

**PART B: - SCOPE OF WORK - SAT TENDER 198/22 BRAND TRACKER STUDY**

Bid Description	
Brand Tracker for International and Domestic Study	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 198/22
Closing Time:	12h00
Closing Date:	15 February 2022 (No late submission will be accepted)
Compulsory Briefing Session:	No briefing session
Contact Person	Evah Mkwanazi
Bid Submission Address	Bidders must submit their proposal using the below link. https://forms.gle/6Ziwsbi8WYGY8PJt9 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Evah Mkwanazi
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 THE CONTRACT

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1 CLOSING DATE

The closing date for the submission of proposals is **15 February 2022 at 12h00.** No late submissions will be accepted.

No briefing session.

2 TENDER SUBMISSION PROCESS

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/6Ziwsbi8WYGY8PJt9>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

2.2 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.

- 2.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.4 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 enquiries in writing, to the specified person, Evah Mkwana via email tenders@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than **01 February 2022**.

All responses will be published by **07 February 2022** on the following links:

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

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 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.

6 SCOPE OF SERVICES

SA Tourism's mission is to contribute to inclusive economic growth by increasing the volume of tourists and the value contributed to the South African economy. At the centre of its operations sits the commitment to insights driven decision-making, through high-quality research and analytics. While SA Tourism has invested heavily in building the **knowledge bank** of tourism information over the past decade or more, it is critical that we improve our efforts in leading the provision of strategic and actionable insights through leveraging futuristic tools and processes that enhance efficiency.

A core element of SA Tourism's **knowledge base** is its tracking of international and domestic tourists' perceptions of South Africa as a leisure and business events destination. The collected information allows SA Tourism to gain deeper insight that helps to support the marketing of SA Tourism.

Through this tender, SA Tourism is looking to appoint a suitably qualified market research company or companies that will provide a detailed understanding of the perceptions of South Africa by international and domestic tourists on South Africa's tourism offerings.

✓ Core requirement -

- a. A proposal that demonstrates how the data will be collected from international and domestic tourists;
- b. Design a statistically significant sample that allows for reporting at a segment level;

- c. Process data collected and deliver to SA Tourism the required data files.
- d. Package the results by country and at an aggregated level in an easily digestible manner
- e. Model the data to determine which attributes of the brand are essential in driving conversion

✓ **Secondary solution -**

- a. Incorporate other data streams that can help SA Tourism enrich its current understanding of the international and domestic tourism markets
- b. Improve the granularity of the data collected aiming to develop an understanding at a segment level;
- c. Innovation on how to evolve and improve our ways of collecting, analysing and reporting the data for greater impact linked to brand activity.

✓ **The scope of work therefore considers two studies -**

- a. International tourist brand tracker
- b. Domestic tourist brand tracker

SA Tourism also subscribes to the South African Statistical Quality Assurance Framework (SASQAF) as we are committed to producing quality statistics. The proposed methodology for collecting this information should therefore align with SASQAF.

6.1 Background to the Study

International Brand Tracker

SA Tourism launched its first Brand Tracking survey in 2004 to establish a baseline on SA's brand awareness and equity among its targeted consumers in the following of its key focus markets:

- Australia
- Brazil
- Canada
- China
- France
- Germany
- Ghana
- India
- Italy
- Kenya
- Netherlands
- Nigeria
- South Korea
- Switzerland

- Tanzania
- Uganda
- UK
- USA

In each of these markets, clearly defined segments are tracked because they have been identified, through previous research studies, to be the most attractive segments for SAT to market to. These segments are broadly defined by age, life stage, income and past travel history. A detailed breakdown of the segments per market is attached in Appendix 1.

The survey instrument used was online questionnaires in all markets with the exception of Ghana, Tanzania, Uganda Kenya and Nigeria where face-to-face household interviews were conducted. The online surveys took approximately 15-20 minutes to complete and approximately 99% of the questions were closed-ended. The sample size was drawn based on the size of the target market and the number of segments to be tracked in each market and varied from 400 to 1,000 per market. A detailed breakdown of the sample per market is attached in Appendix 2.

The surveys are conducted tri-annually according to the travel buying cycle, i.e. in February when consumers are buying their holidays and again in November when they are considering where to go on their next holiday and a third smaller dipstick wave in June.

Domestic Brand Tracker Study

The Domestic Lifestyle and Brand Tracker commenced in 2016 and the tracker is conducted biannually in February and August of every year. This Domestic Lifestyle and Brand Tracker survey tracks the sentiments, perceptions, and behaviours of key domestic traveller segments. The areas of interest are detailed below:

- Understand the importance of domestic tourism among the different travel groups and determine their underlying motivations and inhibitions;
- Analyse the domestic tourists' path to purpose and identify the leakages, therefore helping the SA Tourism team better align its offering with the aspiration and needs of the population;
- Study the domestic tourism culture and maturity amongst South Africans and monitor it across the travel groups (and segments);
- Understand the purchase process of the travel groups (and segments);
- Assess domestic tourism trends to anticipate the growth drivers/ challenges faced by the domestic tourism market.

6.2 Objectives of the survey

The main purpose of the survey is to track the health of South Africa as an international and domestic leisure and business event travel brand in each market during the buying process for travel. The study should track:

- Current awareness and perceptions of South Africa;
- Current awareness and perceptions of key competitor destinations;
- Intention to travel to South Africa;
- Barriers to travelling to South Africa; and
- How South Africa is performing on key functional and emotional brand attributes against its competitors in each market?

The survey allows SAT to evaluate its marketing activities in each of its focus markets and to plan for future marketing activities. The data collected is also used to calculate the countries Brand Strength. For a detailed questionnaire please refer to Appendix 3.

6.3 What we are looking for

SA Tourism is looking to appoint a company or companies to do data collection and administer both the tracker surveys.

Bidder(s) may submit proposals for either one or both of the studies. Where bidders choose to submit proposals for both studies they should submit the technical/functional proposals separately for each survey.

SA Tourism has a concern that there might be a duplication of work in the administering of the surveys in some form or another. Because SA Tourism has always been procuring the services to conduct and administer the respective surveys separately, it could arguably be evident that duplication of effort might occur in the use and application of similar tools, systems, capabilities and capacity.

It will therefore be a requirement, that when bidders choose to submit proposals for both studies, they should clearly outline the benefits this will hold for SA Tourism with regard to enhanced efficiencies, cost savings etc.

SA Tourism however reserves its right to award the bid in part or in full, at the sole discretion of SA Tourism, to one or more concerns on a non-exclusive basis.

6.4 Scope of work for each survey:

- Data collection and Administer the study across the required 24 markets (taking into account translation). A detailed list of the is in Appendix 4. SA Tourism can at any given time increase the number of countries the study should focus on.
- SA Tourism has been collecting this data for years. The proposal needs to ensure that we can achieve efficiencies without compromising the quality and continuity of the data collected to date
- Propose a robust approach to drawing the samples per market. SA Tourism currently recruits respondents from reputable panels.
- Compile the results of the survey and deliver a cleaned electronic dataset. SA Tourism uses the SPSS Platform for analysis
- Provide SA Tourism with standard global report, country report and dashboards on each market around key brand health performance indicators.

The following set of reports per survey prepared in PowerPoint format:

Standard market report -reporting the results per market for the specific survey trended over years by segment;

A report on the meta-data for the survey. This report should cover:

- Definitions and classifications;
- Procedures by which data is collected and processed;
- Operational elements such as measures of respondent burden, response rates, edit failure rates, test for straight lining, etc.
- Statistical quality measures such as confidence levels, precision, sampling error, etc.

6.5 Key considerations

SAT prides itself in collecting data of high quality and accuracy as information sits at the heart of decision-making within our organisation. It is therefore important that the proposal contains an explanation of how quality control will be managed at all stages in the research process, including fieldwork, data capturing and presentation preparation.

The proposal should include a preliminary project plan for the first survey that must be in the field in March 2022.

The proposal should also include a detailed breakdown of the cost (both fixed and variable) of this project per survey period per market, per respondent. The current sample size as detailed in Appendix 2 can be used as a guide.

SA Tourism is looking for a partner with a proven track record in conducting research globally who will not only deliver on the requirements of this project but who will also add value to our work by helping us a better view and use the data collected since 2004 for empowering senior managers in SAT to take better marketing decisions.

7 PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document.

For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

End.