Part B: - SCOPE OF WORK- SAT 348/26 APPOINTMENT OF SERVICE PROVIDER TO ASSIST WITH OPTIMISATION OF MARKETING, PRODUCTION AND ADVERTISING COSTS FOR 36 MONTHS

Bid Description	
APPOINTMENT OF SERVICE PROVIDER TO ASSIST WITH OPTIMISATION OF MARKETING, PRODUCTION AND ADVERTISING COSTS FOR 36 MONTHS	
Bidder Name:	
Tender Number:	SAT Tender SAT348/26
Closing Time:	12:00 PM
Closing Date:	11 December 2026 **(No late submission will be accepted)**
Non-Compulsory Briefing Session	N/A
Bid Submission link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Tender submitted by any method other than the link provided will be disqualified. **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 **11 December 2026 at 12:00 PM (South African Time).** No late submissions will be accepted.

2. TENDER SUBMISSION LINK

2.1. 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.

2.2. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participant 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://www.etenders.gov.za/Home/opportunities?id=1 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.

2.3. 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.

2.4. Tenders may be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

2.5. 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.

2.6. 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.

2.7. Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

2.8. 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, Takalani Senyosi via email 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 **30 November 2026 at 12:00 PM** South African Time.

All responses will be published by **04 December 2026** on the following links:

https://www.southafrica.net/gl/en/corporate/page/tenders;

4. VALIDITY PERIOD AND CONTRACT DURATION

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.

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 agree otherwise.

5. BACKGROUND AND DETAILED SCOPE OF WORK

SA Tourism has various marketing and communication agencies that execute marketing, activation and production services across the organisation. It is for this reason that SA Tourism is looking for a cost consultant to achieve the objectives outlined below:

A. Partnering with SA Tourism's sourcing team to develop cost-saving initiatives.
B. Provide experts in cost saving across the entire (but not limited to) marketing spend.
C. Skills transfer on the basis of cost savings to the SA Tourism SCM and all business partners.
D. Ensure that procurement best practice is followed and that all production costs are transparent.
E. Experience all around the globe, with all types of media, including TV, Print, Digital etc.
F. Looking for ways to get cost-effective and value for money for SA Tourism spend on advertising, activation, production and digital development as costs continue to rise while budgets are constrained or cut;
G. Vendor bill-monitoring systems that control costs beyond the approved estimate stage etc.
H. Full close-up report with recommendations after services rendered by the supplier.
I. Identify opportunities to deliver savings for SAT through smarter and efficient sourcing
J. Make sure that feedback/turnaround timelines are included.
K. Create a process map for approval to allow a process to submit more information before rejection

L. Consider cost separation as part of the deliverables for better reporting and avoid grouping costs under the same budget vote, for example procuring activation under media.

The appointed consultant will be responsible to review Production Cost Estimates from agencies, identify cost elements for cost saving. Work allocation will be determined and issued on an as and when basis. Due the volume of agency work, the appointed supplier will be required to provide SA Tourism with a resources based on the per project requirement who will be responsible for reviewing both domestic and international production cost and make recommendations. SA Tourism currently has **10** international Offices, and these offices have own appointed agencies (refer to section listed below). The supplier to also consider review of adhoc services.

The appointed consultant will need to provide quarterly reports to Head of SCM, detailing, but not limited to, monies saved through the quarter, areas of improvement and recommendations. Analysis should and review include; but not limited to:

i. Benchmarking production costs
ii. Reconciliation services
iii. Holistic spend analysis
iv. Compliance and assurance (in line with SAT policies and regulations)
v. Quarterly reports to Management on the spend analysis.

SA Tourism may, on ad hoc bases, require the consultant to review other areas outside Brand and Marketing production agencies.

5.1.1. LIST OF CURRENT SAT AGENCIES (NOT LIMITED TO THE BELOW)

i. Media Planning and buying agency
ii. Production agency
iii. Digital marketing agency
iv. Brand design agency
v. Content agency (Influencers, ambassadors etc..)
vi. Integrated Public relations and marketing agency
vii. Creative agency
viii. Business to business agencies
ix. Activations Agencies

Bidders should provide cost as per below for evaluation purposes. Cost to be inclusive of Vat and annual escalation for year 2 and year 3.

Item	Year 1	Year	Year 3
Cost by optimisation ex-pertise			
Media cost optimisation			

Production cost optimisation			
Marketing Platform cost review			
Reporting and analytics			
Cost for media rate benchmarking			
Cost for media procurement / negotiation			
Cost for media performance audits			
Cost for agency remuneration benchmarking			
Any platform, data or benchmarking subscription costs for websites/platforms			
Production rate benchmarking			
Master artwork / adaptation optimisation			
Video and TV production			
Photography			
Digital assets			
Social content			
Print			
OOH production			
Translation / localisation across our MPIF and ELO markets			
Post-production			
Usage rights / talent fees			
Music and licensing			
Monthly retainer for a period of 12 months with details element included in the retainer;			

Per project percentage costing.			
TOTAL			

NB: The bidders may have very different optimisation/pricing models, so maybe we ask each bidder to provide a worked example using a hypothetical R20 million marketing budget per annum etc. What ROI would SA Tourism get?

6. SOUTH AFRICAN TOURISM BUSINESS UNITS INCLUDING COUNTRY OFFICES

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

6.1. DESTINATION BRAND – THE COUNTRY SOUTH AFRICA

6.2. 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

6.3. 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 intention s 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.

6.4. THE NATIONAL CONVETIONS 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.

6.5.LEISURE TOURISM FOCUS

At the heart of the leisure marketing strategy of SA Tourism lies a critical choice – about 'where to pl ay,' 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

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

6.6. 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

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