PART B: SCOPE OF WORK

SA TOURISM TENDER NUMBER SAT 284/25 INTERNATIONAL & DOMESTIC BRAND TRACKER SURVEY

Bid Description	
GRADING CRITERIA REVIEW	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 284/25
Closing Time:	12h00
Closing Date:	08 April 2025 (No late submission will be accepted)
Non- Compulsory Briefing Session:	Date: 11 March 2025 Time: 10h00 – 11h00 Platform: MS Teams **LOG IN DETAILS** Meeting ID: 373 629 611 831 Passcode: qr9S7Z2P LINK:**https://teams.mi-crosoft.com/meet/373629611831?p=6BSLrk1MwWkqUZD7TV**
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**

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.

1. CLOSING DATE

The closing date for the submission of proposals is **08 April 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 **24 March 2025 at 12h00.**

All responses will be published by **26 March 2025 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.

4.   DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) months contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

5.   BACKGROUND AND DETAILED SCOPE OF WORK

5.1. BACKGROUND

SA Tourism has a critical mandate to drive inclusive economic growth by increasing both the volume of tourists and the value they contribute to the South African economy. Central to this mission is the need for insights-driven decision-making, leveraging high-quality research and analytics. SA Tourism has a strong foundation of data on tourism markets but recognizes the need to continuously evolve its approach to gathering and analysing insights. This includes embracing new methodologies and leveraging innovative tools to enhance our understanding of the tourism landscape. To maintain South Africa's competitive position as a leading destination for leisure and business events, it is vital that SA Tourism tracks brand health in a way that informs strategic marketing initiatives. This tender invites proposals for a comprehensive brand tracking solution, designed to provide actionable insights across both international and domestic markets, with an additional advisory component to address ad hoc brand research requests.

5.2. SCOPE OF SERVICES

5.2.1. <u>**Core Research Component:**</u> This study will track South Africa's brand performance as a tourism destination in both international and domestic markets. The insights gained will directly inform SA Tourism's marketing strategies, ensuring data-driven decisions that strengthen the country's position as a premier travel destination.

- **International Brand Tracker:** Focus on key international markets to evaluate brand health metrics, perceptions, and awareness of South Africa relative to competitor destinations.
- **Domestic Brand Tracker**: Assess the perceptions and behaviours of domestic travellers, including their motivations, barriers, and purchase behaviour.

   Deliverables:

   a. **Multi-Method Research Approach:** Proposals should outline a combination of quantitative (online, face-to-face surveys) and qualitative methods (focus groups, online communities) for more comprehensive data collection.

   b. **Sample Design:** The sample must be statistically representative of each market's demographics and travel behaviours, ensuring data accuracy and relevance.

   c. **Dynamic Questionnaire Design:** Multilingual, adaptable questionnaires that capture the latest trends in consumer behaviour, incorporating both open-ended and closed-ended questions.

   d. **Data Processing & Reporting:** Clean and deliver datasets in formats that can be ingested directly into our data lake, with results presented in digestible country-level and aggregated reports via interactive dashboards. The data should also be integrated into historical brand tracker data.

   e. **Brand Modelling:** Use data modelling to identify key drivers that influence brand conversion and develop actionable recommendations to enhance South Africa's brand equity in the tourism sector.

5.2.2. <u>**Advisory Brand Component**</u>: The chosen provider will also offer an advisory service for ad hoc brand research, enabling SA Tourism to quickly address emerging brand questions and support rapid decision-making.

   Deliverables:

A. **In-Depth Analysis of Key Campaigns**: Provide an assessment of current marketing initiatives and offer strategic recommendations to enhance brand awareness. Identify actionable steps that can drive improvements in visitor arrivals, geographic reach, and overall expenditure. Evaluate the effectiveness of key messaging, such as "Visit SA" and "Gimme Summer," to determine their resonance with local audiences. Assess the impact of campaigns against established objectives and suggest ways to optimize performance.

B. **Quick Turnaround Research:** Ability to respond quickly to specific, time-sensitive brand-related inquiries using various methods such as quick surveys, secondary data analysis, and expert consultation.

C. **Consultation Services:** Provide ongoing expert advice to the SA Tourism team, ensuring that data is interpreted effectively and used to shape strategic decisions.

D. **Rapid Analysis Tools:** Develop tools that allow SA Tourism to conduct fast, in-house analyses on real-time data, supporting agile marketing strategies.

5.2.3. <u>**Innovation and Data Enrichment:**</u> The scope requires innovative solutions that enhance traditional data collection and integrate diverse data streams, providing deeper insights and more actionable intelligence.

A. **Data Integration:** Incorporate alternative data sources, including social media monitoring, mobile data, and other third-party insights to complement the survey data. The data integration should enable SAT to derive deeper insights to drive organisational objectives.

B. **AI & Automation:** Proposals should include the use of artificial intelligence (AI) and machine learning to enhance data analysis, uncover patterns, and automate report generation for faster, more accurate results. Additionally, The service provider must incorporate advanced modelling techniques, including Bayesian modeling and or machine learning algorithms (e.g., decision trees, regression models), to provide deeper insights into key brand drivers. These models should continuously update as new data is collected, offering more accurate predictions and enabling scenario testing. The models must quantify the factors most influencing consumer decisions, brand perceptions, and conversion rates, ensuring SA Tourism can optimize marketing strategies and make data-driven decisions based on these insights.

C. **Brand Health Best Practice Proposals:** Present an overview of the latest global best practices in brand health for Destination Marketing Organizations (DMOs) and offer recommendations for how SAT can innovate in this area. Include benchmarking data to compare SAT's brand tracker against other destinations, highlighting global standards. This analysis should be a key component of the reporting deliverables. Additionally, evaluate the potential future

of the brand based on current strategies, drawing parallels to FMCG brand loyalty models and projected brand affection. Ensure alignment with ongoing campaigns and provide a retrospective view of brand performance.

D. **Brand Commercialisation**: propose strategies for monetising the vast amounts of brand data collected through the tracker over the past years. This could involve developing data monetization models within context of SAT as DMO(Destination Management Organization), where tailored insights and market intelligence reports are packaged for sale to private sector stakeholders, including airlines, hotels, and investors. Additionally, the provider should explore partnership opportunities that allow SA Tourism to collaborate with businesses in the tourism industry, offering co-created marketing strategies and exclusive access to insights.

5.2.4. **Reporting and Analysis:** Reports must be presented in a manner that allows SA Tourism to quickly and effectively interpret the data, facilitating better decision-making at all levels.

A. **Granular Analysis:** Provide segmented reports by market, demographic, and travel behaviour, ensuring that SA Tourism can track long-term trends and understand detailed key market performance.

B. **Interactive Dashboards**: Deliver an interactive, self-service platform (e.g., Tableau, Power BI) for SA Tourism teams to visualize data, apply filters, and track real-time market performance. Illustrate how all collected data will be the property of SAT, and explain how the data will be organised to ensure seamless integration into SAT's data lake

5.2.5. **Quality Assurance and Standards:** The research must adhere to the South African Statistical Quality Assurance Framework (SASQAF) and include rigorous quality control measures from data collection to reporting.

6. **VALUE-ADDED SERVICES:**

In addition to the core deliverables, SA Tourism expects service providers to include **value-added services** *at no additional cost.* These services are aimed at enhancing the overall value of the brand tracker study and ensuring SA Tourism receives maximum benefit from the partnership. The proposed value-added services should include, but are not limited to:

A. **Training and Capacity Building**: Provide training workshops for SA Tourism's internal teams on data interpretation, usage of the reporting dashboards, and best practices in leveraging insights for strategic decision-making.

B. **Continuous Innovation Updates**: Ensure ongoing updates on the latest innovations and trends in market research, brand tracking, and data analytics, helping SA Tourism stay ahead in leveraging emerging methodologies and technologies.

C. **Benchmarking Reports & Analysis**: Provide regular benchmarking of South Africa's brand performance against key competitor destinations, utilizing tracker data alongside external sources for comprehensive context and comparative analysis. Clearly differentiate between primary, secondary, and aspirational competitors. Highlight competitor activities and their strategies, along with trend analysis for each wave of data. Include a quarterly retrospective focused on domestic performance to identify key actions for the next campaign cycle. Additionally, deliver in-depth insights on how each province contributes to strengthening the South African brand domestically.

D. **Dedicated Account Management**: Assign a dedicated account management team to ensure seamless communication, timely issue resolution, and proactive support in maximizing the utility of the data and insights provided.

E. **Quarterly Strategic Advisory Sessions**: Include quarterly strategy sessions where the service provider works with SA Tourism's leadership to discuss trends, provide deeper analysis of results, and identify emerging opportunities or threats in key markets.

These value-added services will ensure that SA Tourism gains not only high-quality data but also expert support in making the most strategic use of the insights generated, without incurring extra costs.

7. TENDER REQUIREMENTS:

To ensure that the selected service provider can deliver on the scope of services, proposals must address the following requirements:

A. **Detailed Methodology**: Proposals must provide a comprehensive breakdown of the methodology for both the International and Domestic Brand Tracker studies. This should include the proposed sample sizes, data collection methods (quantitative and qualitative), and the statistical robustness of the design.

B. **Cost Transparency:** Bidders must provide a detailed breakdown of costs, including fixed and variable costs, per respondent, market, and study period. This will ensure full transparency in pricing and allow for comparisons across proposals. NB: Bidders should not provide different pricing options, only one pricing option with breakdown of services to be provided including value added to ensure fair comparison.

C. **Innovation Focus:** Providers must showcase how they plan to integrate innovative technologies and methodologies such as AI, automation, and multi-stream data integration. This should also include strategies for brand data commercialisation—exploring data monetization, partnership opportunities, and licensing models to generate additional revenue streams for SA Tourism. Additionally, proposals should demonstrate how advanced technologies and methodologies, such as Bayesian modelling and machine learning algorithms (e.g., decision trees, regression models), will be used to provide dynamic and probabilistic insights into brand drivers and consumer behaviour. The models must be designed to continuously update with new data, allow for scenario testing, and quantify key brand drivers to optimize marketing strategies.

D. **Advisory Services:** Proposals should demonstrate the capacity to provide advisory support on an ad hoc basis, ensuring that the service provider can respond quickly to emerging brand-related questions outside of the formal reporting cycles.

E. **Value-Added Services:** Bidders must include value-added services at no additional cost, such as training for SA Tourism staff, continuous updates on market research trends, benchmarking against competitors, dedicated account management, and quarterly strategic advisory sessions.

F. **Quality Assurance**: Proposals must detail how quality control will be maintained at all stages of the research process, from data collection to reporting. This should include adherence to the South African Statistical Quality Assurance Framework (SASQAF) to ensure data accuracy and reliability.

Key Considerations:

A. **Adherence to SASQAF:** Ensure all methodologies align with the South African Statistical Quality Assurance Framework (SASQAF) for accuracy and reliability where applicable.

B. **Strategic Partnership:** SA Tourism is looking for a partner that not only delivers on the project but also adds value by leveraging data to drive better marketing and strategic decisions.

7.1. EXPECTED KEY DELIVERABLES FROM THE WINNING BIDDER:

The selected provider will be required to deliver the following key outputs as part of the Brand Tracker Study for SA Tourism:

1. **Comprehensive Research Methodology:**
   o A detailed and statistically sound methodology for both the International and Domestic Brand Tracker studies, outlining data collection methods, sample sizes, and segmentation approaches.
   o Development of a flexible and multilingual questionnaire design that adapts to market needs and delivers insightful data.

2. **Data Collection and Processing:**
   o Execute data collection across identified international and domestic markets using a mix of quantitative (online and face-to-face) and qualitative methods.
   o Delivery of cleaned datasets (e.g. easy ingestion into SAT data lake), ensuring data is ready for analysis and aligned with the South African Statistical Quality Assurance Framework (SASQAF).

3. **Advanced Data Modelling and Insights:**
   o Implement advanced analytics models (such as Bayesian modelling and machine learning algorithms (e.g., decision trees, regression models) to provide dynamic and continuous updates on key brand drivers)
   o Scenario testing to measure the potential outcomes of various marketing strategies and external influences on brand health.
   o Detailed insights into key conversion drivers and other deep consumer behaviours to support optimized marketing strategies.

4. **Reporting and Analysis:**
   o Provide a suite of standardized reports, including global and country-specific brand health reports, segmented analysis, and brand performance trend data.
   o Create interactive dashboards for real-time visualization of brand health metrics and segmentation, offering customizable data views for SA Tourism.

5. **Ad Hoc Advisory Services:**
   o Respond to SA Tourism's ad hoc brand research requests outside of the formal reporting schedule, ensuring rapid delivery of insights to inform urgent strategic decisions (Board or Exco requests)

  - o Offer quick-turnaround analysis and consultation for specific brand questions that arise during the year.

6. **Brand Data Commercialisation:**

  - o Propose strategies for monetizing brand data, including the development of market intelligence reports, partnerships with private sector stakeholders, and data licensing opportunities.
  - o Tailor bespoke insight packages for tourism-related businesses to drive additional revenue streams for SA Tourism.

7. **Value-Added Services (at no additional cost):**

  - o Conduct training sessions for SA Tourism staff on using insights, interpreting data, and leveraging dashboards for better decision-making.
  - o Regular benchmarking reports comparing South Africa's brand performance against key competitor destinations.
  - o Provide a dedicated account management team to ensure consistent communication and smooth project execution.
  - o Offer quarterly strategic advisory sessions to discuss emerging trends, analyse data, and offer forward-looking recommendations.

8. **Compliance and Quality Control:**

  - o Ensure full compliance with the South African Statistical Quality Assurance Framework (SASQAF), adhering to strict quality control protocols at every stage of data collection, processing, and reporting.
  - o Regular reporting on statistical quality measures, including response rates, sampling errors, and confidence levels.

9. **Transparent Cost Structure:**

  - o Deliver a detailed and transparent breakdown of all costs associated with the project, including both fixed and variable costs, for each market and respondent over the study period.

The winning bidder will be expected to bring innovative and data-driven insights that empower SA Tourism to make informed, strategic decisions while delivering actionable, real-time insights and supporting long-term brand growth strategies.

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