



RFQ TI/10/20

**REQUEST FOR QUOTATION
TERMS OF REFERENCE**

FOR

TOURISM INTELLIGENCE RESEARCH WITHIN MSUNDUZI MUNICIPALITY

Closing Date: Monday, 12 October 2020

Section 1:	Details
Province:	KwaZulu-Natal

Municipality: Msunduzi Municipality
Pietermaritzburg

Proposing entity: Msunduzi Pietermaritzburg Tourism Association

Project Name: Tourism Industry Research

Section 2:	Summary of Brief
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Proposal to conduct Tourism Industry Research within the Msunduzi Municipality, the aim of which is to measure against the baseline and market performance as well as to quantify the economic impact of the tourism industry in Pietermaritzburg.

Section 3:	Project Description
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Introduction:

The Msunduzi Municipality (Pietermaritzburg)

Pietermaritzburg is the capital and second-largest city in the province of KwaZulu-Natal, South Africa. It was founded in 1838 and is currently governed by the Msunduzi Local Municipality. Its Zulu name umGungundlovu is the name used for the district municipality.

The Msunduzi Local Municipality is situated in the Midlands of the KwaZulu-Natal Province along N3 Corridor, forty five minutes drive from Durban and is gateway to the Drankensburg, Midlands Meander and the iconic Mandela Capture Site

It is therefore strategically situated not only to domestic but also international tourism markets. Despite its strategic location, Msunduzi Municipality (Pietermaritzburg) has not been able to scientifically measure impact of tourism to the local economy.

Objectives:

The main objective of this project is to conduct tourism statistics in order to measure the performance of the tourism industry within the Msunduzi (Pietermaritzburg) area which will demonstrate local tourism impact and worth and assist with planning and decision making going forward .

Section 4: Specifications

The following key activities will be undertaken;

1. Collection and collation of secondary data sources (most recent as well as a population of historical data) including:

- Statistic short-term indicators (e.g. accommodation indicators, income per night, occupancy levels)
- Reports by Tourism KZN, SA Tourism & Stats SA

2. Compilation of primary tourism data:

- Identification and networking with relevant local and provincial stakeholders for the inclusion in tourism data reporting
 - Assessment of current local and district data collection strategies
 - Direct Tourism Surveys
 - Monthly Accommodation Surveys
 - Direct Visitor Intercept Surveys
 - Economic Impact of Tourism:
Contribution of tourism to Pietermaritzburg GDP (direct and indirect spend)
 - Employment Opportunities generated from Tourism
 - Identification/ development of relevant information collection tools and schedules:
 - Harmonization of data compatibility and comparability
 - Pilot and administer system of data flows and collection.

3. Package the project information to compile Quarterly Local Tourism Statistics reports. In addition to the statistical information, the report must include a comprehensive report on the analysis of relevant tourism trends.

4. Specific outcomes

- Monthly accommodation surveys, 1000 visitors surveys pa
- Quarterly reporting including economic impact

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