PART B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM SAT 315/25 DEPARTURE SURVEY

Bid Description	
DEPARTURE SURVEY FOR 36 MONTHS	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 315/25
Closing Time:	12h00 – South African Time
Closing Date:	07 November 2025 (No late submission will be accepted)
Non- Non-Non-Compulsory Briefing Session	Friday, 10 October 2025 at 11h00 Platform: MS Teams Link: https://acesse.one/YEa8u Meeting ID: 386 624 933 566 Passcode: nm3CV333
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**

1. CLOSING DATE

   The closing date for the submission of proposals is **07 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 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 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 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.

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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 to the above email address.

3.2   Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **23 October 2025 at 12h00.**

All responses will be published by **24 October 2025** the following links:

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

3.3.   VALIDITY PERIOD

The tender proposal must remain valid for five (05) 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 thirty-six (36) month 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

4   SCOPE OF SERVICES

4.1   BACKGROUND

South African Tourism (SA Tourism) is mandated to stimulate inclusive economic growth by increasing the volume and value of international tourist arrivals. A cornerstone of this mandate is the **Departure Survey**, a continuous national survey capturing the profiles, behaviours, motivations, and spending patterns of foreign visitors as they leave the country.

Since 2002, the Departure Survey has provided robust evidence for marketing, investment, and destination management decisions. To maintain this pivotal role, SA Tourism seeks a service provider that can ensure methodological consistency while introducing innovative approaches, advanced analytics, and enhanced data delivery mechanisms such as real-time dashboards, predictive analytics, and cloud-based integration. The ultimate goal is to elevate the value and impact of the data collected through this survey.

4.1.1 BACKGROUND TO THE CURRENT SURVEY

The survey's core architecture achieves the following objectives:
- **Coverage**: Captures international tourist data through a stratified probability sample, based on actual monthly arrivals from the previous year as sourced from Stats SA's Tourism and Migration report.
- **Sample Size:**
  - Airports: 3,800 interviews per month
  - Land border posts: 1,000 interviews per month
- **Sampling Method**:
  - Random probability selection method for arrivals at airports and land border posts, specifically targeting markets with over 60% of arrivals via land border posts.
- **Weighting**:
  - Samples are weighted to accurately reflect the actual monthly arrivals by country and mode of travel.
- **Eligibility Criteria**:
  - Respondents must be non-resident tourists visiting South Africa for at least one night and up to 365 days.

- o   Respondents must have exited the airport and should not have received remuneration in South Africa during their stay.
- **Data Collection Method**:
  - o   Conducted through two structured questionnaires administered via face-to-face interviews at airports and land border posts using tablet-aided personal interviews.
  - o   Interviews are available in multiple languages:
    - ▪   **International languages:** English, German, French, Italian, Spanish, Portuguese, Dutch, Japanese, Mandarin
    - ▪   **Local languages:** Siswati, Sotho, Tswana, Shona, Ndebele, Afrikaans, Xhosa, Zulu

Since 2002, South African Tourism has conducted monthly surveys of departing foreign visitors aged 18 and older at the following locations, in collaboration with SARS, Home Affairs, and ACSA:

- **Airports**:
  - o   OR Tambo International Airport
  - o   Cape Town International Airport
- **Land Border Posts**:
  - o   Botswana: Kopfontein, Pioneer Gate, Groblers Bridge, Ramatlabama
  - o   Mozambique: Lebombo
  - o   Lesotho: Ficksburg, Maseru
  - o   Swaziland: Oshoek, Golela
  - o   Zimbabwe: Beit Bridge
  - o   Namibia: Nakop, Vioolsdrif

Purpose of the Survey
The main aim is to gather insights into:
- Travel behaviours and patterns
- Perceptions and buying processes
- Tourist expenditure

This information is essential for:
- Tracking performance against Key Performance Indicators (KPIs)
- Informing and enhancing marketing strategies

Proposals are invited for innovative and efficient methods to collect robust and statistically sound tourism data.

4.1.2 OBJECTIVES:

The Departure Survey aims to:

- **Accurately measure** the volume, economic impact, and profiles of international tourists by month, source market, and exit points (airports, land borders, and ports).

- **Monitor and analyse** visitor satisfaction, motivations, spending behaviour, barriers, and travel experiences.

- **Enhance forecasting capabilities** by leveraging predictive analytics to anticipate shifts in market demand, enabling proactive strategy adjustments.

- **Maximise historical data value** through integrated data management, cloud solutions, interactive dashboarding, and monetisation strategies.

  These objectives are critical to ensuring that SA Tourism and its stakeholders have actionable insights for informed decision-making and strategic planning.

4.2 SCOPE OF SERVICES

The services required from the successful bidder include comprehensive research design, execution, innovative data enrichment, strategic reporting, and stringent data management and quality assurance. Each service area outlined below includes clear expectations and deliverables to facilitate bidder clarity and accountability.

4.2.1 CORE RESEARCH COMPONENT – DESIGN & EXECUTION

The primary research component involves rigorous survey design, execution, and management to produce reliable monthly tourism statistics.

Sampling & Coverage Requirements:
- Stratified probability sampling at major international exit points: OR Tambo, Cape Town, and King Shaka International Airports; twelve primary land border posts; cruise terminals in Cape Town and Durban.
- Weighting aligned monthly to Stats SA international arrivals, ensuring comparability to historical data.

Fieldwork Execution & Language Provisions:
- **Hybrid data collection methods:** Tablet-assisted personal interviews (TAPI), digital kiosks, and mobile-enabled intercept interviews.
- Questionnaire available in at least 18 international languages to ensure comprehensive respondent engagement.
- Rigorous interviewer training, daily monitoring, rotation schedules, GPS tracking, and timestamp validation to ensure data integrity.

Quality Management Protocols:
- Daily supervisory checks, automated data consistency checks, and regular data quality audits.
- Monthly audit reports covering key metrics (response rates, refusals, interview duration, compliance checks) and corrective actions.

This core research ensures robust, accurate data essential for strategic tourism management.

4.2.2. ADVISORY INTELLIGENCE COMPONENT

The advisory component provides rapid, strategic insights to address urgent stakeholder needs and strategic queries. Bidder to support SA Tourism on the below at no additional cost
- Thematic research deep dives (e.g., changes in visa policies, new route impacts) as required quarterly or annually.

This component ensures that SA Tourism has agile, responsive, and insightful analytical support to guide strategic decisions.

4.2.3 INNOVATION & DATA ENRICHMENT

The innovation component focuses on advanced analytical methods, ensuring richer, deeper, and predictive insights. Bidder to support SA Tourism on below at no additional cost.
- Implementation of AI/machine-learning models updated regularly to enhance forecasting capabilities and enable scenario analyses.

- Bidder be able to support SAT on strategic analyses that may require Integration of supplementary data streams such as mobile positioning, card transaction data, or airline booking data to enrich traditional survey insights.
- Deployment of near real-time anomaly detection tools to identify rapid shifts in tourism performance indicators such as visitor spend, market composition, or visitor sentiment.
- Establishment of secure, scalable cloud-based data pipelines (Azure, AWS, or Google Cloud) with role-based access and API endpoints.

4.2.4 Reporting & Analysis

Reporting and analysis will deliver timely, insightful, and actionable tourism intelligence tailored to diverse stakeholder needs.
- Quarterly analytical report (~30 slides) providing trend analysis, provincial insights, thematic deep-dives, and forward-looking market assessments.
- Comprehensive annual report including executive summaries, detailed methodologies, international benchmarking, and a forecasting chapter. These need to be personalised for key tourism stakeholders(e.g. for policy makers, accommodation sector etc.)
- Interactive data dashboards (Power BI/Tableau) allowing stakeholders to explore data by port, market, trip purpose, expenditure category, and repeat visitation status.

High-quality reporting and analytics ensure stakeholders receive clear, actionable information to drive decisions.

4.2.5 Data Management & Quality Assurance

The data management component ensures data integrity, security, and compliance with international best practices and local regulations.
- Monthly data delivery in structured formats (SPSS, CSV, JSON), complete with detailed metadata, including data dictionaries, weighting criteria, and documentation of variable derivations.
- Secure monthly uploads to SA Tourism's data warehouse using industry-standard APIs and security protocols (OAuth 2.0 compliant).
- Strict adherence to the South African Statistical Quality Assurance Framework (SASQAF), Protection of Personal Information Act (POPIA), General Data Protection Regulation (GDPR), and ISO 27001 standards.
- Independent annual quality assurance audits to validate sampling procedures, data collection integrity, and data processing accuracy.

Robust data management practices underpin stakeholder trust and reliability of insights generated.

5. KEY DELIVERABLES

The service provider must deliver the following detailed outputs:
1. **Monthly Weighted Datasets:**
   - Delivery in structured formats (SPSS, CSV, JSON), within 15 days post-month-end.
2. **Comprehensive Multilingual Survey Toolkits:**
   - Questionnaire translations and interviewer guidelines in at least 18 languages.
   - Standard operating procedures (SOPs) for data collection devices and quality control mechanisms.
3. **Interactive Dashboards(including enhancement of existing dashboards):**
   - Cloud-hosted dashboards (Power BI or Tableau), refreshed within 72 hours of data approval.
   - Dashboards to include filters by port of entry, market, trip purpose, expenditure, and visitor demographics.
4. **Analytical Reports and Infographics:**
   - Quarterly detailed analytical reports/decks (~30 slides) with trend analysis, thematic deep-dives, and provincial insights.

       ○ Comprehensive annual reports including executive summaries, methodological annexes, and international benchmarking.

5. **Predictive Analytical Models:**
   - Advanced forecasting tools AI/ machine-learning algorithms.
   - Scenario-testing functionalities for strategic planning.
6. **Real-Time Alert Systems:**
   - Automated alerts for anomalies in tourism data (spend drops, shifts in visitor sentiment, unexpected market changes).
7. **Strategic Advisory Reports:**
   - On-demand analyses delivered rapidly for critical strategic inquiries.

8. **Bi-annual Capacity-Building Workshops:** Comprehensive training sessions designed to improve SA Tourism's internal capabilities in data analytics, interpretation, and application to decision-making.

9. **Metadata and Quality Assurance Documentation:**
   - Detailed metadata including data dictionaries, weighting documentation, interviewer performance records, and compliance audits.
10. **Data Commercialisation and Benchmarking Strategy:**
- Strategic roadmap for data monetisation and competitive benchmarking against peer destinations.

6. Value-Add Services

The provider is expected to offer substantial value-added services enhancing the overall effectiveness and strategic impact of the Departure Survey. Specifically, these should include:

- **Regular Innovation and Trend Updates:** Quarterly briefings on global best practices, emerging methodologies, innovative technologies, and new analytical approaches in tourism research.
- **Competitive Benchmarking Reports:** Detailed bi-annual comparative analyses, positioning South Africa's tourism performance against at least five key competitor destinations, identifying strengths, weaknesses, opportunities, and threats.
- **Dedicated Account Management and Helpdesk:** Provision of a dedicated account manager responsible for ongoing communication, swift issue resolution, and proactive support. Additionally, a responsive helpdesk with clearly defined service-level agreements (SLAs).

These value-added services must be delivered at no additional cost, significantly enhancing the overall value and impact of the partnership.

7. QUALITY STANDARDS

The bidder must strictly adhere to the following quality standards to ensure the highest level of accuracy, reliability, and credibility of all outputs related to the Departure Survey:

Statistical Quality Assurance
- Compliance with the **South African Statistical Quality Assurance Framework (SASQAF)**, ensuring rigorous statistical methods, robust sampling designs, and consistency in data collection and analysis procedures.
- Regular audits of data collection processes, data processing accuracy, and weighting methodologies, documented in detailed audit reports delivered monthly.

Data Security and Privacy Compliance
- Full compliance with the **Protection of Personal Information Act (POPIA)** and **General Data Protection Regulation (GDPR)**, ensuring that all personal information collected from respondents is securely stored, anonymised as appropriate, and handled in a strictly confidential manner.

- Implementation of clear protocols to manage respondent consent, data anonymisation processes, and data sharing agreements.

Information Security
- Implementation of internationally recognised data-security practices compliant with **ISO 27001 Information Security Management standards** (or equivalent).
- Robust and secure cloud-based data storage solutions, with strict role-based access control and audit trails for all data access and modifications.

Market Research Ethical Standards
- Full adherence to international market research ethical standards as prescribed by the **ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics** and the **ISO 20252 Market, Opinion, and Social Research Standard**.
- Ethical handling of survey participants, ensuring transparency, informed consent, and appropriate respondent treatment during all fieldwork interactions.

Data Integrity and Reporting Accuracy
- Implementing stringent quality control measures, including automated data validation, consistency checks, and systematic review processes prior to data release.
- Ensuring a minimum response rate of 75% for air exit surveys and 65% for land exit surveys, with documented corrective actions implemented immediately in case of deviations.
- Comprehensive documentation of sampling methodology, weighting calculations, metadata, and respondent interaction records.

Performance Monitoring and Accountability
- Clearly defined Key Performance Indicators (KPIs) including response rates, refusal rates, data delivery timelines, dashboard uptime, and accuracy benchmarks.
- Regular reporting against KPIs, with transparent monthly performance reports provided to SA Tourism.
- Immediate corrective actions and reporting if quality metrics are below established standards.

These detailed quality standards underpin the credibility and trustworthiness of the Departure Survey and ensure SA Tourism continues to deliver high-quality insights for strategic decision-making.

9. PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document.

For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.