



SOUTH AFRICAN TOURISM

RESPONSE TO QUESTIONS (01)

BID NO: SAT 326/25

DESCRIPTION: TOURISM ROUTE DEVELOPMENT MARKETING

#	QUESTION	RESPONSE
1.	Can Bidders have access to the approved Tourism Development Marketing Plan	The full Tourism Development Marketing Plan is a cabinet memorandum and remains classified, but a public synopsis shared with the portfolio committee may be made available via a link. Link: SAT Corporate PPT
2.	Is there a difference between this tender and the tender issued by the Department of Tourism?	This tender is managed solely by SA Tourism, as per the cabinet assignment, and while similar initiatives may be promoted by the Department of Tourism, procurement for this project is not duplicated elsewhere.



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3.	Bidders requested that SA Tourism check with the department and the Director General (DG) on the current status of the marketing plan, suggesting it should be available for implementation.	SA Tourism acknowledged the recommendation. However, the Department confirmed that the document remains classified to their understanding. Therefore, SA Tourism is unable to share the Cabinet memo but a summarised version of the Cabinet that was prepared for Portfolio Committee is available on the internet (Click HERE for ease of reference).
4.	Bidders raised questions about the focus on international versus domestic tourism and the inclusion of secondary provinces.	SA Tourism confirmed that both international and domestic connectivity, including less-served provinces, are within the project's scope. ○ The project aims to enhance aviation networks both to and within South Africa, benefiting international and domestic tourists alike.



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		While the main entry points are the three major provinces, the strategy also considers improving connectivity for other provinces, including those without direct international flights, and interprovincial routes.
5.	Bidders sought clarification on the definition and expectations for public-private partnerships and funding.	The SA Tourism team explained the need for structured collaboration and the bidder's role in proposing and securing funding. The partnership should include both public entities and private sector stakeholders such as airlines, cargo operators, hotels, and logistics companies, ensuring a holistic approach to route development.



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		o Bidders are expected to propose a funding model and may be required to secure funding as part of the partnership structure, as detailed in the scope of work.
6.	Bidders asked about the scoring system for price and goals	The SA Tourism Team clarified that the 80/20 system applies to bids below a certain threshold (50 million), while the 90/10 system applies above that, and the applicable system will be determined by the bid values received.
7.	Request for Clarification on the allocation of points for resources, as it appears to repeat the 8 years for both <i>excellent (03)</i> and <i>acceptable (02)</i> .	<i>Excellent (03)</i> will be allocated to a bidder with an average of more than 8 years of experience for the resources.