



SOUTH AFRICAN TOURISM

SA TOURISM – AD-HOC RESEARCH RATE CARD (TEMPLATE)**TENDER: SAT 284/25 (RE-ISSUE) INTERNATIONAL & DOMESTIC BRAND TRACKER SURVEY**

Bidder name:
Contact (commercial):
Prepared by / Date:
Currency & VAT: ZAR; all prices are inclusive of VAT unless state

1. Summary pricing table (fill with supplier rates where applicable)

ITEM / SERVICE (UNIT)	UNIT DESCRIPTION /DELIVERABLE	UNIT	RATE (ZAR) INCL. VAT	TURNAROUND (STANDARD)	NOTES
Rapid online survey (small)	Up to 500 completes, survey design + hosting + data file	per study		3-5 working days	Includes analysis summary (1-2 pp)
Rapid online survey (medium)	501-2,000 completes	per study		7-10 working days	Includes datasets (CSV/SPSS)
Mini CATI / phone survey	Up to 500 interviews	per study		7-14 working days	Includes QA & weighting
Face-to-face (intercept) interview	Single completed F2F interview	per interview		Fieldwork lead- time varies	Includes training & supervision
In-depth interview (IDI)	One recorded 60- 90 min interview, transcript	per IDI		5-10 working days	Transcript & summary included
Focus group (in- person)	One 6-8 person FG (2 hrs) + moderator + venue	per group		10-15 working days	Venue & travel costs included (see 3)
Focus group (online)	One 6-8-person online FG (2 hrs)	per group		7-12 working days	Platform access included

ITEM / SERVICE (UNIT)	UNIT DESCRIPTION /DELIVERABLE	UNIT	RATE (ZAR) INCL. VAT	TURNAROUND (STANDARD)	NOTES
Quick analysis/desk research	Up to 5 working-day analytic memos (≤5 pp)	per request		5 working days	Includes up to 2 revision rounds
Rapid advisory (short)	Phone/email advice up to 2 hours	per hour		Same day / 24 hrs	Use for Board/EXCO queries
Advisory (deep dive)	Full analytic day (8 hours) incl. report	per day		3-5 working days	Includes modelling time if needed
Bayesian / ML model build	One model (build + documentation)	per model		10-20 working days	Pricing to include code & docs
Dashboard build (one-off)	Setup of interactive dashboard (Power BI / Tableau)	one-off		15-30 working days	Hosting fees may be extra
Dashboard maintenance	Monthly updates & support	per month		n/a	Specify refresh frequency
Data purchase / third-party feed	e.g., mobile, transaction, social data	per feed		as per supplier	Attach supplier quote
Translation / transcription	Per 1,000 words (translation) / per recording min	per unit		3-7 working days	Language list to be attached
Rush / expedited fee	+% on standard rate for <48-hour turnarounds	% surcharge		48 hours	Specify when applicable
Travel & disbursements	Flights, accommodation, per diems (estimates)	per trip		n/a	Pre-approval required; provide receipts

2. STANDARD INCLUSIONS & INCLUSIONS

Standard inclusions (unless stated otherwise):

- Project management and one named account lead.

- Ethics & consent protocols and data anonymisation.
- Delivery of cleaned dataset(s) in agreed format (CSV/SPSS) and metadata.
- One round of client feedback and minor revisions (unless otherwise specified).

TYPICAL EXCLUSIONS (PRICE SEPARATELY OR PRE-APPROVE):

- Large third-party purchases (panels, mobile/transaction data) – itemised and pre-approved.
- Venue hire, participant incentives above standard amounts, interpreter fees, and international travel.
- Extensive bespoke programming, integrations, or additional model runs beyond the scope stated.

3. ASSUMPTIONS (TO BE AGREED & INCORPORATED INTO QUOTE)

- All pricing assumes scope & sample sizes provided in writing prior to work commencement. Any change in sample/complexity will be quoted separately.
- Per-interview rates are based on the mode mix provided; if actual mode mix changes (e.g., more F2F than planned) costs will be adjusted.
- Standard working hours are 08:00-17:00. After-hours and weekend work are charged at an agreed uplift.
- Data protection & POPIA compliance is included; any specific legal reviews are additional.

4. TURNAROUND & PRIORITY HANDLING

- Standard turnaround is shown in the Summary table.
- For urgent requests, supplier to confirm capacity within 24 hours and propose revised delivery timeline.

5. IP, DATA OWNERSHIP & CONFIDENTIALITY

- Ownership: SA Tourism will own cleaned, anonymised datasets produced under the contract and be granted a perpetual, royalty-free licence to use model code and outputs for internal and agreed external purposes. Any limitations must be explicitly stated.
- Confidentiality: Supplier must sign a confidentiality / POPIA compliance declaration. Third-party data licenses must permit SA Tourism use as required.

6. HOW TO USE THIS RATE CARD

- Supplier to complete the rate card and return as a priced annex to any ad-hoc task order.

- For each ad-hoc request, SA Tourism will issue a brief (scope, sample, deliverables, turnaround). Supplier to return a task quote referencing rate card items and total cost.
- For recurring ad-hoc support, consider a capped annual retainer with rates for additional days beyond the cap.

8. SIGNATURES

Supplier authorised signatory: _____

Date: _____