holiday variables • understand the image of South Africa • identify barriers and triggers to visit • sharpen market-specific language and framing If so, an important follow-up question is: whether the budget indication (i.e.: SUB 50MZAR VS +50MZAR) should still be considered leading, and is there is room to expand scope if a qualitative pre-phase is recommended? Connected the above does SAT expect a below 50MZAR procurement or and above 50MZAR procurement	South African Tourism is not prescribing a specific segmentation methodology. Bidders are encouraged to propose the methodology they believe is best suited to meeting the objectives of the study and to explain the rationale behind their approach. The proposed methodology should be informed by the bidder's experience and expertise in delivering similar segmentation and market research projects and demonstrate how it will deliver robust and meaningful insights. Please provide a detailed cost estimate based on your proposed methodology, including all phases and activities required to complete the research.
Budget range What budget range should the proposed design realistically fit within? This will help us determine the most appropriate balance between: • number of markets • audience definition • sample sizes • qualitative versus quantitative scope • custom segmentation versus existing framework • dashboarding and activation outputs	Please provide a detailed cost estimate based on your proposed methodology, including all phases and activities required to complete the research. There is no range specified.



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Further to the above: we can also prepare the proposal in two or three design scenarios (for example: essential / recommended / full scale), depending on budget and ambition. Does SAT want this?	Please provide a comprehensive cost proposal covering all 16 markets over the full duration of the project. The pricing should reflect the proposed methodology in its entirety, including all phases of the research. Scenario-based pricing or alternative costing options will not be accepted.
Please confirm that this segmentation study is focused on South Africa as a business events destination (as specified in paragraph 3.5.3) i.e. MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism; thereby explicitly excluding other purposes such as vacation, VFR, general business, medical, adventure, etc.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
Given that (a) there are various mutually interdependent stakeholders in any business event (e.g. the delegates or visitors to the event, the host of the event, funders, the event organisers, and possibly exhibitors at the event) and (b) the results must include demographic, geographic, psychographic, and behavioural segmentation, please clarify if the granularity of this segmentation study covers all stakeholder groups or only the delegates and visitors. In order to grow South Africa as a business events destination and improve South Africa’s market share, marketing will need to reach all stakeholder groups. Please clarify whether “Consumer Profiles” are required of all stakeholder groups, or only the delegates and visitors.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
In the context of business events and the segmentation study, “key competitors” comprise: other countries, other specific cities or locations, other countries’ marketing organisations, and other business events. Please clarify the scope of competition and competitors that must be investigated and analysed in the segmentation study.	For international source markets, competitors refer to other international destinations or, where appropriate, regional destinations that travellers may consider. For example, when a traveller is



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	considering South Africa as a leisure tourism destination, the study should identify the other countries or destinations they are actively considering as alternatives during their decision-making process.
Given that (a) decisions pertaining to participation in business events may be corporate decisions, not necessarily individual choices, and (b) individual delegates and visitors to business events may not necessarily be personally responsible for purchasing and payments, please confirm whether or not corporate decision making and purchasing patterns are within the scope of the segmentation study.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
Given that the attractiveness of any country as a business events destination is influenced by economic, cultural, and socio-political factors over which South African Tourism has no control (e.g. personal safety, social unrest, visa requirements, language, currency strength and stability, religious tolerance, friendliness, reputation, and others) please clarify whether or not these factors are within the scope of the segmentation study.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
Given that many business events are industry or sector specific (e.g. Investing in African Mining Indaba, Africa's Travel Indaba, Manufacturing Indaba Exhibition, Africa Tech Festival, LMA - ICMA Annual Africa Summit, Agbiz Congress, Healthcare Innovation Summit) and therefore delegate and visitor profiles will be vastly different, is this segmentation study generic or analysed by industry?	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more



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	effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
South Africa will require an increasing number of events, funders, exhibitors, and event organisers for the country to grow as a business events destination. Please clarify if the scope of this segmentation study includes the capacity and willingness of participants in the South African economy to grow the business events industry and offer the tourism market more business event options.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.
Given that, in terms of data collection, analysis, and outcomes, the study of the domestic market will not align with foreign markets (i.e. domestic versus inbound tourism) please confirm if the deliverables of segmentation, consumer profiles, travel patterns, competitors, and purchasing and payment behaviours are equally applicable.	Correct, they are equally applicable.
In many ways, a country “speaks for itself” beyond what well-crafted communications and marketing initiatives can control. By its very nature, marketing a country is fundamentally different from marketing a specific product or service. For South African Tourism to market South Africa successfully, it needs to be proactive in influencing the internal realities of the country, fulfilling its mandate by making the country more attractive. Does For South African Tourism currently have the influence and strategic intent to do this?	No. South African Tourism's primary mandate is to market the destination rather than influence the broader internal realities of the country.
The document states that “All responses will be published by 14 June 2026.” We assume this means 14 July 2026.	All responses will be published by 14 July 2026. RFP updated.
Paragraph 3.5.3 states the following: “Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solutions to South African Tourism’s business problem in determining the brand health of South Africa as a business events destination.” However, the rest of the brief focusses on consumers/regular travellers. Please confirm if the study is to be conducted on consumer travellers in general or on business travellers in particular.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-



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	making and the promotion of South Africa as a preferred leisure destination”.
Is SAT looking to refresh and track existing segments, i.e. would we need to replicate the existing segmentation framework, or is the aim to construct new segments?	South African Tourism has undertaken traveller segmentation studies in several markets in the past; however, many of these studies are now outdated. The purpose of this project is to determine new segments. Bidders are not expected to replicate the previous segmentation framework. Instead, they should propose a robust, evidence-based methodology that they believe is best suited to identifying meaningful traveller segments and achieving the objectives of the study.
Does SAT have a preference for an over-arching segmentation across all markets, or unique segments per respective market?	Unique segments per respective market
Who would SAT consider as competitors, other local or international tourism boards or organisations?	For international markets, the competitors are other international or regional (where applicable) markets.
Reference letters (Phase 2A, Criterion 1 – Experience Relevant to the Scope of Work) The evaluation criteria require contactable reference letters, on a client's letterhead, evidencing experience in segmentation and multi-country studies within the past 5 years. Could you please confirm whether these reference letters may be submitted in respect of: (a) prior work carried out by named key individuals proposed on the bid team (in their personal or previous-employer capacity), and/or (b) prior work carried out by a sub-contracted partner organisation forming part of the bidder's proposed delivery team, or whether reference letters must strictly evidence the bidding entity's own direct corporate track record only?	Reference letters must be issued in the name of the bidding company and not individual employees or consultants.
Regional experience (Phase 2A, Criterion 3 – Understanding of Regional Differences)	The evaluation is based on the experience and capability of the bidding company, not



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The criteria require that bidders demonstrate experience across all five specified regions (Africa, Europe, Asia, Americas, and Domestic/South Africa), with non-coverage of any one region resulting in a non-scoring outcome. Could you please confirm whether this regional experience may similarly be demonstrated through the combined experience of the bid team, including named individuals and sub-contracted regional partners, or whether it must be evidenced at the level of the bidding entity itself?	individual team members. As such, the required regional experience should be demonstrated at the level of the bidding entity. Where sub-contracted partners form part of the bid, their experience may be considered as part of the overall company proposal, provided their roles and responsibilities are clearly defined. However, the evaluation is not based on the individual experience of named personnel. If bidders intend to make use of sub-contracted companies, a valid subcontracting agreement between the bidding company and the subcontractor must be included as part of the proposal. The agreement should clearly outline the roles and responsibilities of each party in relation to the project.
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ERRATUM

BID NUMBER:	SAT 339/26
BID DESCRIPTION:	APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT A SEGMENTATION STUDY FOR A PERIOD OF THIRTY-SIX (36) MONTHS.

NB: The purpose of this erratum is to inform bidders of the following amendments:

RFP DOCUMENT	UPDATED INFORMATION
1. Part C : Desktop Technical Evaluation Phase 2: Desktop Technical Evaluation = Weighting out of 100% basis points All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender. The technical functional evaluation (functionality) will comprise of two (2) phases: Phase 2A will measure the responsiveness of proposals as per submission on or before the closing date and time of the bid and Phase 2B will comprise of Pitch Presentation. Phase 2A Desktop technical functional evaluation - A bidder will be evaluated out of 100% and is required to score a minimum threshold of 70% to be evaluated in phase 3.	➤ There will be no Pitch Presentation. We have updated the RFP document. The Paragraph has been rephrased as follows; Phase 2: Desktop Technical Evaluation = Weighting out of 100% basis points All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender. The technical functional evaluation (functionality) will comprise of One (1) phase: Phase 2 (Desktop Functional Evaluation): It will measure the responsiveness of proposals as per submission on or before the closing date and time of the bid. A bidder will be evaluated out of 100% and is required to score a minimum threshold of 70% to be evaluated in phase 3.



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2. All responses will be published by 14 June 2026

The Paragraph has been updated as follows;

All responses will be published by 14 July 2026



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3. COSTS ANNEXURE B: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES Bidders are required to summarize the proposed cost/fees as per the financial proposal for once-off purchase (inclusive of VAT/GST and other applicable taxes) where the table needs to balance back to the detailed financial proposal. <table border="1"> <tr> <td>TOTAL BID PRICE</td><td>R (Including all applicable taxes)</td></tr> <tr> <td>Year 1</td><td></td></tr> <tr> <td>Year 2</td><td></td></tr> <tr> <td>Year 3</td><td></td></tr> <tr> <td>Other - Specify</td><td></td></tr> <tr> <td>Total cost</td><td></td></tr> </table>	TOTAL BID PRICE	R (Including all applicable taxes)	Year 1		Year 2		Year 3		Other - Specify		Total cost		The total cost breakdown has been updated to incorporate figures for years two and three. Detailed, year-over-year cost projections are presented below. <table border="1"> <tr> <td>TOTAL BID PRICE</td><td>R (Including all applicable taxes)</td></tr> <tr> <td>Year 1</td><td></td></tr> <tr> <td>Year 2</td><td></td></tr> <tr> <td>Year 3</td><td></td></tr> <tr> <td>Other - Specify</td><td></td></tr> <tr> <td>Total cost</td><td></td></tr> </table>	TOTAL BID PRICE	R (Including all applicable taxes)	Year 1		Year 2		Year 3		Other - Specify		Total cost	
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4. Part B (Paragraph 3.5.3) Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solutions to South African Tourism's business problem in determining the brand health of South Africa as a business events destination. The collected information allows South African Tourism to gain deeper insight that will support the marketing of South Africa.	The paragraph has been updated to the paragraph below; “Through this tender, South African Tourism seeks to appoint a suitably qualified market research company or companies to provide research solutions that deepen its understanding of South Africa as a leisure tourism destination. The insights generated will support more effective marketing, strategic decision-making and the promotion of South Africa as a preferred leisure destination”.																								

Boitumelo Dibetle (Sourcing Specialist): *bvdibetle*