

**PART B: SCOPE OF WORK****SA TOURISM TENDER NUMBER SAT 326/25 TOURISM ROUTE DEVELOPMENT MARKETING**

Bid Description	
TOURISM ROUTE DEVELOPMENT MARKETING	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 326/25
Closing Time:	12h00
Closing Date:	10 November 2025 (No late submission will be accepted)
<u>Non-Compulsory</u> Briefing Session:	Date: 03 November 2025 Time: 11h00 - 12h00 Platform: MS Teams <u>LOG IN DETAILS</u> Meeting ID: 358 829 540 958 5 Passcode: nJ2Er3wk Link: https://acesse.one/ettdN
Contact Person	Thembelihle Nyide
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
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, 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 **10 November 2025 at 12h00**. No late submissions will be accepted.

2. TENDER SUBMISSION LINK

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 platform for South African Tourism, ensuring an open, transparent, and competitive environment for anyone participating in 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://e-procurement.southafrica.net> for updated information or amendments about this tender before due dates.

Tenderers will check the number of 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.

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3. CONTACT AND COMMUNICATION

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

3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **05 November 2025 at 12h00.**

All responses will be published by **06 November 2025 at 12h00 on** the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

3.3. VALIDITY PERIOD

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

4. DURATION OF THE CONTRACT

South African Tourism intends to enter an eighteen (18) month contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

5. BACKGROUND AND DETAILED SCOPE OF WORK

5.1.BACKGROUND

South Africa finds itself facing a unique challenge. Unlike other regions, the destination has yet to regain pre-pandemic levels of tourist arrivals and airline seat capacity that connects the country to international markets. This prohibits overall economic growth and impedes growth in trade as well as the travel and tourism industry. Whilst the country is realising positive growth towards pre-pandemic tourist arrivals (87% of 2019) and airlift (92% of 2019), the country has a 2030 goal of 15 million tourists that still needs to be met.

According to the UN Tourism's Global Report on Aviation, route development brings numerous benefits to the world. New routes support global trade, serve the world tourism industry, create real jobs, and bring people, families and cultures together - thereby enriching lives. Tourism route development marketing plays a vital role in supporting air service development for tourism growth.

Strong coordination between the tourism industry, air transport industry (including airlines and airports) and various levels of government as well as the private sector, is essential. Thus, the importance of establishing a coordinated approach to route development.

At present, South Africa does not have a nationally coordinated route development mechanism for tourism despite being a long-haul destination. This undermines destination South Africa's ability to effectively attract more visitors whilst sustaining routes that have been established. Despite the successes made by a few provinces which coordinate provincial route development, there remains a gap at national level and in some provinces that are yet to establish route development initiatives. It became clear that there is a need to establish a national approach to route development. To this end, the Tourism Route Development Marketing Plan (TRDMP) was developed. The TRDMP is a vital initiative designed to strengthen South Africa's tourism sector and economy by enhancing international, regional, and domestic air connectivity.

The TRDMP, amongst other things, seeks to:

- Open new tourism source markets, grow and sustain existing tourism markets and work towards addressing seasonality swings through route development.
- Outline the marketing support package to entice the airlines and ensure South Africa's competitiveness.
- Ensure marketing support and alignment with provincial route development structures by consolidating efforts and eliminating unnecessary competition in global platforms.
- Ensure effective usage of the country's resources by promoting rationalisation of tourism marketing route development and derive greater value for the country.
- Avoid double dipping and the race to the bottom by the currently uncoordinated route development structures, as they compete in global platforms.

On the 4th of December 2024, Cabinet approved the TRDMP for implementation. Implementation of the TRDMP, working with other relevant stakeholders in both public and private sector, aims to support the increase in direct connectivity to and from South Africa and within South Africa in a manner that enables sustainable tourism market development and growth.

South African Tourism was identified as the optimal lead for the TRDMP given the existing knowledge of the tourism sector, relationships with international partners, as well as vested interest in growing the tourism and aviation industries. Notwithstanding the above stated objectives of the TRDMP, the below deliverables are explicitly prioritised in the TRDMP and therefore form part of key deliverables for the project:

1. Prioritise route market retention, expansion, and new market route introduction in which the initial focus would be on Asia (China, India, and Japan), African Continent, and domestic connectivity. This does not preclude any other global market that may be identified to have potential for route expansion as the intent behind this initiative is to improve global connectivity to and within South Africa.
2. Compile prioritised world-class business cases, marketing incentives, and marketing packages to support route development and sustenance.

As the main driver of the TRDMP, South African Tourism is seeking a service provider to support the organisation and the industry at large in the establishment and foundational phase of the TRDMP permanent vehicle.

5.2.SCOPE OF SERVICES

The service provider is expected to deliver end-to-end on the following areas of work (including but not limited to).

1. [Business development implementation plan:](#)

- Research, prepare, and present the most sustainable national-led route development business models (backed by extensive data and insights) in the South African context. The model must ensure success across several factors, including (but not limited to) airline profitability, load factors, improved seasonality, and geographical spread into various tourism nodes.
- Clearly map out and illustrate a country plan to stimulate tourism and aviation growth taking into consideration provincial/ regional/ city/ airport air access targets as well as tourism objectives and initiatives.
- Compile and input towards world-class business cases to support route development and inclusive tourism growth - working closely with industry partners such as Airports Company of South Africa (ACSA), Tourism Business Council of South Africa (TBCSA), Provincial/ Municipal Tourism Authorities, tourism associations, etc.
- Develop an incentive strategy to entice and promote route development into and throughout South Africa (covering all 9 provinces in South Africa).
- Develop high-quality information packs detailing the aviation and tourism support elements that the aviation industry can benefit from.
- Develop high-quality information packs to attract support and investment from tourism, aviation, and other public and private stakeholders.
- Development and preparation of marketing and communications to support and amplify the requisite route development marketing initiatives.

2. [Develop a public-private partnership to drive route development - including the funding thereof.](#)

- Coordination of industry stakeholders and provincial structures to subsequently establish the most optimal permanent vehicle to carry the TRDMP forward. The bidder must propose the permanent TRDMP constitution and structure. Upon project completion, the bidder must ensure adequate knowledge and skills transfer to the entity.
- Organise, structure, and drive engagements across industry role-players.

- Compiling and presenting joint initiatives that will stimulate growth across affected industries (i.e., tourism, aviation, and others).
- Development and implementation of a funding model that can sustain the permanent TRDMP vehicle.

3. Route Development Negotiations and Engagements:

- Organise and participate (alongside members of the Steering Committee) in route development negotiations and engagements with prospective airlines and aviation stakeholders. This is inclusive of engagements taking place in and around South Africa, as well as global route development platforms (bidder to factor in travel to all relevant platforms, i.e., AviaDev, Routes World Global and Regional events, others may be suggested by the bidder).
- Develop and execute a strategic engagement plan - including aviation, tourism, South Africa trade and investment platforms, as well as out-of-sector opportunities/ platforms.

4. Governance and Compliance:

- Set up the TRDMP Steering Committee administration, secretariat and governance structure as well as supporting policies, standard operating procedures, terms of reference, etc.
- Good understanding of relevant industry policies, i.e. African Civil Aviation Commission (AFCAC), Single African Air Transport Market (SAATM), Yamoussoukro, Bilaterals, Tourism Growth Partnership Plan (TGPP), Medium Term Development Plan (MTDP), etc.

5. Monitoring and Evaluation:

- Develop a model of monitoring & evaluation for route development.
- Delivery of standardized and segmented reports (global/ country/ regional/ city/ airport/ etc.). The bidder should include and factor in costing for granular data. Note that the existing data sources at South African Tourism's disposal covers tourism arrivals and spend as well as seat capacity, schedules, fares (a list of South African Tourism's data sources has been provided in the annexures).
- All reports and submissions must be of high quality, good clarity, realistic in implementation.
- Key success factors for route development

Please note that this project is intended to run over an 18-month period to cover the following elements that must be factored into the bidder's project preparation:

TRDMP HIGH-LEVEL SCHEDULE	
MONTH	ACTIVITY
Oct 2025	Request for Proposal published
Nov 2025	- Request for Proposal closes - Appointment of TRDMP service provider and project commencement
Feb 2026	Platform: Meetings Africa 2026 Airline Pavillion
Mar 2026	Service Provider submits final drafts of the business implementation plan and proposed permanent vehicle
Apr - Dec 2026	- Execution of the of approved business implementation plan - Establishment of the approved permanent vehicle and all associated governance requirements - Route development negotiations and engagements
Apr 2026	Platform: Routes Asia
May 2026	- Platform: Africa's Travel Indaba (ATI) - Routes Europe
Jun 2026	Platform: AviaDev 2026
Sep 2026	Platform: Routes World 2026
Jan - Jun 2026	Project finalisation and handover (Jun 2026)

The successful bidder will execute on all the above elements and must ensure adequate skills transferal to the core project team and Steering Committee.

END