



SOUTH AFRICAN TOURISM

Tender no: 230/23

GLOBAL PR STRATEGY, TACTICS, AND ROLL OUT-PLAN DEVELOPMENT

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

GENERAL

The tender closing date is extended to 22 January 2024 at 12 PM

The tender will be evaluated on either the 80/20 or 90/10 preference point system.

Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.

Question

What is the duration of the contract - there are mentions of a 24-month contract vs. a 36-month contract?

Answer

The Contract Period is 36 months

Question

Your bid documents still reflect 14 December 2023.

Are you going to upload amended bid document?

Answer

Use the same RFP(Part A, B And C) and attach the extension letter

Question

Throughout the scope of work, strategy work is mentioned, not execution. Can we assume this scope only covers strategic planning and not execution or implementation?

Answer:

Execution and implementation is part of the outlined scope as the strategy is not the only thing mentioned in the scope of work. For an example:

Under the Corporate Comms section:

“Provide a roll out plan for the Corporate Communications strategy to ensure visibility and drive a positive narrative about South African Tourism.”

Question

Global campaign messaging: How many countries /regions are you referring too?

Answers: South African Tourism focuses on 24 core markets.

Question

Please expand on SA Tourism hub teams? Does this mean regional tourism offices?

Answer

Yes this means South African Tourism Hub teams .

Pease refer to <https://www.southafrica.net/gl/en/corporate/page/about-south-african-tourism> for more information on South African Tourism.

Question

Content creators /influencers are not mentioned in the scope of work. Do we need to take this into consideration under the social media strategy

Answer: The bidder can propose any strategy or tactic or tool that they believe best response to the RFP and addresses the scope of work.

Question

SEO /google AdWords - should we include a costing for this under digital media?

Answer

The bidder is at liberty to best represent themselves in accordance with what the bidder believes would be the most optimal and effective manner to respond to the Tender as set out in the scope of work.

Question

Can you list the technology tools that SAT will provide us to use. What Analytics Suite do you use currently?

Answer

South African Tourism has the following tools in place and these include: Google Analytics, Meltwater , and Microsoft dynamics.

Question

Does the Social Media component include community management or is this handled internally by SAT?

Answer

South African Tourism has a partner digital agency and community management would be executed by this team, however this is normally a partnership and collaborative effort between various partners.

Question

There is mention of digital, offline & social media. Does digital include website?

Answer

Yes

Question

Please clarify Page 3 of 5 Scope of Work Point 2.3. Do you want the tender documents to be handwritten?

Answer

Yes, handwritten. Complete Part A,B And C.

END