

## **PROVISION OF STRATEGIC MARKETING AGENCY**

**Tender No: TKZN 04/2014**

Tourism KwaZulu-Natal (TKZN) is a statutory body responsible for the development, promotion and marketing of tourism into and within the province. In order to achieve this mandate, TKZN needs to continuously increase the destination's profile and ensure brand awareness in all of the province's key source markets, through marketing, advertising and promotions.

Tourism KwaZulu-Natal is inviting proposals for the provision of strategic marketing agency services.

TKZN developed the new five year strategy. The Provincial Growth and Development Plan (PGDP) points to tourism as one of the key drivers of economic development for the country and the province as well as a priority sector for job creation. This principle stands out most significantly in the two core business areas of TKZN, namely marketing, and tourism development. For this strategic plan, this means:

In marketing KZN as a premier tourist destination domestically and internationally, TKZN will focus its energies on leveraging resources to grow tourist arrivals from markets with growth potential. The strategy will focus on:

The growing urban middle class in the hinterland of the country, who are "new tourists", and whose entry into this new lifestyle of taking tours to KZN needs to be facilitated; and

The growing tourist market from the external African markets generally and the southern African neighbouring countries specifically leveraging from the direct air access through SA Express and Air Mauritius, as well as from the major emerging markets i.e. Brazil, Russia, China, and India (BRIC). With South Africa forming part of the international BRICS economic block, major new opportunities for tourism are expected to grow.

The approach will further support the development of KZN's tourism product offering, championing the development of new products which allow for higher tourist volumes.

The creative agency's role will thus be to focus on domestic marketing and less on international marketing, as all international marketing work is championed by the national body, South African Tourism (SAT).

### **EVALUATION CRITERIA**

Tourism KwaZulu-Natal (TKZN) needs to be satisfied in all respects that an applicant has the necessary resources, competencies, and experiences for this bid. All proposals received will be evaluated by the panel on a basis of functionality (100%). With regards to functionality the following criterion will be applicable and the maximum weight is indicated in brackets:

- Bidder's previous experience in this field and track record of achievements based on the following table: (100%)

A bidder that scores less than 60 (%) percent in respect of functionality will be regarded as a non-responsive bid and will be disqualified

All qualifying proposals will thereafter be evaluated on the 90/10-preference point system for requirements with a Rand value of above R1 000 000.00 (all applicable taxes included); for the purposes of comparison and in order to ensure a meaningful evaluation. Bidders are requested to furnish detailed information in substantiation of compliance with the evaluation criteria mentioned above, and according to the points stated under basic criteria.

Thereafter 10 % will be awarded for the B-BBEE Status Level of Contribution.

A compulsory briefing session will be held on 28<sup>th</sup> February 2014 at 10H00 at Tourism KwaZulu-Natal offices, Suite 303, Tourist junction, 160 Monty Naicker Rd, Durban, 4001. Bid documents will be immediately available after the briefing session on payment of a non-refundable fee of R200 in cash.

Applications must be submitted in a sealed envelope on which, the tender number must be clearly marked. The application must be placed in the Tender Box situated on the ground floor at the Tourist Junction Building, for the attention of the Procurement Officer, Tourism Kwa-Zulu Natal, Tourist Junction Building, 3<sup>rd</sup> floor, 160 Monty Naicker Road, Durban, 4001, by the 20<sup>th</sup> of March 2014 before 12h00.

Should you require additional information, please contact Ms. Thembekile Mdlophane at 031 366 7500, or send e-mail to: [thembekile@zulu.org.za](mailto:thembekile@zulu.org.za)

TKZN reserves the right to accept or reject any bid in response to the advertisement and to withdraw its decision to seek provision of these services at any time. KwaZulu-Natal Tourism Authority reserves the right to seek further information from the applicants, as considered necessary.