



Part B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM: SAT TENDER 256/24- STRATEGIC PLATFORMS REVIEW STUDY

Bid Description	
STRATEGIC PLATFORMS REVIEW STUDY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 256/24
Closing Date and Time:	10 September 2024 at 12:00 PM (SA Time)
Date of the Compulsory Briefing Session (Online):	20 August 2024 at 10:00 AM - 11:00 (AM) - SA Time
Briefing Session link:	Google Meet joining info Video call link: https://meet.google.com/soc-wwny-cjf Or dial: (ZA) +27 10 823 1046 PIN: 519 140 075# More phone numbers: https://tel.meet/soc-wwny-cjf?pin=9188424217728 Or join via SIP: sip:9188424217728@southafrica.net
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.
Section	Supply Chain Management
Contact Person	Boitumelo Dibetle
Email Address	tender@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 THE CONTRACT

1 CLOSING DATE

The closing date for submitting proposals is **10 September 2024 at 12h00 PM (SA Time)**. No late submissions will be accepted.

2 TENDER SUBMISSION PROCESS

2.1 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.

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 August 2024**.

All responses will be published by **23 August 2024** on the following links:

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

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 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 The South African National Convention Bureau (SANCB), a business unit within South African Tourism (SAT), invites reputable and experienced market research companies to submit proposals that demonstrate their ability and capability to deliver services as required through this request for proposal.
- 4.2 The South African Tourism Board is a public entity listed under Schedule 3A of the Public Finance Management Act (PFMA) (Act No. 1 of 1999). Its existence accords with the Tourism Act (Act No. 3 of 2014).
- 4.3 Functions of the South African Tourism Board:
- Market South Africa as a domestic and international tourist destination;
 - Market South African tourism products and facilities internationally and domestically;
 - Develop and implement a marketing strategy for tourism that promotes the objectives of the Act and the National Tourism Sector Strategy (NTSS);
 - Advise the Minister on any other matter relating to tourism marketing and
 - With the approval of the Minister, establish a National Convention Bureau to market South Africa as a destination for business events by:
 - Co-ordinating bidding for international conventions;

- Liaising with other organs of state and suitable bodies to promote South Africa as a destination for business events.
- Reporting to the Minister on the work performance of the National Convention Bureau.

4.4 Tourism is identified as a priority sector of the South African economy. Tourism has also been identified as one of seven priority sectors within South Africa's Re-Imagining Industrial Strategy approved by Cabinet in 2019, and this is the foundation upon which the Tourism Sector Masterplan was developed. The Tourism Sector Masterplan, aims to galvanise government, industry and labour to collectively share a common vision that will position the tourism industry on an inclusive and sustainable competitive path for the benefit of all South Africans.

The Tourism Sector Masterplan is available at the following URL:

<https://www.tourism.gov.za/AboutNDT/Publications/TOURISM%20SECTOR%20MASTERPLAN%20FINAL-%2028%20september%202023.pdf>

The South African Economic Reconstruction and Recovery Plan is a reconstruction and recovery plan for the South African economy aimed at stimulating equitable and inclusive growth. For further reading please refer to the URL below;

The South African Economic Reconstruction and Recovery Plan URL:

https://www.gov.za/sites/default/files/gcis_document/202010/south-african-economic-reconstruction-and-recovery-plan.pdf

There is an expectation to deliver projects that align to the Tourism Sector Masterplan and the South African Economic Reconstruction and Recovery Plan.

5 BACKGROUND

5.1 The SANCB was formed in 2012 with a mandate to position and sell South Africa as a preferred business events destination. The core objectives of the SANCB are to cultivate the nation's business events industry by growing the size of South Africa's business events industry; increase the measured impact of business events on tourism yield and geographic distribution; and establish the business events industry as a driver of job creation, skills development, and transformation. Please note that South African Tourism, the National Convention Bureau or "the organisation" may be used interchangeably in this document.

SANCB's focus is to attract events in various key economic sectors that were identified by the government as priorities for future development. These include but are not limited to health, science, education, mining, agriculture, trade and creative industries. Hosting major events in these sectors can contribute significantly to accelerating economic benefits for the country and facilitate trade and intellectual engagement that will strengthen South Africa's global brand and economic transformation.

These events bring together various top decision makers, industry experts, buyers and young professionals from all product types for business connections, these product types include; hotel establishments, tourism organisations, tour operators, travel agencies, transport companies, booking portals, tourist boards, airlines, cruise liners, professional conference organisers, and destination management companies. These trade platforms are access tools for industry players to meet, network, and conduct business.

The function of SANCB is also to identify key strategic platforms that can service South Africa's leisure and business events sub-sectors of Tourism, and through these, creating access to South African products to showcase their products at these various global platforms.

South African Tourism is currently participating in 7 platforms that were identified through the strategic Platforms evaluation exercise in 2018. A strategic platform can be defined as a platform that is either global, regional, or niche-aligned to South Africa's offerings. The study was pivotal in informing, which platforms were crucial and key for the SANCB to participate and invest in.

Through the study a scan was done, to determine the universe of licensed, accredited tourism trade platforms. From that list of identified trade platforms a selection criteria was applied to the platforms. The criteria applied included the following factors;

The sizes of the platforms in terms of;

- Global coverage;
- Regional participation by buyers,
- Number of countries participating at the platform);
- Number of exhibitors the show is able to attract,
- The turn-over that South African products yielded from attending these platforms from past attendance, as well as their ROI potential to South Africa.

These trade platforms also had to be aligned to South Africa's marketing Investment Framework (MIF), the MIF is strategic framework that the South African Tourism employ to determine which markets to invest to get the optimum return on investment (ROI), on basis of available resources, existing market share and on performance outlook by the key prioritised markets.

In 2021, the organisation revised the MIF markets down to 25 markets from 44 markets, and this exercise was termed the Marketing Prioritisation and Investment Framework, however, for the purposes of the current Strategic Platforms Market Access study, the focus should be on the above framework that includes a coverage of 44 markets.

Figure: 1 Marketing Investment Framework Markets

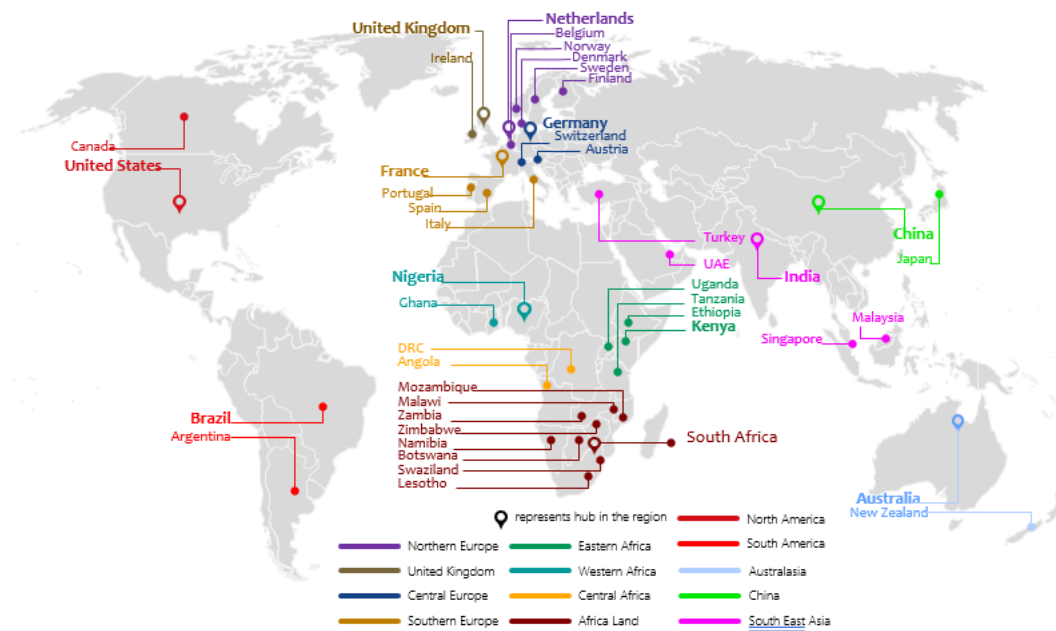
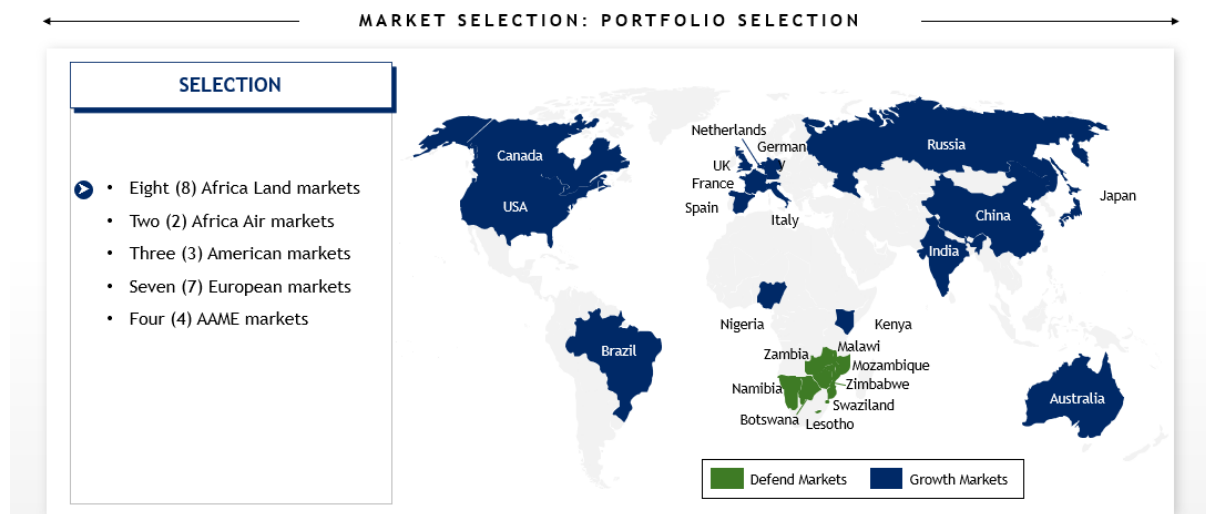


Figure: 2 Marketing Prioritisation & Investment Framework



It is to be noted that the baseline study covered the following regions; Americas, Asia, Australasia and the Middle East, but the Africa region was excluded at the time.

5.2 The current key strategic platforms are;

Leisure Platforms	Business Events Platforms	Niche Platforms
<ul style="list-style-type: none"> • World Travel Market (WTM), London, United Kingdom • International Tourism Trade Fair. (FITUR), Madrid, Spain 	<ul style="list-style-type: none"> • Worldwide Exhibition for Incentive Travel, Meetings, and Events - IMEX Frankfurt, Germany • Worldwide Exhibition for Incentive Travel, Meetings, and Events - IMEX Las Vegas, America 	<ul style="list-style-type: none"> • International Golf Travel Market

<ul style="list-style-type: none"> • Internationale Tourismus-Börse (ITB), Berlin, Germany • Arabian Travel Market, Dubai, United Arab Emirates 	<ul style="list-style-type: none"> • Institute of Business Travel Management World, (IBTM World), Barcelona, Spain 	
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Strategic platforms are employed by South African Tourism as market access tools for South African products.

The objective of South African Tourism with these platforms is to;

- Create commercially viable platforms that will benefit the South African economy.
- Promoting South Africa and contributing to enhancing the country's brand appeal as both a leisure and business events destination
- Lead in creating value for the leisure and business events industry by providing sustainable and inclusive market access on a global, regional and in some cases niche spaces

Further to this, the function of these strategic platforms is to;

- Grant South Africa a competitive advantage and presence in the global tourism arena;
- Providing a platform to market and sell South Africa's travel and tourism products to international travel and tourism buyers;
- Providing South African SMME travel and tourism businesses a platform to market and promote their businesses and consequently promote the diversity of tourism offerings in South Africa.
- Meeting and transacting with international buyers;

The business holds a hypothesis that the trade and market access landscape has changed post the pandemic. Furthermore, the business holds the notion that the scope of some trade platforms may have changed, and some of the travel trade platforms that the business once employed as market access tools may no longer be best suited to cater to the business needs of the South African products.

Further to this, some of the learnings that were derived after the baseline study, were that the strategic platforms from developed regions (America, Europe) had a somewhat known level of demand for Southern African products, however, the travel trade platforms that were then nominated as strategic platforms in the developing regions (Asia region) did not seem to have a substantial offering for South Africa or the Southern African product, and demand was not known. It is, therefore, worth investigating alternative platforms (whether in the form of roadshows or other trade engagements), that may be better-suited vehicles in these regions to yield an optimum return on investment for South African products.

The business would also want to investigate the potential return on investment of niche shows, that might not fit a similar criteria as the mainstream trade platforms, however, that

these platforms are viable in addressing the niche offerings that cater to the needs of South African products (e.g. Luxury Travel Shows, Sports Travel, or Safari categories).

The business hopes to measure the following business objectives to assist them in their future strategic planning:

- Understand the trade platforms landscape post the pandemic (overall changes, and changes at a regional level); what has changed and what remains relevant
- Understand the most suitable and most relevant marketing tools (in the trade space) to employ per region/ market
- Understand which markets are best suited for using trade platforms as marketing tools instead compared to other alternative market access tools (e.g roadshows)
- Which tradeshow should SA invest in, to yield optimum ROI for the South African product; (ranked at a global presence, regional and are niche in nature, ranked within these categories)

Although SA Tourism has had this study done previously, bidders are encouraged to identify and propose other methods that are most suitable to employ per market, that will be most effective and yield optimum return or investment, these methods, may not necessarily be a roadshow or a conventional market access platform

5.3 Specifications:

- Trade platforms should be aligned to South African Tourism's Marketing Investment Framework
- Trade Platforms organisers, should be able to report on demand levels for the Southern African product
- Through this exercise, a derivative is to understand tradeshow that are receptive to new product offerings/destinations;

5.4 The findings of the study should;

- Should be able to convey the value of investing in such strategic platforms vs investing in other marketing tools
- Determine Understanding of Competitor presence at key platforms, and to some degree understand reasons for competitor divesting in some of the key/ prominent platforms
- The key indicators per trade platforms are that they should have the following discriminant factors;
 - The focus should be on Travel trade platforms that have a Business to Business (B2B) model, and are Tourism platforms (if desktop platforms are identified, they are to be included in the list, and categorised as such)
 - The platforms should be accredited Travel trade platforms that feature in the exhibition calendar list;
 - Size of platforms; whether the platform is global in size or regional or of niche nature and the coverage should align to South Africa's MIF markets
 - Showing demand across regions, which regions buyers and Exhibitors are from, (showing the regional representation for all buyers and exhibitors)
 - Value derivatives for products/Exhibitors from gaining access to such trade platforms (derived via primary research, and other sources)

The findings of the study should further interpret,

- Potential business transactions (leads generated per show, deals closed)
- Communicate target audience as well as opportunities or barriers for South Africa in the markets
- Sales generated emanating from business transactions and relationships from the shows,
- Cost analysis per market on current travel platforms that part of the business are investing in

Outcomes:

The outcomes of the study should be to identify and determine which markets from the MIF are better suited to service the demand for leisure platforms, business platforms, and niche platforms

- The outcome of the study should recommend; which platforms will be best suited for SA to invest in, to yield the best return on investment for the sector and the country
- There should be a criteria for the mainstream leisure platforms, and it may or may not differ from the criteria that is applicable for business shows, as well as a criteria for the niche shows (the criteria should include all key metrics; size of show, reviews, quality of buyers, buyer origin, exhibiting countries, revenue yield, etc)
- Comparative analysis between road shows and other travel trade platforms; looking at market penetration, acquisition of new buyers and understanding what products demand side is looking for
- Comparative analysis against South Africa's key competitors
- The output is in the form of a reports; the one report will have recommendations and the other report will be showing the database of the list of platforms score card or composite score, ranking the platforms by;
 - Business
 - Leisure
 - Global Coverage
 - Regional Coverage
 - Niche Platform