



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK - SAT 314/25 - APPOINTMENT OF INTEGRATED MEDIA STRATEGY, PLANNING, BUYING AND CREATIVE AGENCY FOR NORTH EUROPE HUB

Bid Description	
<b>INTEGRATED MEDIA STRATEGY, PLANNING, BUYING AND CREATIVE AGENCY FOR NORTH EUROPE HUB</b>  for  <b>South African Tourism Board</b>	
<b>Bidder Name:</b>	
<b>CSD MAA number</b>	MAAA
<b>Tender Number:</b>	SAT 314/25
<b>Closing Time:</b>	14:00hrs (Central European time - CET)
<b>Closing Date:</b>	08 AUGUST 2025
<b>Briefing Session:</b>	Yes
<b>Virtual Non-Compulsory briefing session Date &amp; Time</b>	Date: 15 July 2025, Time: 12:00hrs (SA)
<b>Link</b>	Teams Meeting Link:  <a href="#">Join the meeting now</a>  Meeting ID: 325 342 718 470 9  Passcode: Lt7cb9Xe
<b>Bid Submission Address</b>	<a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a>
<b>Contact Person</b>	Francina Tlali
<b>Email Address</b>	<a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a>

**ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)**

## 1. CLOSING DATE

The closing date for submitting proposals is 08 AUGUST 2025, 14:00hrs (CET). No late submissions will be accepted.

## 2. TENDER SUBMISSION

Final submission of bids and documents must be in a pdf format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, submit on the following link <https://e-procurement.southafrica.net>

## 3. CONTACT AND COMMUNICATION

- 3.1 A nominated bidder(s) official can make enquiries in writing to the specified person, Francina Tlali, via email at [tenders@southafrica.net](mailto:tenders@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than **22 JULY 2025, 12:00 CET**.

All responses will be published on all the tender publication platforms by **25 July 2025, 12:00 CET** unless advised otherwise.

## 4. 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 period of the contract.

## 5. DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year 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.

## 6. BUSINESS CASE AND DETAILED SCOPE OF WORK

### 6.1. BACKGROUND

South African Tourism was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

“Objectives of the Tourism Act 3 of 2014” which are to:

- a. promote the practising of responsible tourism, contemplated in subsection (2) of the act, for the benefit of the Republic and for the enjoyment of all its residents and foreign visitors;
- b. provide for the effective domestic and international marketing of South Africa as a tourist destination;
- c. promote quality tourism products and services;
- d. promote growth in and development of the tourism sector; and
- e. enhance cooperation and coordination between all spheres of government in developing and managing tourism.

South African Tourism’s North Europe Hub business focuses on 3 distinct areas i.e. leisure, MICE, travel trade (tourism retail) with media relations as a key consideration to drive brand positivity and Tourism Grading as the reason to believe in our tourism products and experiences. The countries within this portfolio are divided into 2 regions: Benelux (consisting only of Netherlands and Belgium) and Nordics (Sweden, Denmark, Norway and Finland).

**6.2. COUNTRIES SERVICED BY SOUTH AFRICAN TOURISM’S NORTH EUROPE HUB DIVISION**

South African Tourism’s North Europe Division executes a broad spectrum of segment-specific marketing activities and support activities in the several countries and these are divided into the following countries:

North Europe hub	Netherlands
	Belgium
	Sweden

**7 SCOPE OF SERVICES**

Consumer research reveals that travellers from North Europe have a strong desire to experience local food, culture, history, and nature, exploring, meeting locals, and discovering hidden gems, in addition to their primary reasons for visiting South Africa, such as wildlife, safari, scenic beauty, and culture. Value for money is crucial, particularly in experiences like restaurants and activities. These themes are, therefore, central to all marketing communications in the region. Safety remains a key factor in destination choice, prompting the focus on positivity, credible information and authenticity levers across all activities. These initiatives require specialized agencies with local knowledge and language skills to align with regional trends and expertise.

A substantial investment in content creation for leveraging across the entire consumer decision-making journey (conversion curve) was made from the hub between 2021 and 2024. This was following a decreased investment made by global marketing, awareness work that has historically proved to be a beneficial augmentation to conversion work done in country. Albeit consistent efforts to impact both awareness and positivity, persistent barriers impacting awareness are a lack of safety perceptions and value for money. Further down the marketing funnel, numbers were lost as people sought information but chose not to book, reflecting a gap in the information provided on various channels. Brand equity growth interventions in these areas are a consistent need, as it is travellers who are already considering South Africa but are being deterred by other reasons.

While consumers search for travel-related information at a mix of online and offline sources, their key points of inspiration are encompassed by friends and family recommendations, posts on social media by friends and family from holidays and travel articles and reviews. A strong and in-depth knowledge of consumer social media and distribution channel behaviour in general within the region is therefore also a necessity to accurately guide and co-create engaging content targeted for the region South African Tourism’s hypothesis of these two key travel segments includes the following:

**Wanderluster’**

The North European Wanderluster segment is made up of younger travellers between the ages of 26 and 40, who do not have children. Highly educated and open-minded, they are very interested in travel in general and have an annual household income above €100,000+. They are adventure seekers (but also travel for relaxation) and

within South Africa they are interested in safari, natural beauty and culture. While open to traveling alone, they are likely to travel with a significant other or with friends. They are quick decision-makers, with only a minority waiting more than 2 months to make a reservation, or to take a trip after making the reservation.

#### **‘Next Stop South Africa’ (NSSA)**

The North European NSSA is an older, wealthier, more experienced international traveller, with annual household income above €100,000+. They are aged between 41 and 65, with 75% over 55 years old. Close to half this group are retired and do not have any dependent children, this explains their high relative number of days available for vacation. NSSAs are highly interested in traveling for education and culture, with some interest in heritage and relaxation. They prefer independent or small group travel. Within South Africa, they are interested in natural beauty, immersive experiences with the opportunity to interact with locals and the local and historic culture of the destination. They thoroughly research the destination and plan out their holidays allowing 1-4 months between reservation and travel.

SA Tourism is therefore inviting proposals from reputable service providers with vast experience in Tourism destination marketing (DMOs) to provide media strategic planning and execution services, with the in-house capability to provide creative, digital and brand communications services (including fit-for-purpose content creation); Social Media/ Digital and Online Communications (including social media ad buying and fit-for-purpose content creation); content and trade partnership capabilities, to fulfil the strategic, content, partnership and delivery aspects required from a media agency for three years. In addition, service providers will provide research and analytics, including hyper-targeted consumer insights, including future trends analysis (annually), tourism trade landscape analysis and mapping including tourism data and analytics (annually), as well as campaign analytics and general reporting (quarterly).

After three years, the agreement may be extended at SAT’s discretion. SA Tourism needs an agency to constantly and consistently engage with consumers and stakeholders with positive messages and innovative campaigns that align with the SA Tourism global communications strategy.

The appointment of an agency will offer SA Tourism a competitive advantage in being able to engage with the consumers by showcasing high-quality relevant content and a variety of experiences in the destination. This agency will need to promote SA Tourism’s message while at the same time driving campaigns and promotions across the various platforms, responding professionally and appropriately to issues arising, and engaging with care and diligence in this very public, volatile domain.

The appointed service provider will localize the Global Brand Communications and creative strategies, as conceptualised by the Global marketing services agency and local SAT Netherlands, Belgium and Swedish teams, and outline engagement plans that will assist SAT in achieving the business goals/targets to position SA positively in the Netherlands, Belgium and Sweden. The successful bidder must, therefore, identify how best to position South Africa as the preferred holiday destination for North European travellers, outline a multi-year communication strategy and establish a yearly marketing implementation plan that aligns with the overall marketing plan in order to understand how to engage travellers from the aforementioned countries.

Consequently, the appointed agency will be responsible for, but not limited to, the following:

## 7. CATEGORIES OF SERVICES REQUIRED

### CATEGORY 1: MEDIA STRATEGY AND OPERATIONAL PLANNING AND BUYING

- Develop the media strategy and approach for the hub to address awareness, consideration, and desire to travel to South Africa across all North Europe hub countries;
- Develop a localized, fully integrated media strategic planning, cost-effective buying, trafficking and campaign management that is aligned with global brand traditional and digital media buying guidelines;
- Provide strategic research, market insights and/or media landscape insights, market and channel mix recommendations;
- Provide campaign analytics, i.e. performance, measurements and insights per campaign;
- Provide insights on emerging trends and new media to reach our target audience to ensure that future campaigns are innovative and relevant;
- Engagement and management of country-specific advertising vetting agencies;
- Post-buy auditing, reconciliation of media programs and reporting.
- Implementation of media schedule and relevant assets.
- Ensure integration of all production planning to the annual media schedule in market and deliver assets.
- Support South African Tourism's Trade Plan in developing concepts and managing the execution of trade campaigns.
- Advise and recommend features for optimum performance of South African Tourism's online platforms for all countries across the North Europe region
- Conduct an opportunity search for brand content collaborations that will have significant consumer reach for all hub countries;

It is important to note that South African Tourism's North Europe hub team is responsible and accountable for the localized business strategy and management of agencies within the hub.

### CATEGORY 2: DIGITAL, SOCIAL MEDIA AND ONLINE

- Localization of the global digital strategy, design and development, within the South African Tourism brand development guidelines, to enable campaign integration across the various online platforms and activities, utilizing innovative mechanisms to enhance the South African tourism brand, and taking the online business objectives further to drive online conversion and engagement;
- Defining and conceptualizing additional campaign drivers and mechanics to deliver an online customer acquisition and retention objectives;
- Digital and social media content creation, including support and maintenance: social media management, community management, monitoring, sentiment analysis and reporting;
- Language-specific services to be provided in Dutch, Flemish, French, Swedish and English;
- Ensuring that all campaigns are fully digitally integrated and drive measurable ROI for all stakeholders;
- Identify gaps and opportunities to integrate South African Tourism consumer (B2C) and trade (B2B) campaigns for maximum performance;
- Analyse existing social media footprint and identify how best to meet SA Tourism's consumer strategy.
- Conceptualise and run innovative social media campaigns to support local offline and online activity.
- Create and curate high-quality content for digital channels (e.g. blogs, videos, images, etc.) using appropriate global assets for local audiences. Manage digital audience, engage in dialogue and drive positive sentiment throughout all social channels.
- Provide ongoing social media management and consultancy.
- Provide 'always on' 24/7, day-to-day community management of all social media platforms with planning, scheduling and management of all posts and monitoring engagement.
- Curate North Europe-centric content for social media using available global assets.
- Provide monthly social media reporting for the duration of this agreement on activities, key metrics, and competitive benchmarks, include reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiments;
- Ensure all social media channels are growing via organic and paid strategy.

### CATEGORY 3: CREATIVE, MARKETING AND COMMUNICATION SERVICES:

This service will form a secondary service as and when briefed

- Localization of the global brand communications strategy, design and development within the South African Tourism brand development guidelines to enable campaign integration across the various online platforms and activities, utilizing innovative mechanisms to enhance the South African tourism brand and taking the business objectives further to drive conversion and engagement.
- Development of concepts and campaigns that will pull through new customers for South Africa from the North Europe hub in respective languages, engage existing consumers and attract new fans/followers.
- Innovate and refresh thinking around consumer campaigns to create the desire to travel to South Africa for the countries across the hub;
- Ensure integration of trade campaigns to consumer work across different countries in the hub;
- Ensure consistent messaging and integration of consumer and trade campaigns across digital and media channels for high ROI leverage;
- Development of creative execution elements for consumer online and off-line campaigns.

## 8. PROPOSALS

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 above.

## 9. SHORT LISTING

The final evaluation might look at short-listed bidders (bidders who meets the minimum required score for functionality) in more detail and may call for additional information and presentations. Shortlisted agencies (agencies who meets the minimum requirement for functionality) or only the preferred bidder will be required to formally present their proposals to SA Tourism at its offices situated in Amsterdam at a time and date which will be communicated in due course should the need exist.

## 10. ASSOCIATION BETWEEN CONSULTANTS

Service providers may associate with each other to complement their respective areas of expertise, or for other reasons. Such an association may be for the long term (independent of any particular assignment) or for a specific assignment. The “association” may take the form of a joint venture or a sub-consultancy. In case of a joint venture, all members of the joint venture should sign the contract and are jointly and severally liable for the entire assignment. Once the bids or Requests for Proposals (RFPs) from service providers are issued, any association in the form of joint venture or sub-consultancy among firms should be permissible only with the approval of SA Tourism. SA Tourism will not compel consultants to form associations with any specific firm or group of firms, but may encourage associations with the aim to enhance transfer of skills.

## 11. Pricing and rate card

the bidder is required to reflect how the budget will be allocated in accordance with resources, percentage fees for media and strategy, out of pocket costs and other elements to be included when providing pricing principles:

- a. Provide a detail rate card for the services (please refer to template provided in annexure F) to be charged for outlined deliverables in scope of services. Please feel free to add any services along with the associated charges you deem appropriate.

- Please provide a cost breakdown for a campaign concept as per brief you have delivered on for pitch purposes, outlining agency fee vs third party/ Out of pocket costs.
- Provide the percentage charge for media buy.

**It is however important to note that South African tourism will contract based on project fee model structure only.**

End