

**PART B: SCOPE OF WORK**

SA Tourism Tender Number SAT 352/26 Global Brand Experiential including Management and Production

Bid Description	
Global Brand Experiential including Management and Production for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 352/26
Issue date:	16 October 2026
Compulsory Briefing Session	Dates 23 October 2026 and 12h00 to 14h00 Microsoft Teams meeting Join: https://teams.microsoft.com/meet/3232784963313013?p=quM1Dtinap9M7ianOT Meeting ID: 323 278 496 331 301 3 Passcode: S92Dc6Ed
Closing Date and Time:	09 November 2026 @pm 12:00 (No late submission will be accepted)
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.

1 CLOSING DATE

The closing date for the submission of proposals is **09 November 2026 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable 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 and 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 is 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 with regard to this tender, prior to due dates.

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 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, Raymond Mabuela, 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 **by 23 October 2026 at 12h00.**

All responses will be published by **29 October 2026 at 12h00 on the following link:**

<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 period of the contract.

4 DURATIONS OF THE CONTRACT

South African Tourism intends to enter into a thirty-six months (36) month 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 DETAILED SCOPE OF WORK

A. Brand Activation:

Definition of brand activation:

An agency focused on bringing a brand to life and engaging consumers through experiences and interactions to forge a deeper, emotional connection, drive consumer action, enhance brand awareness, strengthen loyalty, and ultimately boost sales

South African Tourism is looking for a Brand Activations & Production Agency with experience and expertise to deliver activations domestically and globally. The agency will be responsible for but not limited to the following:

- Developing experiential marketing strategy, big idea conceptualization, creative, **content**, execution, and project management that is based on the strategy that invites, engages, and creates a memorable impact on the target audience to encourage them to promote, sell, and travel to South Africa. The target audience includes consumers, travel trade, and media;
- Global, regional and domestic brand activation concepts for the destination.
- Manage, facilitate stakeholder led collaborations(internal and external) domestic and internationally.
- All branding set-up in accordance with the South African Tourism CI. The concepts are to be relevant, innovative, and adapted to modern activation trends;
- Undertake detailed planning of all activations ensuring that they comply with all South African Tourism corporate and brand CI;
- Focus on authentic South African attributes when delivering creative concepts;

Responsible tourism is key, all activations to incorporate this key element, with an emphasis on sustainable practices

B. Project management and execution of global, regional and domestic exhibitions, consumer and trade activations including:

- Activations strategy development
- Develop detailed designs and layouts for all activations in accordance with briefs supplied.
- Manage and implement the communications and marketing for the activations in conjunction with South African Tourism and relevant stakeholders
- Develop and implement all activation timeously.
- Budget management
- Manage medical, safety and security and disaster management, in collaboration with Local Organizing Committee (LOC) where applicable.
- Ensure public liability insurance cover in relation to all activation with (in compliance with the Occupational Health and Safety Act 85 of 1993 and, for events in South Africa, the Safety at Sports and Recreational Events Act 2 of 2010)
 - Develop specifications for resources, infrastructure, services and other requirements and procure these requirements using procurement methods that are agreed to by South African Tourism;
 - Manage and appoint suppliers based on competitively priced bids for each event this should include three third party quotations and a clear indication of the management fee percentage where applicable. Where its impractical to source three quotes internal SAT approval process will apply, before commencement of work;
 - Manage the entertainment at the activations;
 - Manage the implementation and running of the activations as including staffing, cleaning and security;
 - Ensure that all infrastructures where applicable are removed, and where relevant, properly and effectively disposed of;
 - Complete a detailed consolidated close-out report, within 14 days of each activation, inclusive of digital and media campaign performance, highlighting ROI and lessons learnt
 - Manage all project communication coordination and workflow-management. These activations should consider:
 - Online and offline platforms;
 - Responsible Tourism;
 - Risk management,
 - Evaluation;
 - Hand-over and use of local supplier depending on the location of the project
- Ensure that specialised activations equipment for large and small scale activation are considered.
- Key activations will include, but will not be limited to:
 - Meetings Africa
 - Lilizela Awards
 - Africa's Travel Indaba
 - Tourism Month
 - Summer Campaign
 - Global brand campaign
 - Internal SA Tourism staff activations
 - Brand and Marketing events
 - Regional, global and domestic trade events
 - Global, regional and domestic roadshows
 - Broader internal and external stakeholder events
 - Online and on the ground activation support to all business units in the organisation including content development (to capture these activations e.g. videography, photography).

6. SOUTH AFRICAN TOURISM BUSINESS UNITS

The scope of SA Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

A. DESTINATION BRAND - THE COUNTRY SOUTH AFRICA

- International Leisure tourism (travel trade and consumer) and Domestic leisure tourism (travel

trade and consumer).

- Business events are held through the delivery unit of the South African National Convention Bureau (meetings, incentives, conferences, exhibitions)
- The Visitor and Brand experience functions also targeted at both travel trade and consumers.

TOURISM GRADING COUNCIL SOUTH AFRICA (TGCSA) - QUALITY ASSURANCE

As mandated in the Tourism Act No.3 of 2014, South Africa should have a national system of grading for tourism to maintain or enhance the standards and quality of tourism services, facilities, and products. As such, the TGCSA which was established in 2002, aims to strengthen the South Africa tourism brand by implementing a recognizable and credible globally bench-marked system of quality assurance for tourism experiences which can be relied upon.

The strategic objective of the TGCSA and brand Visitor experience is to increase the number of graded accommodation establishments and rooms in South Africa, thus contributing to the intentions of the Tourism Act as well as the NTSS (National Tourism Sector Strategy) in providing domestic and international tourists with a memorable experience of South Africa as a tourism destination, which will lead to an increase in tourists and thus a larger contribution to GDP.

THE NATIONAL CONVENTION BUREAU

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 measured impact of business events on tourism and geographic distribution and establish business events industry as a driver of job creation, skills development and transformation. The South African Tourism Board is a public entity, which is 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).

SANCB's focus is attracting events in economic sectors that have been 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 macro-economic benefits for the country and facilitate trade and intellectual engagement that will strengthen South Africa's global brand and economic transformation.

B. LEISURE TOURISM FOCUS

At the heart of the leisure marketing strategy of SA Tourism lies a critical choice - about 'where to play,' i.e., where we must grow or defend our market share and invest for future returns.

With more than 200 countries and limited resources, we must focus on markets where we are most likely to earn returns and not narrow niche opportunities where the risk is higher and the economic impact less. Given the rapidly changing global tourism and travel markets, SA Tourism undertakes a rigorous and data-driven assessment of all the global markets with a 'fresh eye.' **Our choices about where to focus include but not limited to the following:**

Markets: Central Europe Hub

- Germany
- Switzerland
- Austria

UK Hub

- UK
- Ireland

South Europe Hub

- France
- Italy
- Portugal
- Spain

North Europe Hub

- Netherlands
- Belgium
- Sweden

North America

- Canada
- USA

Central & South America

- Argentina
- Brazil

Australasia

- Australia
- New Zealand

North Asia

- China (incl. Hong Kong)
- Japan

Southeast Asia / Middle East

- India
- Turkey
- Singapore
- Malaysia
- UAE

West Africa

- Nigeria
- Ghana

East Africa

- Kenya
- Tanzania
- Ethiopia
- Uganda
- **Central Africa**
- Angola
- D.R. Congo

Africa Land

- Botswana
- Lesotho
- Malawi
- Mozambique
- Namibia
- Zimbabwe

Watchlist Markets

- United Arab Emirates
- Turkey
- Switzerland
- New Zealand
- Belgium
- Denmark

- Portugal
- Saudi Arabia
- Czech Republic
- Ireland
- Sweden
- Austria
- Tanzania
- Poland
- Pakistan
- Philippines
- DRC
- Iran
- Bangladesh

The results of the analysis are then organised into categories in each regional portfolio which informs the nature of the marketing approach to be adopted in each case.

Aligned to the National Development Plan (NDP), the National Tourism Sector Strategy (NTSS), SA Tourism's strategy seeks to achieve the following:

- Contribute to improving the tourism revenue contribution and reducing unemployment
- Increase the number of travellers; grow the number of travellers overall as well as increase the length of stay of potential visitors
- Improve seasonality and geographic spread

It is against the different nature of the growth challenges in each market that SA Tourism has invested in in-depth consumer market research to ensure that our marketing efforts are focused on the highest- yield consumer segments (who are interested and positive about our country) and against the drivers of growth that are appropriate in each chosen market. South Africa, being a long-haul market for major tourism source markets, focuses on people who are worldly and well-travelled. On the other hand, regional travel is driven mainly by the purpose of travel, and new reasons for travel need to be developed

C. CORPORATE BRAND - THE ENTITY SOUTH AFRICAN TOURISM

- South African Tourism
- Quality assurance of tourism establishments through the delivery unit of the Tourism Grading Council of South Africa.
- NCB Bid Support

7. Price Schedule for evaluation purposes

SA Tourism will earmark realistic budgetary resources for all exhibitions, consumer events, staff events and trade events. The preparation of a well-thought-through cost estimate is essential for the entire project management and execution process.

Please note the following strict financial conditions:

- No Retainer Fees: SA Tourism will not consider any retainer fees under this scope of services.
- Project-Based Contracting: SA Tourism will contract strictly on a per-project basis using a project fee model structure.
- Remuneration Model: Bidders must propose a project management fee calculated as a percentage (%) of the net procurement value of the project.
- Tax Inclusive Pricing: All proposed percentages and calculated fees must be fully inclusive of all applicable taxes, duties, and levies, including VAT (or GST for foreign bidders).

Bidders must complete the table below exactly as required. Failure to comply with these guidelines, including providing tax-inclusive pricing and a clear indication of price escalation terms, or failure to fully complete the table, will result in the immediate disqualification of the bidder's pricing proposal.

Please fill in the table below to demonstrate your event fee costs based on your company's proposed fee percentages.

- Column A (Event Threshold Value): Represents the net procurement value tiers of the project.
- Column B (Management Fee %): Insert your proposed project management fee percentage for that specific tier (inclusive of all applicable taxes).

- Column C (Total Cost): Calculate and insert the total fee in ZAR based on the highest threshold in column A (inclusive of all applicable taxes, including VAT). *For example, R5 000 (Event Threshold Value) x 10% (Management fee percentage) = R500 (Total Cost)*

A- EVENT THRESHOLD VALUE	B- MANAGEMENT FEE PERCENTAGE (%)	C. TOTAL COST (inclusive of VAT).
under R 1 000,000.00	= _____%	Fee on R1 000,000.00 event=
R1 000,001.00 to R5 000 000.00	= _____%	Fee on R1 000,001.00 to R5 000 000.00 event=
R5 000 001 to R9 999 999	= _____%	Fee on R5 000 001 to R9 999 999 event=
R10 000,000 or above		Fee on R10 000,000 or above event=
Total for Year 1		ZAR=
Total for Year 2 (with annual Escalation)	%of the annual escalation=	ZAR=
Total for Year 3 (with annual Escalation)	%of the annual escalation=	ZAR=
TOTAL =.....(for evaluation purposes)		

NB: Rate Card Pricing:

- Commercial Transparency: Bidders must provide full disclosure of all commercial arrangements, inter-agency agreements, or partnerships where SA Tourism is a beneficiary, including any gratuitous (free or value-add) services. Absolute transparency is mandatory for all commercial dealings relating to SA Tourism.
- Resource Rate Card: Bidders must include a comprehensive rate card detailing standard hourly rates for all proposed personnel and operational resources. Resources may cover and any other opportunities to enhance brand activations.

END