



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK - SAT 337/26 - APPOINTMENT OF EVENTS AND ACTIVATION AGENCY MEISEA

Bid Description	
EVENTS AND ACTIVATIONS AGENCY	
for	
South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT 337/26
Closing Time:	12:00hrs (IST)
Closing Date:	07 August 2026
Briefing Session:	N/A
Contact Person	Francina Tlali
Bid Submission Address	https://e-procurement.southafrica.net
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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1. CLOSING DATE

The closing date for submitting proposals is 07 August 2026, 12:00hrs (IST). No late submissions will be accepted.

2. TENDER SUBMISSION

Final submission of bids and documents must be in PDF format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, and submit on the following link <https://e-procurement.southafrica.net>

3. CONTACT AND COMMUNICATION

- 3.1 A nominated bidder(s) official can make inquiries in writing to the specified person, Francina Tlali, 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 **29 July 2026 @ 12:00 IST**.

All responses will be published on all official websites by **30 July 2026 @ 12:00 IST** unless advised otherwise.

4. 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.

5. DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year 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.

6. BUSINESS CASE AND DETAILED SCOPE OF WORK**6.1 Problem statement**

The purpose of this Request for Proposal (RFP) is to solicit proposals from potential bidder(s) for the provision of an Events and Activation Agency for the MEISEA region.

This scope of work is for India, but the South African Tourism India office can commission work for other MEISEA markets on a needs basis (listed here: Singapore, Malaysia, Thailand, Philippines, Vietnam, Indonesia, Sri Lanka, Saudi Arabia, Turkey, UAE and any other Middle East or Southeast Asia countries (on a need basis). The commissioned agency will need to render/bill these services through their India office only in INR:

- ✓ This is NOT a global tender
- ✓ No affiliates in other countries will be required as the India agency must operate and liaise from India

This RFP document details and incorporates, as far as possible, the tasks and responsibilities of the potential bidder required by South African Tourism for the provision of travel management services to South African Tourism. This RFP does not constitute an offer to do business with South African Tourism but merely serves as an invitation to bidder(s) to facilitate a requirements-based decision process.

When considering submitting a bid, bidder(s) should be cognisant of the legislation and/or standards specifically applicable to the services required under this RFP.

6.2 BUSINESS CASE

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity have also proven to be points of an impediment for travellers.

SA Tourism is looking for activations agency that will allow the traveller to immerse themselves in Destination South Africa. The activations need to trigger emotional touchpoints (travel drivers) that will build familiarity, build reputation and offer 'always on' conversion opportunities.

6.3 OPERATING ENVIRONMENT

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety, perceived to be expensive, uncertain about the political climate, and concern about health risks coupled with no direct airlift from India. The Department of Home Affairs (DHA) has effectively addressed previous visa-related challenges by implementing the Trusted Tour Operator Scheme (TTOS), which was rolled out in two phases. To date, 30 TTOS members have been accredited, enabling travellers to apply for e-visas online through them and ensuring a seamless, efficient travel experience. In addition, the DHA has also launched the Electronic Travel Authorization (ETA), which will further streamline entry processes and enhance overall travel facilitation.

South African Tourism in India has always worked predominantly through the trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how do we reach these new consumers from awareness to conversion in a seamless manner, whilst still servicing our traditional trade market.

6.4 TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25- 44 age range, and most will be first-time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %) and business travellers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e., they purchase from more than two points example part digital part trade), followed by fully inclusive travellers. Trade still plays an integral part in the channel, but we are seeing a movement to a more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short and booking patterns have changed. Majority book and travel within 30 days but this could substantially change in a post pandemic world.

Adventure activities are very popular, followed strongly by wildlife, natural attractions, and lifestyle. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendation/endorsements from travellers that have visited South Africa are very high. The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali. South African Tourism India's focused target audiences are as follows.

6.5 MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

6.6 FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013 the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

6.7 BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic, India was expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to grow by USD 9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and is aiming to expand the product offering beyond the well-known cities like Johannesburg, Cape Town, and Durban to introduce offerings of the other regions within the country.

The MICE sector and leisure tourism are investments that drive great returns over a period of time. Companies in India are realising the benefits that accrue to their businesses from organising MICE trips and travelling throughout the year. In addition to Indian corporations expanding their global footprint, there has been a rise in business travellers extending their trips to include a leisure component.

In certain instances, families are incorporated in these trips and an extension on the length of stay. It is expected that this trend will grow even more in the future. Thus, awareness of newer destinations, flight connectivity, and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in this segment are seeking something new, require a seamless ease of accessing South Africa, and want their employees, suppliers, and clients to explore more and experience things beyond the norm.

6.8 TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade like sports tourism, community travel and women travel amongst others. The upcoming ICC cricket world cup 2027 will be hosted in South Africa, providing an opportunity to cater to these segments. Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to

hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. We plan to focus on tier II and tier III cities as our next core market, recognizing a shift in consumer travel patterns. The travel trade in India today have introduced hybrid clicks & bricks model which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continuing their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have sky rocketed.

7 DETAILED SCOPE OF WORK

7.1 Overview of the professional services that are required;

Through this tender, South African Tourism expresses the need for a local activations agency to increase positivity, desire, short- and long-term consideration to visit South Africa. The tender responses/proposals to South African Tourism must identify how best to brand the destination "South Africa" in India. The agencies should demonstrate yearly execution plans to engage Indian travellers.

- **Creative Concept and execution** South African Tourism is looking for 'creative that sells' and in evaluating the campaign strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localised promotional/sales driven/retail campaigns.
- The creatives should align with our global brand strategy/ localised campaign, maintain consistent language and tone to strengthen our brand.
- The appointed agency will be expected to provide and execute creative ideas that will capture the consumers interest and influence them to respond positively to the conveyed messages. This will include and not limited to designing the emailers and newsletter.
- The agency should also provide experienced and skilled technical staff and be flexible and ready to make adjustments as situations or circumstances dictate. As the agency will be executing in different regions with consumer segments that differ thus the creative concept ideas need to be adapted accordingly.
- The activation must resonate with our Indian target markets and display a strong call to action. The concept needs to be innovative and relevant to identified segments. The content needs to be localized to ensure brand recall with the target audience. The appointed agency should liaise with other SAT agencies basis the project brief.
- Ensure complete compliance to South African Tourism corporate and brand corporate identity guidelines for all activations and collateral.
- Appoint and oversee food and beverage requirement.
- Activation and events mechanics and management must be clearly explained.
- Marketing content pieces must be developed and produced at every activation. This will include but not limited to e.g. recorded videos, social media material. The agency must have proficiency in the speedy production of such and must show competency in the delivery of such over various platforms. (The marketing content support required will be included in every project brief.)
- All of the executions must be suitable for the required purpose for both consumer and trade platforms, both traditional and online and cover the entire range of mediums and media (i.e. online, social media, print, television, radio, OOH or any other suggested platforms not mentioned).
- The activation must show longevity beyond the activation period and must be placed firmly in the South African Tourism MEISEA strategy - a proficiency in dealing with numerous agencies for implementation is a requirement. The execution must include an integration of consumer and trade work to drive conversion and sales.

7.2 SAT Road Show, Trade Show, corporate events, Consumer shows activations

- The appointed agency will be expected to execute the project from start to end as per SAT's brief.
- Activations to support TTOS or ETA or any other SAT related projects on a need basis as per SAT's brief

7.3 Media round table/ briefing sessions activations.

The appointed agency to manage the media round table / briefing session as per SAT's brief.

7.4 Photography and videography

The appointed agency to source good photographers and videographers for each event as and when required. This will also include to submit a complete handover with final edited images / videos as per SAT's brief. Instant photographs/ clips will also be required sometime time for instant use. The images that will be provided should be immediately available when needed for future usage and would belong to SA Tourism taking into account that the agency be aware of all regulations pertaining to rules and

regulations of the different regions that agency should ensure that they produce the footage that would belong to SA Tourism and would not be restricted to any copyright issues.

7.5 Set up of booths/ stands

The functions performed by the agency will include:

- Conceptualize, ideate, design a booth through consultation with SA Tourism project manager responsible for the event.
- On ground stall set up and production (This will include but not limited to standees, banners, printing of brochures, leaflets, tent cards, plug point connections, signages as and when required)
- The activation / event should reflect a digitally forward approach through AI enabled technology and features such as interactive touchscreens, motion-triggered content, immersive AV displays, QR-enabled information access, or experiential tech that enhances visitor participation.

7.6 RSVP support and Visitor support

- To Attend to RSVPs - calls and emails. Give information, on time and venue while responding to RSVP;
- Reminder phone calls / emails as required for RSVPs
- Assistance with any logistics/ directing invitees or spokespersons
- Submission on final and right attendance sheet in required format.
- Allow for flexibility of adding any additional requirements should the need arise ie if Minister attends and has specific requirements that may have not been included in the initial brief.

7.7 Registration support

- To liaise with participants through mails as per the event and take confirmations.
- Registrations for all delegates on the day of the event, collecting business cards
- Giving away kits

7.8 Procurement of marketing collaterals

In case of procuring marketing collaterals, three quotes need to be sourced as per SAT's policy and brief.

7.9 Production of publicity / promotional material / Ad hoc collaterals

- To produce all items of promotional nature / Ad hoc materials as per the event's requirement and SAT's brief (this will include but not limited to e.g. - pens, diaries, bags, t-shirts)

7.10 Venue sourcing (if need be)

- Appointed agency to conduct a proper Recce of different venues and submit a detailed report / recommendations on the venue selection basis SAT's brief
- In case of banqueting requirements, three quotes need to be sourced for similar category of venues as per brief given by South African Tourism
- Wi-Fi is essential and thus when sourcing venues or when contracting for space to ensure that there is WIFI connectivity for all exhibitors and trade partners

7.11 Logistic management

- The agency should be involved right from planning and control of moving goods, merchandise equipment, help with transport and transfer (vehicle such as car/tempo/ bus) and courier services. People to be on the event-site on time whilst monitoring of internal and external network.
- Co-ordinate all travel requirements especially with group travel, with SAT's travel management company, in particular luggage and promotional material required for activation projects.
- Handle logistics of packaging, storage, clearances and distribution through land, air, post and sea including the processing of all luggage and collateral material required for roadshows and exhibitions.
- General assistance on ground with mask, tapes, scissors, printing should be provided.
- Coordination with the exhibitors if any regarding exhibition requirements, e.g. visuals, logos, name tags.
- In events where there are groups, coordination with the hotels for the set up and group check in, signage.
- The activations mechanics must include a project plan on how the various executions and underlying logistics will be co-ordinated and managed.

7.12 Liaising and negotiating with vendors

The agency to liaise and negotiate with vendors. It can be dealing with banquets/ hotels for booking rooms and /OR liaising with our travel agent for issuance of tickets OR any other vendor as and when required as the project demands.

7.13 Time management

The appointed agency to have good time management skills and to work on timelines given as the project demands.

7.14 Database collation

The appointed agency shall be responsible for collecting participant details through business cards and/or maintaining attendance records in either digital or excel formats for all attendees at each event. All participant data, records, and related information collected during the execution of the project shall remain the exclusive intellectual property (IP) of the South African Tourism (SAT).

7.15 Maintaining an inventory stock

The appointed agency will maintain an inventory stock providing all the information of how and when the inventory was used for the event.

7.16 Post event reporting

The appointed agency to provide a complete post event report with all the data captured of the event as per SAT's brief. Feedback forms/ surveys to be sent out and collated when required.

7.17 Risk management analysis

The appointed agency to consider all the risks involved in the project (if any) and brief the same to SAT prior to the commencement of the event along with workable solutions (including but not limited to e.g. medical insurance, safety & security, disaster management).

7.18 SA Local Performers/ Artist's management (if required)

- The appointed agency to liaise with local performers/ artist's as per the requirement of the event from start to end on behalf of SAT and invoice the bill against the actuals.
- Full adherence to South African tax compliance is a must.
- Talents to be paid within 30 days as per SAT policy.

7.19 Permits

The appointed agency to secure any necessary permits or licensing as and when the event may call for.

7.20 Insurance Coverage

Assist SAT in seeking the right event insurance depending on the scale of the event/activation

7.21 Storage

Storage of stock/collateral as and when required

7.22 Transportation of vehicles / Quality

The appointed agency will be responsible for ensuring top tier "A class" quality standard transportation for events.

7.23 Other miscellaneous

- Be able to take part / avail themselves in certain SAT business activities (eg: business planning, brand reviews, hosting's, industry led activations) - some of which may take place in South Africa.
- Liaise with global agency/ agencies in other countries in which SAT operates as and when required.
- The appointed agency should also demonstrate the capability to develop media plans and procure relevant media inventory to support event activations and project specific campaigns, ensuring maximum reach, visibility, and alignment with the objectives of each initiative.
- Ensure all campaigns are relevant to tourism sales and marketing, are innovative, have longevity and include benchmarking. They must enhance brand presence with budget optimisation.
- The agency should have a good understanding of the tourism industry; sales and buying cycles; retail and sales marketing; consumer insights and source opportunities for brand associations/partnerships to elevate our brand and to ensure synergies with trusted brands in the region.
- All services beyond the in-house capabilities and all outsourced services which are not under events management umbrella will require three quotes from different vendors, in accordance with the project brief and SAT policy, along with proper supporting documentation.

8 MEASUREMENT AND REPORTING

We will evaluate the agency separately on their ability to monitor market conditions, including individual elements of the activation.

- Interval reporting (this will be decided on per project) must be supplied for each and every project, measuring the activity against the set objectives, inclusive of sentiment tracking, performance, awareness.
- Post activation report must include comprehensive data decks and detailed accompanying insights
- A comprehensive framework of tools (including the maintenance of visualization tools to South African Tourism) must be included. All visual elements will have to be tagged and delivered into the South African Tourism depository.
- Database collection will form an integral part of the reporting and must be delivered into the South African CRM system. Management of data protection compliance rules and regulations will be handled by the activation's agency.
- Provide 360 degree closing reports on all projects

9 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

- SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process) and what analysis was done.
- The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and define future campaigns.

10 ADDITIONAL DOCUMENTATIONS

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 4. above.

SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics.

- Introduction**
 - Agency overview, size, company structure; and
 - Relationship with other subsidiaries of your parent company
- Agency capabilities**
 - Describe any prior destination marketing experience.
 - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
 - Describe any competitive advantages that differentiate you from your competitors
- Solution overview**
 - Brief description of your understanding of SAT's needs and the challenges it faces in the India region. In doing so, please do not paraphrase or repeat the content of this RFP; and
 - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
- Experience, skills, and qualifications of the proposed team who will work on the project/account**
 - Provide a CV of all the human resources that will be assigned to the project and their experience on similar projects.
 - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
 - Outline the reporting structure and how each team member would liaise with the client lead and the agency account leads.
- Work plan and project management**

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

F. Cost

- Provide high level cost estimates, including all fees and resource rate cards for:
- Solution to meet requirements stated above along with value-added services.
- Cost should be presented in the same format for year 1, 2 and year 3)
- SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

11 PREVIOUS SUCCESSFUL PROJECTS

Previous successful projects and reference letters:

Provide up to 3 successful case studies (1 Tourism Leisure/ MICE, 1 Non-tourism sector, 1 from any of the MEISEA market - Middle East, South East Asia (excluding India) please refer to the markets specified on page 7 of this document) along with the reference letters from the past 48 months (04 years) targeting either Trade or MICE / Corporates or Consumers. Each case study should clearly outline the following three elements:

- What was the client brief
- What was your proposed solution
- What was the outcomes and results (ROI)

12 SERVICING TEAM

Senior Management and Executive Management should be part of the servicing team. A minimum - 5 years of experience per individual as well as the company in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

13 PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below mini brief:

Brief: 2027 Cricket World Cup Promotion

A major focus in FY 26-27 will be promoting the 2027 Cricket World Cup, which will be hosted in South Africa.

As an events and activations agency, you are requested to share a plan addressing the following criteria: Develop a comprehensive implementation plan outlining your strategic approach to leveraging this opportunity to promote the South African destination. The plan should include:

- Creative concepts.
- Ideas and design elements, along with engaging activations, effectively showcase the South African destination and capture the target audience's interest.
- The plan must include a clear measurement and reporting framework, indicating key performance indicators (KPIs), to track performance and results.
- The overall approach should clearly demonstrate how the proposed solution will be implemented efficiently and integrated into the overall activation strategy.

Evaluation:

The activation/event would be evaluated against the evaluation criteria supplied for the various aspects.

14 PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of **70%** functionality in Phase 2 will advance to Phase 3.

- Bidders are required to share a commercial proposal for a 3-year **project-based** model and complete the SAT pricing schedule as per **Annexure H** attached.
- It is mandatory for bidders to complete and submit the pricing schedule (**Annexure H**) along with their tender submission.
- With reference to the above tender, the contract period for the successful bidders will be for 3 years.
- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs by agency discipline. The pricing should be inclusive of any applicable escalation percentage and taxes; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in India but may be required to do work for any other business units of South African Tourism MEISEA markets.
- The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. However, it is important to note that this is not a fixed retainer amount, and the agency will be briefed per project during the year.

A detailed price schedule on a company letterhead should be included in the proposal where the following should be considered:

- Agency/ management fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management.
- In house resource rates
- Mark-up policy on external costs, i.e., third-party production.
- Annual fees increase proposal over the 3-year term
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur
- Bidders should complete and submit the pricing schedule as attached in (**Annexure H**), South African Tourism would select the option that will be cost benefit for the organization.

It is however important to note that South African tourism will contract based on project fee model structure only.

End