



SOUTH AFRICAN TOURISM

RESPONSE TO ENQUIRES (01)

BID NO: SAT 284/25

DESCRIPTION: INTERNATIONAL & DOMESTIC BRAND TRACKER SURVEY

#	ENQUIRY	RESPONSE
1.	Was the tender briefing session compulsory	The briefing session was non-compulsory, and bidders who did not attend may still submit for the bid.
2.	May I kindly request the sample size for the above project.	Bidders need to propose an ideal sample size based on the understanding of the requirements and aligned to proposed pricing. SAT cannot prescribe the actual sample size as that will be unfair to rest of bidders who will price based on understanding of scope, as required.
3.	1. What is the maximum allowed duration for the survey? We are concerned that anything beyond 20 minutes may lead to participant fatigue. 2. Which specific markets will be targeted, particularly within the domestic segment? 3. Are there any specific quotas we need to adhere to?	1. You may recommend based on your understanding of scope. 2. The study seeks to understand international tourist perceptions about SA and domestic tourist perceptions (I i.e. South Africans perceptions about tourism in South Africa therefore domestic study will focus on all 9 provinces while international study will focus on SAT's key international markets listed on scope) 3. You may recommend based on your understanding of scope and aligned to your pricing.