



Part B: - SCOPE OF WORK - SAT Tender SAT 229/25 (RE-ISSUE) - DIGITAL & TECHNOLOGY PANEL OF SERVICE PROVIDERS

Bid Description	
Digital & Technology Panel of Service Providers for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number SAT 229/25 (RE-ISSUE)
Closing Time:	12:00PM
Closing Date:	29 April 2025 (No late submission will be accepted)
Non-Compulsory Briefing Session:	Date: 03 APRIL 2025 Time: 10:00 AM (South African Time)
Meeting Link:	Non-Compulsory Briefing Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_M2RjNGQ3NDEtYTEzZi00NTkxLWFLOTUtZjVhNmEwZTZjMDUz%40thread.v2/0?context=%7b%22id%22%3a%2232e7f2c3-4382-47dc-b263-c350f3f9f1d8%22%2c%22oid%22%3a%220264277e-e7f5-4e5a-b34e-a1d031e8a59d%22%7d
Bid Submission Address	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
Contact Person	Francina Tlali
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 THE CONTRACT

1 CLOSING DATE

The closing date for submitting proposals is **29 April 2025 at 12:00 pm.** No late submissions will be accepted.

2 TENDER SUBMISSION

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 must 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 enquiries in writing to the specified person, [Francina Tlali](#) via email at 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 inquiries through the nominated official in writing no later than 11 April 2025 @12h00pm.

All responses (addendum with Questions and Answers) will be communicated with all attendees of the Non-compulsory briefing sessions on or before 18 April 2025.

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 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 GENERAL OVERVIEW

The role of a Destination Marketing Organization (DMO) is increasingly shifting with the ever-changing consumer and sector demands. The global pandemic has accelerated digital adoption and technology transformation, with users needing to resort to online, digital, and technology to access products and services they would otherwise purchase physically.

South African Tourism wants to appoint a panel of service providers to assist with technological and digital solutions to promote South Africa. The panel will further deliver on the organization's digital innovation and transformation needs.

The panel will play an active role in implementing the digital transformation roadmap, delivering the business tech innovation requirements and special projects as they arise, and providing hands-on delivery of solutions that require specialized tech and digital skills not already present in the organization or amongst the existing service providers.

5. SCOPE OF WORK

South African Tourism (SAT) is seeking a panel of service providers with expertise in technology and digital solutions to support the organization's evolving business and transformation needs. As SAT strives to remain relevant and future-focused, it requires partners who can drive digital innovation, enhance ICT collaboration, leverage data for strategic decision-making, and improve operational efficiency. The selected service providers will play a crucial role in advancing SAT's digital transformation, strengthening infrastructure management, and ensuring robust cybersecurity, ultimately contributing to a more agile and competitive organisation and tourism sector.

5.1 Category 1 - Assist SAT in advancing its digital transformation journey

- Driving digital transformation through collaboration and integration within South African Tourism and the broader tourism sector.
- Enhancing travel facilitation and improving tourism quality across the entire value chain.

Provide the necessary infrastructure and support to drive economic growth by facilitating the widespread distribution of high-value visitors across South Africa.

5.2. Category 2 - Foster ICT collaboration both across the business and within its team to drive key outcomes

- Enhance tourism seasonality and extend visitor dispersion beyond traditional tourism assets and gateways;
- Increase tourism revenue by improving visitor yield, extending the length of stay, and encouraging repeat visitation;
- Deliver targeted messages and engaging content throughout the entire customer journey.

5.3. Category 3 - Data-Driven

- Collect data from all siloed sources across every unit and consolidate it into a single centralised repository managed by ICT. This enables holistic organisational analysis and supports real-time, data-driven decision-making.
- The partner must assist us in ensuring that the data is accessible and usable, updated in real-time, directed to the appropriate audiences, and secure for reporting and analytics analysis.
- The partners must assist SAT with the implementation of the AI and Robotics capabilities based on the business use case

5.4. Category 4 - Agile and Efficient

- Developing a flexible cost model that adapts to external market shifts and changes.
- Collaborating with SAT to enhance agility and efficiency through ICT support while ensuring seamless business operations.
- Engaging partners to help transform ICT operations into a more agile and efficient function, strengthening overall business support.

5.5 Category 5 - Hybrid Infrastructure Management

- The partners must assist with managing both our on-premises and cloud environments.
- This includes overseeing the entire infrastructure, providing ongoing support and configuration, and ensuring comprehensive disaster recovery measures.

5.6 Category 6 - Cybersecurity Management

- Our partner must assist in managing our firewall and overall cyber security framework, including safeguarding our email gateway.
- They should serve as a key component of our cyber security emergency response team, with the expertise to conduct in-depth investigations and manage incidents effectively.

5.7 Category 7 - Digital Marketing Support

- Leverage Data & Analytics - Track visitor behaviour, optimize campaigns, and personalize marketing.
- Execute Targeted Digital Advertising - Use programmatic ads, SEM, and social media to reach the right audiences.
- Enhance Website & UX - Ensure a seamless, mobile-friendly, and engaging digital experience.
- Implement AI & Automation - Utilize AI chatbots, automation, and predictive analytics for efficiency.
- Develop & Localize Content - Create high-quality, multilingual, and culturally relevant content.
- Drive Social & Influencer Engagement - Collaborate with influencers and creators to boost brand awareness.
- Optimize SEO & Organic Growth - Improve search rankings and increase online visibility.

Table 1: Categories

Suppliers should specify in their proposal which of the seven categories they are bidding for—they may select more than one. They must also demonstrate their expertise in each chosen element.

Kindly indicate which categories you are bidding for:

CATEGORIES	TICK
Category 1 - Assist SAT in advancing its digital transformation journey	
Category 2 - Foster ICT collaboration both across the business and within its team to drive key outcomes	
Category 3 - Data-Driven	
Category 4 - Agile and Efficient	
Category 5 - Hybrid Infrastructure Management	
Category 6 - Cybersecurity Management	
Category 7 - Digital Marketing Support	

South African Tourism acknowledges the presence of various operational challenges that hinder its ability to achieve its future vision and affect its current performance as a Destination Marketing Organization (DMO). These challenges include, but are not limited to:

- Inefficient processes that impact productivity.
- Limited data and analytics processing to support informed decision-making.
- A fragmented system and application landscape.
- A lack of digital-first mindset and modern ways of working.

In addition to addressing these foundational challenges, South African Tourism aims to reinvent itself as a digitally driven organization, enabling transformation, excellence in its mandate, and leadership in shaping the sector's digital future.

To achieve the future state, the scope of work for the panel of service providers involves both internal and external needs as follows:

- Perform a readiness assessment with regards to digitalisation for SA Tourism;
- Model the future state of an SA Tourism digital transformation;
- Map out organisational frameworks (Digital and Technology) and processes that should be implemented for SA Tourism digitalisation;
- Develop and implement a digital transformation journey that includes the use of AI.

The digitalisation assessment is an initial step in the organisation's digital transformation vision. This assessment will benchmark the organisation's current digital and technology maturity, the appropriate operating model enablement for the future state, a comprehensive transformation roadmap, and a supporting project implementation plan.

In this context, SA Tourism is looking for a panel of service providers that can deliver 360 technology, digital and data solutions comprising of but not limited to:

- **Digital and Technology Assessment**
 - Digital Maturity Evaluation
 - Technology Infrastructure Review
 - Cyber Security and Data Management
 - Process and Integration Analysis
 - Strategic Alignment and Roadmap Development
 - Stakeholder Engagement
- **Data Management and Analytics**
 - Complete tourism value chain tracking across all audience segments
 - Provide technology for a near-real-time view of product availability across all product categories in South Africa

- Data storage and management framework
 - Data management (ETL or ELT), data syndication between SA Tourism and third-party platforms, and big data acquisition capabilities
 - Market research, primary and secondary data collection and analysis, and econometrics modelling (measuring/estimating the impact on GDP)
 - Digital business modelling
 - Practical applications of data in real time
 - Predictability model building
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- **Technology Infrastructure and Platforms**
 - Computer hardware (servers, access points, routers, switches, headsets, iPads, laptops, desktops, and other accessories)
 - ICT tools for testing, automation, and enterprise architecture
 - Internet of Things (IoT) infrastructure setup and growth path
 - Advanced hands-on coding capability and artificial intelligence (AI) algorithm building
 - Full-stack development capability, including virtual reality (VR) and augmented reality (AR) building and implementation
 - Software licenses, software subscriptions, system and application development, and application support (migration and modernization)
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- **Cybersecurity, Privacy, and Compliance**
 - Cybersecurity measures, advanced online security protocols, and intervention in cyber-attacks
 - Data privacy policies, adhered to both locally and globally
 - Legal requirements and compliance measures across all solutions (e.g., POPIA, GDPR, or similar regulations as per country of service)
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- **Emerging Technologies**
 - Tourism blockchain verification related to COVID (e.g., vaccine passport) to enhance visitor experience through a verified profile
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- **Training and Strategy**
 - ICT training and upskilling
 - Technology and digital transformation roadmap
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- **Digital Marketing**
 - Data-Driven Strategy - Use analytics to track visitors, optimize campaigns, and personalize marketing.

- Digital Advertising - Leverage programmatic ads, SEM, and social media for targeted reach.
- Website & UX - Ensure a seamless, mobile-friendly, and engaging user experience.
- AI & Automation - Use AI chatbots, automation, and predictive analytics for efficiency.
- Content & Localization - Create high-quality, multilingual, and culturally relevant content.
- Social & Influencer Marketing - Partner with influencers and creators to boost engagement.
- SEO & Organic Growth - Optimize for search engines to increase traffic and visibility.

SA Tourism views data as a core strategic asset, enabling a data-driven, agile, and responsive approach to delivering products and experiences that meet target audience needs. Despite a complex compliance landscape, digital technology will drive new ways of working, fostering a productive, collaborative, and innovative culture.

Service delivery must be efficient, professional, and responsive to both local and global office requirements. Successful bidders will join a panel of suppliers providing 360° digital and technology services on a project basis. However, inclusion on the panel does not guarantee project allocation. Each project will be awarded based on objective criteria such as expertise, experience, turnaround time, and pricing.

All panel members will compete for projects through a fair and competitive Request for Quote (RFQ) process.

6. PROPOSALS.

SA Tourism is extending an invitation to full-service technology companies to provide detailed proposals that demonstrate their capacity and capability to perform the specified functions as part of a panel of expert service providers, inclusive of:

- 6.1. A comprehensive and 360 technology service package that covers the full scope of work including, but not limited to: Tools; Resources; Systems; Subscriptions; Events; Seminars, and Training.
- 6.2. The project methodology that will be used with SA Tourism to deliver on the project requests, inclusive of project management and workflow management tools.
- 6.3. A profile overview of the resources and skills available to SA Tourism on the panel;
- 6.4. Rate card itemised view of individual services and solutions.

7. PANEL UTILISATION GUIDELINE.

- 7.1. The panel will consist of firms that reach the 70% threshold on both functionality technical evaluation and pitch presentation, Phase 2A & 2B.
- 7.2. The selection of service providers from the panel for the RFQ process will be rotational or guided by the specific service required.
- 7.3. The contracting of service providers for a specific work assignment will be facilitated by the Supply Chain Management (SCM)
- 7.4. There is no guarantee that a service provider on the panel will be contracted for specific work assignments during the tenure of this contract.
- 7.5. Assignments will be structured as work packages that clearly define the scope and objective of work, proposed timeframes, qualifying criteria, qualification requirements, expected duration (hours), and expected deliverables, amongst others.
- 7.6. Bidders shall be required to be competent and experienced in all aspects related to a specific area of specialization unless SA Tourism in its sole discretion, deems it necessary to deviate from this requirement.
- 7.7. Bidders will be notified of their appointment to the Panel for the area(s) of specialization as specified, by means of an official letter of appointment issued by SA TOURISM's Supply Chain Management Department. No other communication in any form from any other official shall constitute a valid appointment to the Panel.
- 7.8. Bidders will be notified of a brief to render services for a particular scope/matter falling within the area(s) of specialization, by means of an official brief/appointment issued by SA Tourism's Key Personnel together with a reference number confirmed by SA Tourism's Supply Chain Department. No other communication in any form from any other official shall constitute a valid brief.
- 7.9. This is a non-exclusive panel and SA Tourism may at its sole discretion, source services outside the panel.

7.10. The objective criteria may be utilized:

- 7.10.1. In case of rotation of suppliers from the panel, which may at times result in not all bidders receiving briefs or not appointing the highest scorer, provided that such conditions will be pre-determined as part of the RFQ process.
- 7.10.2. Poor performance from the bidder's past assignment, supported with documentary evidence, may result in the bidder's Passover to the next highest-scoring bidder.
- 7.10.3. Bidders will be subjected to performance review on a quarterly basic

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