

QUESTIONS AND ANSWERS	
BIDDERS' QUESTIONS	SAT ANSWERS
Parts A and B show a total of more pages but then actually cut off, is this a mistake? (Part A says last page is 27 of 31 but only has 27 pages; and Part B says last page is 8 of 9, but only has total of 8 pages).	It is an error. Part A has 27 pages, and Part B has 8 pages.
Is there an error and "ANNEXTURE H" on page 26 of Part A - Terms and Conditions is supposed to be Annexure F?	It is an error. Bidder's declaration is Annexure F
Part A - Terms and Conditions outlines the Annexure B - National Treasury Centralised Supplier Database and states that this form is only applicable for South African registered legal entities. However, Part C - Evaluation Process states that Annexure B states "all agencies, including proposed partners/contractor agencies must be registered as services providers on the National Treasury's Central Supplier Database". Please indicate whether non-South African companies need to register for this.	Only SA bidders must register on the CSO website and must submit the BBBEE certificate or sworn affidavit
Part C - Evaluation Process states that "bidders must submit all documents as outlined under paragraph 9.5.1 - Part A, B, and C". However, there is no section titled 9.5.1. Please provide clarification on the documents that need to be submitted with the bid.	Bidders must submit the documents listed in the phase 1 requirements table on Part C. For International bidder; Confirmation of valid Tax Status, SBD 1 and SBD 4. SA bidders must include CSO report and BBBEE certificate or sworn affidavit
Does the scope include channel management of the SAT social accounts (@southafricantourism)?	The successful bidder will manage the North America consumer facing social platforms including, but not limited to: IG: @visitsouthafrica, Threads: @visitsouthafrica, Facebook: VisitSouthAfrica, Twitter X: @SouthAfrica, Pinterest: @visitsa and YouTube: VisitSouthAfricaNA
What are the primary objectives of the social media campaigns (e.g. brand awareness, engagement, lead generation)?	Social media is primarily used to create awareness, drive consumer engagement and generate demand for South Africa's wildlife, stunning landscapes, rich cultural heritage, vibrant cities, lifestyle, and adventure opportunities
Is the goal to evenly distribute tourism amongst the country or are there certain regions or experiences that are priority, or are there certain areas the country is not trying to promote?	SAT markets using our 6 user-centric traveler pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, cultural roots and coastal beaches. From budget to luxury these experiences are covered across all 9 provinces, as are food and people. These experiences. American tourists often visit more than one province, with Western Cape, Gauteng, and Mpumalanga being the most visited provinces. We have also seen traction in Limpopo, KwaZulu-Natal and Eastern Cape. We use this intel to focus on showcasing provinces where we are already seeing traction rather than feeling like we must promote all 9 at once.
Does South Africa have prior influencer marketing campaigns?	Yes, but it has been several years since we have done so.
Are there any specific demographics or psychographics we should focus on?	Key Targets: 1. Wanderluster (WL): A25-49, HH \$100k+, adventure seeking travel enthusiast interested in variety, safari, natural beauty, affordable luxury. 2. Next Stop South Africa (NSSA): A50+, HH \$100k+ OR Retired, culture/history enthusiasts interested in safari, natural beauty, culture, luxury, and food/wine. We also market to Black travel and LGBTQ+ travel audiences
Can you provide examples of previous successful social media campaigns that align with the creative concepts you envision for South Africa Tourism?	Unfortunately we cannot.
Who are the key external stakeholders in the organization and what role do they play in the scope of work?	While they will not be involved in the day-to-day work of the hub-office and its agency of record, SAT works closely with the Tourism Business Council of South Africa (TBCSA) who represents the private industry to achieve common tourism industry growth objectives, boost traveller confidence in destination South Africa and enable a sustainable travel and tourism industry
Should hosting North American media and trade at Indaba be an annual initiative?	Africa is Travel Indaba is an annual event on the hub's calendar taking place each May.
Can you share historical and projected budgets for media and creative in both the US and Canada? If not, can you send estimated percentage of budget spend against the segments described in the RFP (consumer and trade)?	Unfortunately we cannot. The RFP references a project based approach which will be determined by a fluctuating annual budget allocation from treasury and the Department of Tourism.
Do you track South Africa Tourism brand metrics (awareness, interest, equity, travel intent, etc.) in the US and/or Canada? If so, can please you share metrics trends?	Kaiser to advise
Are you open to considering agencies who are not considered a specialty destination marketing entity?	All bidders with the requisite capabilities are welcome to submit.
Will planning and buying South Africa Tourism paid digital and/or social media be a component of the chosen agency remit?	Digital media planning/ buying is not part of this RFP scope. It is envisioned that the agency would undertake paid social campaign planning/ buying as related to traditional social media platforms (e.g. Facebook, Instagram, etc.)
For responses, are you expecting creative conceiving that is designed within your brand guidelines?	Adherence to the SAT corporate identity guidelines is not necessary for the purposes of submitting a response to the RFP at this time.
	campaigns targeting consumers and the distribution channel (travel trade), using fit-for-purpose marketing mechanics. These campaigns will be driven by activities which aim to generate demand for South Africa's wildlife, stunning landscapes, rich cultural heritage, vibrant cities, lifestyle, and adventure opportunities. Additionally, they will promote sustainable tourism practices to protect the environment and support local communities. FY2024/25 will be a continuation of the localised exceptionalism global strategy through campaigns and activities that have 360° marketing elements to inspire USA and CAN travellers to visit South Africa. The business challenge to be addressed for North America is to build brand awareness and appeal, drive brand affinity and impact conversion to achieve annuals and spend targets. The North America implementation plan will deliver inspiration and provide information to consumers for them to seek information, consider South Africa, and book South Africa. We simultaneously will work to ensure that the distribution channel (travel trade) is engaged via various platforms (including virtual) which provide them with relevant and fresh information to encourage and empower them to sell SA in a profitable way whilst
Can you please share the South Africa Tourism brand positioning and messaging?	
