



Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM: SA TOURISM TENDER NUMBER 301/25 - ATI

HOSTING STRATEGIC PARTNER FOR AFRICA'S TRAVEL INDABA TRADE SHOW FOR 2026, 2027, 2028, 2029 & 2030 EDITIONS

Bid Description	
AFRICA'S TRAVEL INDABA TRADESHOW	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 301/25- ATI
Briefing Session:	Compulsory
Compulsory Briefing Session Date and Meeting Link:	<p>Date: 19 May 2025 at 10H00 (SA'S Time)</p> <p>Meeting Link: Microsoft Teams https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjMyODcyNDAtYzJiOC00ZGUyLTk1YWUtMWQ2MDRmOThhNjQ1%40thread.v2/0?context=%7b%22Tid%22%3a%2232e7f2c3-4382-47dc-b263-c350f3f9f1d8%22%2c%22Oid%22%3a%225aba6e21-5744-46d4-bf35-f30d185f0e32%22%7d</p> <p>NB: If bidders encounter connectivity issues, they must communicate in writing with the relevant SA Tourism contact person on time.</p> <p>** Due to the compulsory briefing session, certain elements or sections of the bid documents (Parts A, B, and C) may be amended or updated. These changes will be communicated to the bidders who attend the compulsory briefing session.</p> <p>NB: Failure to attend the compulsory briefing sessions will result to automatic disqualifications</p>
Closing Date and Time:	10 June 2025 at 12h00pm
Bid Submission Portal	<p>https://e-procurement.southafrica.net</p> <p>Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net</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	Boitumelo Dibetle

Email Address	tender@southafrica.net
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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 submitting proposals is **10 June 2025 at 12h00.** No late submissions will be accepted.

2 TENDER SUBMISSION PROCESS

2.1 TENDER SUBMISSION PORTAL

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 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 and physical submission will not be considered

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 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.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make inquiries in writing to the specified person, Ms. 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 **21 May 2025**.

All responses will be shared with tenderers who attended the compulsory briefing session on or before **27 May 2025**.

3.3. VALIDITY PERIOD

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

3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a Sixty (60) months contract and service level agreement with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

3.5. CONDITION FOR THE AWARDING OF THE BID

South African Tourism (SAT) operates two strategic platforms: Meeting Africa (MA), which focuses on business events, and Africa Travel Indaba (ATI), which is dedicated to leisure tourism. In pursuit of principles of fairness, equitable distribution, and regional economic participation, SAT intends to host these events across multiple provinces rather than limiting them to a single province.

In the event that a bidder meets all eligibility requirements and achieves the highest overall evaluation score for appointment to host both MA and ATI, SAT reserves the right to engage in negotiations with the said bidder. Such negotiations will be conducted with the objective of ensuring equitable distribution of event-hosting opportunities.

During the negotiation process, the highest-scoring bidder may elect to host only one of the two strategic events. Should the bidder opt to host Meeting Africa (MA) and relinquish Africa Travel Indaba (ATI), the appointment for ATI shall be awarded to the next highest-scoring eligible bidder. In circumstances where no suitable bidder is identified for ATI, SAT reserves the right to reissue the bid for ATI, excluding the entity awarded the MA contract. The same principle shall apply should the highest-scoring bidder select ATI over MA.

This process is designed to promote fairness, enhance equitable access to SAT's platforms, and ensure the broad geographical dispersion of event-hosting opportunities across South Africa.

4 SCOPE OF SERVICES

4.1 As part of its activities, SA Tourism owns Africa's Travel Indaba, which takes place in South Africa, currently in Durban, during May every year. The annual Africa's Travel Indaba exhibition, estimated to have existed for more than 40 years, is a business-to-business platform created by SA Tourism to introduce African business tourism product owners to overseas tourism product buyers. Africa's Travel Indaba is already the largest and most prestigious Leisure tourism exhibition in South Africa. SA Tourism created a roadmap to protect the equity of Africa's Travel Indaba so that the trade show can develop to its full potential to support the destination's marketing. Africa's Travel Indaba has been positioned as a Pan-African Trade Show by broadening Continental African participation.

4.2 To maintain its profile, be more impactful, and realise the potential to provide a business operational platform for the industry continually, SA Tourism has elected to extend a non-obligatory invitation to Provincial Tourism Authorities, Cities and/or Private Entities that are of South African origin and duly registered in accordance with applicable local business regulations, wishing to host Africa's Travel Indaba, to submit proposals in a bid to be appointed as the host city through either a provincial-city partnership, private-city partnership or provincial-city-private partnership during.

Typically, the show is hosted in the second week of May of each year, and bidders are invited to tender for the 2026, 2027, 2028, 2029, and 2030 editions in accordance with the global business events calendar. However, some circumstances may result in the above edition(s) not taking place outside the control of the appointed bidder and/or SA Tourism; in such circumstances, SA Tourism reserves the right to reconsider a replacement of the missed edition (s) through the compliant procurement process. The initial hosting period is proposed as 5 years with an option for extension for a further 5 years.

4.3 **All proposals should be endorsed and supported by:**

- (a) the Provincial Tourism Authority;
- (b) the municipality responsible for the host city in which the venue is situated;
- (c) the Provincial Government responsible for the province in which the venue is situated;
- (d) the Head of the South African Police in the Province;
- (e) the owners of the venue; and
- (f) any other stakeholder and or party deemed pertinent in the successful hosting of the trade show.

4.4 **Minimum requirements to consider before submitting proposals**

No proposals will be considered unless they fully comply with the minimum requirements as set out below: -

4.4.1 **The Role of the Bidder:**

The bidder shall lead the recruitment of all relevant value-chain partners, such as the Provincial, City, and Venue Services. This includes:

- (a) Leverage relevant partnerships with local and international airlines to ensure negotiated and/or complimentary flights emanating from the bidder's relationship with suppliers for hosted delegates and reduced fares for non-hosted delegates.
- (b) The main port of entry airport for ease of access, prioritised customs services for delegates and VIPs; branding spaces within the airport precinct with SAT having first right of refusal on specific key sites; negotiated rates for airport branding; designated sites and permissions for airport

activations and dedicated pick-up and drop off zones for delegates, with the option for sponsorship/trade exchange with Africa's Travel Indaba.

- (c) Negotiate land transfer options (road and/or rail) to ensure local procurement and maintain cost-containment measures, with the option of discounted rates, trade exchange, and/or sponsorship. This includes airport transfers, daily show transfers between hotels and venues, and other local commutes.
- (d) To convene the Provincial / City Joint Organising Committee with relevant stakeholders, where the bidder plays an active role in ensuring service delivery and show readiness.
- (e) The bidder shall actively engage the relevant safety and security clusters to ensure the safety of delegates within the show precinct and at all off-site show touchpoints.
- (f) Ensure hotel accommodation capacity within the show precinct at affordable negotiated rates for delegates.
- (g) Mobilise leisure and experiential services such as restaurants and tourist activities for pre, during, and post-show experiences, and ensure that these hospitality services are available after show hours and on show days.
- (h) The bidder will coordinate entertainment in the city during the trade show (e.g., shows, concerts, and street food fairs, primarily with a South African flavour) to be marketed to delegates.
- (i) The bidder to ensure the hosting of a minimum of 50 hosted buyers per annum as part of a post-event tour/s to showcase the destination in accordance with show criteria and agreed itineraries that are leisure focussed.
- (j) The bidder mobilises provincial products to develop robust itineraries for hosting buyers and to create shared value amongst local products, independent of the tour, as articulated in point (h) above.
- (k) Manage bidder stakeholders, which includes appraising them for show status updates, ensuring invitations are issued to relevant VIPs, and hosting VIPs on-site.
- (l) To leverage media buy and share opportunities with SAT as part of a collaborative effort to enhance the show's marketing and profiling.
- (m) To partner with SAT to develop the show's annual economic impact report by sharing data, insights, and resources.
- (n) To actively participate in and host show exhibitor pre-show briefing sessions and post-show debrief sessions, including venue and catering for attendees.
- (o) The bidder, through Provincial-city partnerships to arrange and pay for all road closures (if/when required) and ensure police presence:
 - around the exhibition venue;
 - around the hotels where most of the exhibitors and visitors will be staying;
 - around the venue for any associated functions
 - at offsite venues/sites that will host official show events

4.4.2 Availability of space:

The venue should be made available by the bidder, as part of their bid, **at the maximum discounted rate, for the duration of the event as well as during the pre-show build-up and post-event breakdown**, i.e. 10 days before and 2 days after the event, with special consideration given to the BONDday programme.

Given an expected growth in the number of exhibitors of at least 6% per annum over the next years, the venue should have the following minimum quantities of net indoor space (i.e. actual exhibition space that can be sold to and occupied by the exhibitors) as well as conferencing and office space available that is purpose-built, and fully completed at least 6 months prior to the hosting dates indicated in this document:

Table 1: Host Venue Space Requirements

Type of space within Venue	2026	2027	2028	2029	2030
Exhibition Space -net space required within the precinct to accommodate annual growth	14 000sq	14 800sq	15 600sq	16 500sq	17 500sq
Organiser's Office	1	1	1	1	1
Side-events*	Refer to below				
Offices (Dignitaries & Project Teams)	7	7	7	7	7
Holding Rooms (VIP's)	6	6	6	6	6

*Side Events: The side events to be accommodated in respect of the space requirements include the following, and may be subject to change based on annual requirements. As per the 2024 participation numbers and formats, please note the following with expected annual growth:

Table 2: Venue type and baseline capacity linked to Africa's Travel Indaba events

Event / Activation	Venue Type	Number of Participants
Business Opportunity Networking Day (Full Day)	Plenary & Breakaway Conference Venues (pre-trade-show days).	650 across the main event and side events
Trade Floor Opening (2 hours)	Auditorium / Conference	500
Welcome Networking Event (Evening event)	Conference / other	8 000
Speed Marketing (2 hours)	Conference	300
Sustainability Village (During Show Days - infrastructure)	Exhibition / other	20 vendor stands (3 x 3)
Media Centre (During Show Days - infrastructure)	Conference / other	Presentation area, interview rooms, offices & workstations
Buyer Lounge (During Show Days - infrastructure)	Catering & pause area	450 buyers

Food Court (During Show Days - Dedicated space)	Food vendors, seating & entertainment	To accommodate +- 8 000 at varied times
Exhibition Briefing Pre-show	Conference	200
Exhibition Debrief Post-show	Conference	200

- 4.4.3 All the above spaces should be available within a single convention centre venue/complex.
- 4.4.4 The proposed convention centre venue/complex must have the following valid accreditations & certifications:
- (a) Tourism Grading Council of South Africa (TGCSA), preference will be given to graded establishments.
 - (b) Associations and/or Affiliate bodies
 - (c) Greening & Sustainability
 - (e) Health, Safety & Security (provide certifications)
- 4.4.5 The venue should have all relevant furnishings, fixtures, and fittings for the purpose of staging the exhibition. This may include relevant technical requirements.
- 4.4.6 The venue should be flexible enough to accommodate external food vendors (selected at the discretion of SAT) that showcase the destination's gastronomy and food offerings while meeting all health and safety requirements.
- 4.4.7 The venue should provide sufficient, stable Wi-Fi and associated bandwidth to ensure efficient use of all internet-based exhibition tools for all registered delegates throughout the show and during the build-up.
- 4.4.8 The venue should provide all relevant services, including cleaning, waste management, safety and security, and technical, with SAT having the option to either top up services or use external service providers for these services.
- 4.4.9 The venue should have all maintenance and safety certificates in place, and fire hydrants and other retardant tools should be regularly serviced.
- 4.4.10 To ensure participation in the Bid Committee, Joint Organising Committee and Local Organising Committee to ensure consistent pre-show delivery and for onsite show management.
- 4.4.11 The venue to ensure that venue and its facilities are of a global standard that is representative of the destination's business events industry standard, bearing in mind the calibre of show delegates. This includes the general venue, side-venues, catering services, ablution facilities, and staff etiquette.
- 4.4.12 The venue to ensure universal accessibility for differently-abled show delegates.
- 4.4.13 The venue to avail branding sites both inside and outside the venue, in accordance with the brand vision of the show, subject to agreement by both parties.
- 4.4.14 The venue to avail complimentary parking bays per day for SA Tourism staff members, VIP stakeholders and its appointed agents at the venue, and general parking for all show delegates.
- 4.4.15 The venue to avail the media centre and business centre;
- 4.4.16 The venue to avail access to medical facilities onsite medical resources and emergency services.
- 4.4.17 The venue to avail an appropriate and conducive venue for the onsite Venue Organisation Committee for the entire duration of the show.
- 4.4.18 The venue to maintain competitive rates for catering and food sales for the event. It is also required that exhibitors are not be charged any fees or corkage whilst conducting activations during Africa's Travel Indaba. Rate cards should be presented as part of the proposal. Food quality and variety of offerings should not be compromised.

4.5 Marketing of the event:

SA Tourism will be responsible for the marketing of the event and will accordingly fund the following-

- (a) above-the-line advertising;
- (b) production of applicable collateral; and
- (c) online marketing of both events

The bidder will be responsible for:

- (a) Co-creation of the communication and marketing plans with SAT
- (b) Leveraging partnerships for co-marketing activities as part of the collaboration efforts with SAT
- (c) Providing outdoor and street-pole branding around the show precinct in accordance with show creative guidelines.

4.6 Accommodation & Logistics

- (a) Accommodation - approximately 1,000 hotel rooms within walking distance to the event venue or the provision of a gratis shuttle service within a reasonable proximity and travel time from the event venue and available for the duration of the main event. The maximum distance from the venue is approximately 20-25km.
- (b) Preferential Bed and Breakfast rates for all delegates during the event.
- (c) Only TGCSA-graded establishments will be considered
- (d) Three, four & five-star-graded establishments
Facilitate the availability of rooms for early check-in and late check-outs as well as potential additional availability prior to the show start.
- (e) Room-service availability for delegates outside normal operating hours for the duration of the show
- (f) Subject to a Site inspection

4.7 Bid Party Investment

The below-mentioned contribution is a minimum requirement of the bid and is not limited to the requirements outlined herein:

- (a) Bid Parties undertake to contribute a minimum amount of R22 500 000.00 (Twenty-Two Million, Five Hundred Thousand Rand) prior to the trade show date (1st of May per annum) directly to SA Tourism, with an annual escalation of 6% for the duration of the contract
- (b) Facilitate venue hire discounts and preferential rates
- (c) Facilitate waiving of or payment of the Joint Operation Committee cost (i.e. EMS, and Metro), City services, road closures and the like.
- (d) Hosting a minimum of 20 media (local & international) on City tours and hosting media during the Trade Show, allowing the City to promote and highlight its Tourism attractions.
- (e) Financial contributions as per 4.4.1 above.

4.8 SA Tourism commits to the following in lieu of funding:

- a) Acknowledge the Bid Parties as the Host City/Host Province to Africa's Travel Indaba Exhibition, positioning it as a success story for economic impact through private partnerships.

- b) Screening of the destination promotional reel at the launch, main congress, and off-site venues and inclusion in the build-up advertising campaign.
- c) Platform to promote the Bid Parties at the build-up events and off-site activities where Africa's Travel Indaba delegates are gathered, and a tour of the City by SA Tourism stakeholders.
- d) Participation of the Province and City's leadership in suitable public relations and publicity activities.
- e) SA Tourism will include the bid parties on key branding collateral during activation events and the main conferences.
- f) In respect of Media and PR, Africa's Travel Indaba will include the following:
 - The logos on all print collateral for advertising;
 - The Africa's Travel Indaba hosted by "the bid parties"
 - The Africa's Travel Indaba hosted by "the bid parties" on Street Pole Ads;
 - The Africa's Travel Indaba hosted by the "bid parties" logos on Conference Materials.

4.9 Presentation of bid proposals

SA Tourism will only invite bidders who have submitted formal bid proposals, have been responsive to SA Tourism's minimum requirements, and have scored above the minimum threshold for functionality to give presentations/demonstrations to its Bid Evaluation Committee.

Bidders who have met the minimum threshold in Phase 2A (Technical Functional Evaluation) will be evaluated further during the site inspection (Phase 2B). The second phase of evaluation (Site Inspection: Phase 2B) will be conducted at the proposed venue where the event will be hosted, the bidder will further be expected to demonstrate an overall experience that will include airport, hotel, and venue as part of the user journey and any other relevant sites that will strengthen the bidder's proposal. The bidder will be expected to reference the scope when demonstrating/presenting the overall proposal/offerings. This will moreover allow SA Tourism to inspect the venue, where such a site inspection will form part of the bid evaluation criteria. The proposed project leader and the team working on the project must be present at the presentations.

SA Tourism will communicate the proposed dates and times to the respective bidders' Provincial Tourism Authorities, and the respondent will have to accordingly make the necessary logistical arrangements for the presentations and the site inspections. Travel and accommodation (if so required) for SA Tourism's Bid Evaluation Committee will be for SA Tourism's account.