



SOUTH AFRICAN TOURISM

RESPONSE TO INQUIRIES (01)

BID NO: SAT 284/25 (RE-ISSUE)

DESCRIPTION: INTERNATIONAL & DOMESTIC BRAND TRACKER SURVEY (RE-ISSUE)

#	QUESTION	RESPONSE		
1.	Is there a recording of the briefing session that can be shared with us (28 November briefing	Minutes have been uploaded onto the website and shared with bidders who requested.		
2.	Can a list of required key markets for the international brand tracker be shared?	Lesotho Botswana Zambia Namibia Malawi Zimbabwe	USA Australia United Kingdom Japan France India	Netherlands Brazil



SOUTH AFRICAN TOURISM

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		Swaziland Mozambique	Germany China Canada Nigeria Spain Kenya Italy Uganda Russia	



SOUTH AFRICAN TOURISM

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3.	Required number of reporting waves per year?	Bidder to refer to the tender scope requirements and key deliverables.
4.	Which current or existing questionnaire should be considered when designing the program?	The questionnaire will be shared upon the onboarding of the successful bidder. Bidder to submit proposal based on scope requirements.
5.	What historic KPI's will need to be tracked and linked to the future program?	To be shared with the successful bidder upon onboarding
6.	Are there specific sample requirements per market (is it possible to share historic sample sizes used per market)?	Bidder to propose aligned with pricing. The sample must be representative to ensure that SAT has credible insights



SOUTH AFRICAN TOURISM

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7.	Qual requirements: - o Is qual required upfront before start of BHT to feed into the questionnaire (i.e. to assist in identifying and updating image statements etc..). - o Will qual only to be used for more comprehensive deep diving on topics during the 36-month period? (if and when required?)	Bidder to propose based on scope requirements aligned to pricing.
8.	Should International and Domestic Brand Trackers be proposed and cost for separately?	Yes, in addition to the cost breakdown, bidders must use the provided pricing sheet to provide cost information.
9.	Please confirm how a domestic traveller is defined, i.e., is a domestic traveller anyone who has travelled/overnighted to	SA Tourism follows UNWTO Definitions, bidder to revert to UNWTO website for all definitions



SOUTH AFRICAN TOURISM

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	another province, or do they need to have stayed in paid-for accommodation (rather than with friends/family)?	
10.	Please confirm for the international study if there is a requirement for previous international travel. May we include considerers?	Bidder to propose based on the overall methodology. In principle both perceptions of considerers and those travelled need to be sampled.
11.	For both Domestic and International, is it leisure travellers only? Or inclusive of Business?	Only leisure aligned to defined consumer segments that SAT will provide to successful bidder.
12.	Are there any prescribed sample size requirements or are we free to recommend sample sizes for international markets?	Bidder to propose as this has pricing impact. The sample needs to be representative and enough to ensure SAT can draw credible insights out of the data.



SOUTH AFRICAN TOURISM

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13.	Can you share the list of input questions that we need to track to include as historical data into the current dataset?	This will be shared upon onboarding to the successful bidder
14.	What kind of multistream data integration is expected?	Bidder to propose based on understanding of scope requirements and SAT's mandate. Note that SAT already collects a lot of data about travellers via various touch points. Any secondary data that bidder can access that will enrich brand insights will be useful.
15.	Please confirm that we provide the cost to you exactly as per the table in "Table 5:p Pricing Structure" on page 9 of the Part-c-sat tender? .	Confirmed
16.	We note the rate card required – please advise if this is per market or if we give one average cost across all markets?	The rate card is purely provided for your information; this will only be necessary at a stage when there is an ad hoc request from SAT, in which you would need to provide a rate for consideration from SAT. Ad



SOUTH AFRICAN TOURISM

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		hoc research budget that bidder proposed will be used for ad hoc research request that are above the scope requirements of tender