



ADDENDUM

SA Tourism Tender Number SAT 314/25 APPOINTMENT OF INTEGRATED MEDIA STRATEGY, PLANNING, BUYING AND CREATIVE AGENCY FOR NORTH EUROPE HUB - BUDGET CLARIFICATION.

Tender Number:	SA Tourism Tender number SAT 314/25
Issue date:	08 July 2025
Closing Date and time:	08 August 2025 at 12:00 pm (No late and e-mail submission will be accepted)
Contact Person	Francina Tlali
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. 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 THE CONTRACT

Media Budget

- 1 500 000 million euros is to fund other traditional and digital media in North Europe
 - Guideline costings are required along with a proposed commercial arrangement regarding fees vs commission, discount policy etc.
 - Guidance from the agency regarding how money should be spent in the international media will be important along with any additional recommendations or motivations for further budget increases to support those international hubs.
 - Annual budget increase should be included as part of the commercial proposal
- B. The winning bidder will be responsible for all media elements as it relates to brand, domestic travellers, international travellers, campaigns, visitor experience, stakeholders and internal corporate brand.

Media - Inflation busting, maximum brand cut-through and presence	
Key focus area	Job to be done:
Brand	A digitally lead global media strategy and buy and proposal that is: <ul style="list-style-type: none"> • Inflation busting • Maximum brand cut-through and presence
North Europe travellers	Global audience facing media strategy and buying proposal that is: <ul style="list-style-type: none"> • Inflation busting • Maximum brand cut-through and presence • Gains local traction and relevance (national cohesion)

D. Price Schedule

Share a commercial proposal for a 3-year project-based contract with South African Tourism Tender 314/25.

South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Commission fee percentage, Resources rate card, and any other opportunities

Table below indicates the annual budget estimates:

#	Tender Description	Budget approximation for 12 months
1	INTEGRATED MEDIA STRATEGY, PLANNING, BUYING AND CREATIVE AGENCY FOR NORTH EUROPE HUB	1 500 000.00 euros

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 (full cost of ownership to South African Tourism).

END