



CALL FOR PROPOSALS

Introduction, Background and Overview

The Regional Tourism Organisation of Southern Africa (RETOSA) is a Southern African Development Community (SADC) body responsible for the development of tourism and regional destination marketing across the 14 Southern Africa countries: Angola, Botswana, the Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

The RETOSA Charter dictates that the primary objectives of RETOSA is "To facilitate and promote the development of equitable and ethical tourism through sustainable initiatives, effective destination marketing, and improved regional competitiveness"

RETOSA, as an organization, was recently restructured and has repositioned its strategy towards dramatically increasing the SADC Region's share of tourism from its current 2%.

This new vision is firmly founded on strong partnerships with the private sector operating in the region - a steep departure and a serious shift in paradigm from past practice which had seen more preoccupation with governments or public sector.

Following a comprehensive transformation process of the 20-year old organisation, RETOSA has been rekindled into a new organization, with a new value proposition for its key

stakeholders, and a new vision which will be achieved through focused marketing and strategic investment. With a new management team, RETOSA is now emerging as a transformed agency with a new mandate and two key objectives: to increase competitiveness of the Region and, increased and improved global tourism market share for the Region. This must be achieved through a smart partnership between the Region's private sector players and RETOSA in a game-changing manner through innovation and pragmatism.

At the same time, the Region's tourism ministries have committed themselves to creating the enabling policy and legislative environment through the tourism coordination unit to be housed at the SADC Secretariat, a critical development. Cross-border products with multinational benefits remain strategic with high impact. RETOSA will work strategically to complement the tourism marketing work currently being implemented by the different countries and not duplicate.

The fundamental anchor for RETOSA's vision is an understanding that tourism is an economic and trade imperative. RETOSA sees tourism and its relations to economic growth, employment creation and poverty elimination fundamentally interlinked to stimulation of investment and commerce.

RETOSA Marketing and Communications

There are three key Strategic Objectives, for the Marketing and Communications Department, to which we have highlighted the following key strategic actions:

1. Innovative Marketing Strategy for Growth

1.1. Implement an effective Tourism Marketing and Communications Plan for the Region

1.2. Participate in Tourism Trade Shows and Tourism Events - Local, Regional and International.

1.3. Promote MICE and Business Tourism

1.4. Embrace Digital Marketing

1.5. Marketing of tourism products in the trans-frontier parks under the Boundless Southern Africa branding.

2. Effective SADC Stakeholder Management Strategy

2.1. Private Sector support

2.2. Public Sector support

3. Capacity Building for Regional Products & Services

3.1. Women in Tourism,

3.2. Youth in Tourism,

3.3. Sustainable Tourism

With the above Strategic Actions, we aim to Increase Tourism in the SADC Region through effective Destination Marketing and Improved Regional Competitiveness.

The Identified Need

RETOSA needs to work with private sector operators that will assist it achieve its vision.

Suitably qualified organizations are hereby invited to submit proposals that can address any of the key strategic actions listed above. Alternatively to submit proposals that address an element that contributes toward these key strategic objectives. All proposals submitted must demonstrate sustainability and must be SELF-FUNDING. This calls for aggressive innovation and creativity while identifying win-win solutions.

Please note that there will be no briefing for this RFP.

All proposals must reach RETOSA no later than 16:00 1st February 2018 and should be send via e-mail to marketing@retosa.co.za and must be addressed to: Mrs Thembi Kunene-Msimang; Executive: Marketing and Communications.