

SA TOURISM MEDIA BUY AGENCY TENDER No. 273-24

QUESTION & ANSWERS

GENERAL TENDER POINTS:

1] We would seek your help to understand Part A – Annexure C (Detailed Breakdown of total cost and standard services).

SAT Reply: - as we are appointing media buy agency for 36 months / 3 years you need to share the fees that as agency you will be charging us for providing media buy agency service.

SCOPE OF WORK POINTS:

1] Details of Final no of arrivals from India for CY 2024 was ~80k, what is the expected YOY growth percentage for the next 3 years.

SAT Reply: -

We expect to see 103 190 arrivals in 2025 and that is an expected 8% growth over 2024.

2026 expected arrivals 110 850 an expected 41% growth from the 2024 levels.

2027 expected arrivals 115 620

2] Any indicative annual budget aligned for the objective above for the next 3 years

SAT Reply: - We cannot share details on our marketing budgets for next 3 years.

3] Could you elaborate on the Limited product diversity as a functional barrier

SAT Reply: - Trade in India have been selling Cape Town for the longest of time, hence our initiative over the past couple of years have been to educate them about newer products that can be explored and marketed well for selling South Africa as a destination. In order to achieve this, we have been organising Learn South Africa workshops within tier II and III cities to help them curate different experiential itineraries and sell South Africa beyond Cape Town. Additionally, through our roadshows we try to get newer products and experiences every year to help Indian trade (travel agents / tour operators) further enhance their knowledge about South Africa.

4] Has any research been done for people who are travelling to South Africa from India to understand the conversion from people who are looking to travel overseas to those who start evaluating SA as a destination & a final no of those who actually land up in SA (Conversion Funnel)

SAT Reply: -

Of the 10 million long haul outbound travellers 64% are not aware of South Africa and this is the biggest leakage. Then we see 3.8 million who are aware and only 2.7 million are positive and 1.6 million reach Short-Term Consideration.

5] This is with regards to the Part B point 7, where we have submit the 3 case studies from last 36 months showcasing our clients :Just an Email letter from the client , stating we have done work for them in last 36 months is ok? Or do we need to present the same on company letter head
In the case study client needs to mention Beehive is their media agency. Apart from this any other details need to be mentioned.

SAT Reply: - Ideal is to get reference letters on your clients letterhead and mention agency details.

Apart from the categories mentioned in the brief, can we submit other category brand case study.
“other category means that can we use other categories brand which are not mentioned in the brief (example – footwear, education etc.)”

SAT Reply: -

Queries / Questions received after 23rd January 2025

GENERAL TENDER POINTS:

SCOPE OF WORK POINTS: