



SOUTH AFRICAN TOURISM

PART B: SCOPE OF WORK (SAT TENDER NUMBER 331/26 Public Relations for United Kingdom and Ireland)

Bid Description	
PUBLIC RELATIONS FOR UNITED KINGDOM AND IRELAND	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 331/26
Closing Time:	12h00PM UK Time
Closing Date:	23 April 2026 (No late submission will be accepted)
Compulsory Briefing Session:	No
Contact Person	Takalani Sinyosi
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.

- **CLOSING DATE**

The closing date for the submission of proposals is **23 April 2026 at 12h00 PM UK Time**. No late submissions will be accepted.

- **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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- **CONTACT AND COMMUNICATION**

- A nominated official of the bidder(s) can make inquiries in writing to the specified person, Takalani Sinyosi, 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 **07 April 2026 at 12h00**.

All responses will be published by **10 April 2026 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.

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 bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties involved agree otherwise.

BUSINESS CASE & DETAILED SCOPE OF WORK

1. BUSINESS CASE

SA Tourism's mandate is to market and promote South Africa as an attractive tourism destination for both business events and leisure tourists.

The United Kingdom and Ireland Hub specifies business strategies that needs to be executed through their annual business plans, by stipulating "Big Things" to be done. These initiatives consist of both trade, media and consumer-focused projects and are compiled after a planning process that entails monitoring of macro-economic conditions and performance, brand tracking results such as awareness, positivity, and conversion, as well as other key components contained in the marketing funnel.

The key business objectives for the 2025/26 fiscal for the hub are as follows:

Considerers	Inspire considerers with our unparalleled natural beauty, authentic wildlife, unique cultural experiences, world-class food and drink offerings and welcoming locals for a memorable and value-for-money holiday.
Trade	Collaborate with the trade to offer diverse products and experiences, providing them with the skills, knowledge, tools and knowledge build via hostings in South Africa.
Transformation	Facilitate inclusion and access for South African SMEs by unlocking in-country value chain barriers caused by market maturity with offering relevant experiences and tourism services aligned with market and trade insights.

Although efforts to impact both awareness and positivity, persistent barriers impacting awareness are a lack of safety perceptions, value for money, geographical spread once in destination and other destinations being more appealing than South Africa. There is a need to address the consumer directly with the tonality and nuance in localised content that triggers desire with the consumer by both enhancing the perception that South Africa is a destination for them and by assuaging fears/barriers (such as fears around safety and security and a perception that it is an expensive destination) which lose consumers on the conversion funnel.

Consumer insights indicate that the British and Irish consumers like to explore, meet the locals, and discover hidden gems. This is over and above their key reasons for visiting South Africa, detailed as wanting to experience wildlife and safari, scenic beauty, and visiting family and friends. They look for value for money holiday destinations for their holidays. South Africa has high awareness in both the United Kingdom and Ireland, and thus it is key to provide inspiring, practical information on the classic highlights, including safari and wildlife, food, and wine, etc, through earned media coverage in targeted travel titles.

SA Tourism's hypothesis of its target audience is that they are experienced international consumers interested in safari, natural beauty, culture, and relaxation. They research the destination and plan out their holidays allowing one to four months between reservation and travel.

SA Tourism is looking for a public relations (PR) agency that will break through the clutter and position South Africa as an ideal holiday destination among British and Irish consumers. The PR and communications function needs to be able to use an insights-based approach to create breakthrough and innovative PR campaigns which are easily recognisable amongst our competitors to inspire British and Irish consumers and activate their desire to travel to South Africa.

SA Tourism is requesting proposals from reputable public relations agencies to develop innovative PR campaigns aimed at identified target audiences with the primary objective of driving consideration towards South Africa as a holiday destination for British and Irish audiences. The appointed service provider should be based in the United Kingdom or the Republic of Ireland and will be required to deliver an integrated PR and communications strategy to:

- Drive and build brand equity amongst core target audiences.
- Build top-of-mind awareness to drive demand to South Africa.
- Drive positivity and consideration to travel to South Africa.
- Conduct activity to increase tourism arrivals, length of stay and tourism spend from United Kingdom and Ireland

The South African Tourism UK and Ireland Hub Office is based in London. The preferred bidder must demonstrate and have the capabilities to operate regionally in the following markets: United Kingdom and Ireland.

2. OPERATING ENVIRONMENT

South Africa's performance post-pandemic is showing steady recovery with 2025 tracking at 15% growth and Ireland at 6.7% growth. Research predicts a return to pre-pandemic levels in 2026. South Africa still does not index as strongly as Australia, New Zealand, Canada and California in terms of brand strength. Key barriers in the consumer journey that affect performance include concerns about personal safety, another competing destination being more appealing and being perceived as more expensive.

While insights indicate that travel demand is still steady, the current changes in the macroeconomic conditions, the cost-of-living crisis, continued inflation and continually high interest rates have put pressures on household incomes and thereby making consumers seek value on their holiday purchases.

3. DETAILED SCOPE OF WORK

An invitation is extended to all reputable service providers to submit a bid to be appointed as the preferred PR agency for South African Tourism UK & Ireland to liaise and complement existing media, social media and events to complete the 360° consumer and trade engagement. The appointed service provider will outline plans to engage with UK and Irish consumers to meet the following key business objectives:

- Increase tourism arrivals from the UK & Ireland.
- Increase tourism spend (contribution to the South African economy).

Note that the scope of work relates to the UK and Ireland, however there may be times when briefs will be submitted from South African Tourism head office in Johannesburg as well as other country offices.

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

A. Overview of services including:

Brand Public Relations

- Manage the always on 24/7 press office on behalf of SA Tourism.
- Develop and drive a creative PR strategy and barrier management.
- Identify annual PR - media, trade, and stakeholder events to leverage captive audiences for credible “third party” endorsement of South Africa.
- Proactive idea generation to enrich the overall PR plan with breakthrough campaigns to address defined targets.
- Identify and activate non-travel and travel brand partnerships to boost destination reach and increase share of voice in the region.
- Write and distribute newsworthy press releases for trade and consumer media.
- Arrange press conferences and media interviews for appointed spokespeople as required.
- Develop and drive positive messaging strategy and barrier management.
- Report, keep track and seek to improve PR value.

Consumer and trade campaigns PR

- Develop and execute a PR plan to support the execution of all consumer and trade campaigns across the hub.
- Working in collaboration with the appointed agencies in the UK and Ireland to align campaign messaging.
- Identify and invest in an effective channel mix to support business plan objectives for improved PR value and return on investment for the hub.
- Innovate and refresh thinking around consumer campaigns to create the desire to travel to South Africa across the hub.
- Identify and execute strategic collaborations and campaigns to extend reach of target audiences through trade and consumer channels.

- Identify and execute broadcast opportunities (traditional and VOD) to create consideration for the destination and conversion opportunities for the trade.
- Ensure integration of trade campaigns to consumer work across the hub.
- Ensure consistent messaging and integration of consumer and trade campaigns across digital and media channels for high ROI PR leverage.
- Identify platforms to add impetus to trade and consumer campaigns.
- Co-create and send out an e-newsletter to trade media and media.
- Leverage influencers, opinion leaders and travel personalities across an array of broadcast media channels for destination promotion and barrier removal messaging.
- Identify and manage editorial and PR opportunities from bought/commercial opportunities and collaborate with SA Tourism's media agency on execution thereof.

Reputation Management PR

- Develop, implement and monitor positive messaging strategy for the region.
- Adapt PR plans from global on barrier messaging and addressing identified business challenges.
- Monitor media and advise on how to tactically close news coverage gaps.
- Identify and alert SA Tourism where lobbying or high level intervention may be required in- market and propose activation suggestions.
- Localise global crisis management strategy with nuanced messaging, tone and/or positioning for various audiences in the UK and Ireland.

Media Networking and Hosting

- The PR agency should have a good database of media/bloggers/vloggers and maintain good relations with the media in the UK and Ireland.
- Ensure compliance with the privacy laws on all personal information used.
- Negotiate deals with the press for various activities including press trips.
- Source and keep track of new titles online and offline.
- Keep track and build relationships with new high-potential influencers; and
- Organise media networking events in collaboration with the appointed agencies in the UK and Ireland.

Competitor analysis:

- Identify learning opportunities from competing destinations in the UK and Ireland to inform campaign strategy.
- Provide regular competitor and media landscape analysis and identify benchmarking and best practices.

Meetings & Incentives (MICE):

- Conceptualise, manage, and run MICE campaigns to stimulate the MICE market to consider South

Africa for meetings, incentive travel, conferences, or exhibitions.

- Collaborate with SA Tourism and SA National Convention Bureau on PR events and activations on Global Strategic Platforms hosted in the UK and Ireland e.g. World Travel Market
- Bid Campaign Assistance: Assist with Bid campaigns from the National Convention Bureau.

Research and Reporting:

- Reporting, Monitoring and Insights: Provide comprehensive campaign reporting, analysis, insights, and recommendations for future campaigns.
- Industry Research: Identify industry trends to benefit the wider reach of campaigns to target audiences.
- Regular reporting as determined by SA Tourism.

Miscellaneous:

- GDPR-complaint target of a media list for South Africa covering a range of speciality including but not limited to trade, luxury, regional, national, broadcast and digital media.
- Creation of press kits of targeted media as required.
- Monitoring of suitable industry awards for South Africa to enter.
- Recommend relevant industry associations for membership by SA Tourism.
- Event support and promotion in collaboration with appointed agencies.
- Media training for key stakeholders and identified spokespeople for SA Tourism.
- Media hosting including travel to South Africa as required.
- Creation of collateral including but not limited to PowerPoint presentations, speeches, speaker notes and briefing notes as required.

4. ADDITIONAL DOCUMENTATION (Aligned to Scoring Criteria)

Proposals must clearly demonstrate understanding of the brief and ability to deliver all requirements. Responses should be structured to address the following six sections and must align with the functional evaluation criteria outlined in Part C, where specific requirements, scoring elements, and weightings are detailed.

Introduction

- Provide an agency overview, including size and company structure.
- Explain your relationship with other subsidiaries of your parent company.
- This is topline and won't be scored.

PR and Communications Capabilities

- Detail expertise and experience in PR, particularly in the tourism industry, supported by at least three client testimonials/references from the past 36 months. Each testimonial must:
 - Be on company letterhead, signed, and include referee contact details.
 - Specify services delivered and timeframe.
- Share case studies of PR campaigns in the UK and/or Irish market (minimum two, delivered within the last 36 months; at least one in travel). Each case study should:
 - State the business problem addressed.
 - Demonstrate data-driven insights at conceptualisation.

- Show integration of platforms (digital, activation, media).
- Highlight earned vs paid media impact.
- Include post-campaign reporting.
- Explicitly link insights/tools/concepts to your proposed approach for SA Tourism.
- Describe competitive advantages that differentiate your agency.

Solution Overview - Campaign Pitch

- Provide a brief, original description of your understanding of SA Tourism's needs and challenges in the UK and Ireland (do not copy RFP text).
- Explain how you will deliver on each Scope of Services section, referencing SA Tourism's challenges.

Team Experience and Structure

- Submit one-page summaries for three key roles:
 - Senior Lead (8+ years experience)
 - Mid-Level Manager (5+ years experience)
 - Day-to-Day Executive (2+ years experience)
- Each summary must include:
 - Key skills relevant to destination PR and tourism.
 - Academic qualifications and certifications.
 - Relevant tools/platform expertise (e.g., Meltwater).
 - Previous projects (preferably UK/Ireland within last 36 months).
- Provide a chart illustrating resource allocation and reporting structure.
- Explain how quality and availability of staff will be assured throughout the contract.

Work Plan and Project Management

- Submit a work plan with timelines to deliver all tasks under the scope of services.
- Outline performance monitoring and corrective measures for campaign optimisation.

PRICING SCHEDULE (To be completed under annexure C)

Provide all management fees, detailed resource rate card and third-party costs, if any.

- Share a commercial proposal for a thirty-six months (36) retainer-based contract with SA Tourism Tender 331/26 for Public Relations UK and Ireland
- Pricing should be provided in line with a submitted rate card in addition to the proposed fees.
- With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
- The pricing should be inclusive of any applicable escalation percent.

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