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SOUTH AFRICAN TOURISM

Tender NO SAT 331/26 PR FOR

UNITED KINGDOM AND IRELAND

Notes for Bid Clarification

QUESTION	ANSWER
1. Trade Focus: Could you clarify the extent to which trade is a core focus of this tender? Is the intention to actively develop new trade initiatives, or is the PR agency's role primarily to promote existing trade activities and collaborations? Are there specific trade outcomes or KPIs you expect to be delivered as part of this contract? 2. MICE: How significant is the MICE segment within the overall scope of work? Are there dedicated objectives, targets, or campaigns for MICE, or is it considered part of broader PR activities? Should bidders propose specific MICE strategies, or is the expectation to support existing MICE initiatives? 3. Target Audiences: Can you confirm if there are defined target audiences for this contract? The document references British and Irish consumers interested in safari, natural beauty, culture, and relaxation, but are there more granular audience segments or personas you can share? If not, is there any additional audience insight or segmentation information available to help us tailor our proposal? 4. Request for Additional Information: If detailed information on trade focus, MICE priorities, or target audience segmentation is not currently available, could you please advise if further documentation or data can be shared to help us better understand the strategic priorities and audience profiles for this tender?	1. Trade engagement forms an important and integrated component of the overall scope of work, alongside consumer and media activity. As outlined in the Scope of Work, the appointed PR agency is expected to support and enhance trade-focused initiatives through PR, communications, and collaborative activity, working in close alignment with South African Tourism and its appointed agencies in the UK and Ireland. Specific trade outcomes and metrics will be agreed with the successful bidder during contract implementation and performance reviews. Proposals should therefore focus on demonstrating capability 2. MICE is included within the overall scope of work as a specialist area of PR support, particularly in collaboration with the South African National Convention Bureau. Bidders are not required to propose separate or fully developed MICE-only strategies or targets at this stage. 3. At this stage of the procurement process, no additional segmented personas or detailed audience profiles beyond those contained in the Scope of Work will be issued. Bidders are encouraged to demonstrate their ability to interpret available insights, apply data-driven thinking, and develop locally relevant PR approaches that address the identified barriers and opportunities within the UK and Irish markets. SA Tourism has more refined data of our segments 4. Bidders are expected to apply their UK- and Ireland-based market expertise to interpret the audience context described in the Scope of Work and to demonstrate how they would engage relevant

	consumer, trade, and media audiences. While further refinement will take place post-award, agencies are required to evidence a clear understanding of local audiences, media consumption behaviours, and market barriers at the proposal stage, reflecting their in-market presence and experience.
1. The scope references working "in collaboration with the appointed agencies in the UK and Ireland." Please confirm whether agencies have already been appointed for the UK and Ireland markets, and if so, what their remit covers versus the remit of this PR appointment. 2. How does the appointed PR agency's scope relate to SA Tourism's existing global agency relationships? Will the appointed agency receive strategic direction from a global lead agency, or will they operate independently and report directly to the SA Tourism UK & Ireland Hub? 3. Will the appointed agency be expected to integrate into an existing agency ecosystem or marketing structure? If so, please provide details of that structure. 4. The scope requires managing an always-on 24/7 press office on behalf of SA Tourism. Is this expected to be staffed from a UK or Ireland base, or will remote/offshore resourcing be considered? 5. Given the requirement to maintain an active media database and relationships with UK and Irish media, bloggers, and vloggers – is it a mandatory requirement that the appointed agency has pre-existing, established relationships within these markets at the point of bid submission? 6. The scope references the ability to "operate regionally" across both the UK and Ireland. Does the appointed agency need a physical presence in both markets, or is a UK-based operation with demonstrated Irish market reach sufficient? 7. The document notes that briefs may also be submitted from SA Tourism's head office in Johannesburg and other country offices. How frequently is this anticipated, and will such briefs fall within the retainer or be handled separately? 8. What is the anticipated timeline from appointment to contract execution and commencement of billable work? 9. Will the appointed agency be expected to develop their own campaign strategies independently, or will overarching campaign strategy and direction be provided by SA Tourism or another agency? 10. Are there existing brand or campaign guidelines, media lists, or press office infrastructure that will be handed over to the appointed agency at the start of the contract? 11. The tender references a CSD (Central Supplier Database) MAA number – this is a South African government supplier registration requirement. Please confirm whether UK and Ireland-based agencies are required to register on the South African CSD, and if so, how this process works for non-SA entities. 12. The bid is explicitly subject to the Preferential	1. South African Tourism confirms that the UK and Ireland Hub has other specialist agencies appointed, including an events and activations agency and a paid media buying agency. The PR agency appointed through this tender will be responsible for earned media and PR-led activity as defined in the Scope of Work, and will be expected to collaborate closely with these agencies to amplify events and activations and to align PR activity with the paid media strategy. The PR agency will not be responsible for media buying or the delivery of events and activations. 2. The appointed PR agency will operate independently and report directly to the South African Tourism UK & Ireland Hub. Overall brand and communications strategy is guided by South African Tourism's global teams, primarily based in Johannesburg, and the role of the UK PR agency is to localise and implement this direction for the UK and Ireland markets. As noted in the tender documentation, there may be instances where the agency is briefed by other South African Tourism regions or teams to support specific activities, where required. 3. Please see the answer to the first query. 4. The always-on 24/7 press office is expected to be led and managed from a UK or Ireland base, in line with the requirement for in-market capability and understanding of the UK and Ireland media environment. 5. Yes. As outlined in the Scope of Work, it is a mandatory requirement that the appointed PR agency has relevant, in-market capability and understanding of the UK and Ireland media landscape, including established relationships with UK and Irish media, bloggers, and content creators. At the point of bid submission, agencies are expected to demonstrate existing experience and credibility within the UK and Ireland markets, including familiarity with key titles, broadcasters, influencers, and media dynamics relevant to South African Tourism's objectives. This requirement reflects the need for immediate effectiveness and cultural and media relevance in delivering an always-on press office and PR activity for these markets. 6. The appointed agency needs to have a physical presence in one or both of the markets, but with a clear demonstrated reach across both the UK and Ireland. 7. These briefs will be ad hoc and infrequent and will be handled separately to the UK fee. 8. The anticipated timeline from

Procurement Policy Framework Act and Preferential Procurement Regulations, 2022 – South African domestic legislation. Please clarify how compliance with these regulations is expected from a UK or Ireland-domiciled agency. 13. The pricing schedule requests a 36-month retainer but makes no reference to currency. Please confirm whether pricing should be submitted in GBP, EUR, or ZAR, and how exchange rate fluctuation will be managed over the contract period. 14. The document references an "applicable escalation percent" but provides no guidance on what this should be benchmarked against – UK CPI, SA CPI, or otherwise. Please clarify. 15. The cover page states "all bids must be submitted on the official forms – not to be retyped" yet submission is entirely via an online portal. Please clarify what "official forms" refers to in this context. 16. The scope includes MICE (Meetings, Incentives, Conferences and Exhibitions) activity, which is typically a distinct discipline from consumer and trade PR. Please clarify whether this is expected to sit within the same retainer and be delivered by the same team. 17. The requirement to run an always-on 24/7 press office is significant in terms of resourcing. Please clarify what volume of press office activity is currently being handled and whether any existing infrastructure, contacts or protocols will be transferred to the appointed agency.	appointment to contract execution is subject to South African Tourism's internal governance, approval, and contracting processes. While South African Tourism intends to progress to contract finalisation as efficiently as possible following the formal appointment of a preferred bidder, bidders should note that commencement of billable work will only occur once a contract and service level agreement have been formally executed. No work should be assumed or undertaken prior to a PO being issued. 9. Overall campaign strategy and core messaging will be directed by South African Tourism. The appointed PR agency will be expected to localise this strategy for the UK and Ireland markets and to develop PR-led campaign ideas and executions in collaboration with the UK & Ireland Hub and other appointed agencies, where relevant. 10. Yes, the appointed agency will be onboarded with full CI guidelines, campaign guidelines, project overview from the local team as well as detailed audience profiles. 11. There is an international supplier registration and the appointed agency will be guided on setting this up. 12. South African Tourism acknowledges that certain elements of these regulations – including B-BBEE certification, Central Supplier Database registration, and other South African domestic compliance requirements – do not apply to UK- or Ireland-domiciled agencies due to differences in legal and regulatory frameworks. Foreign bidders are therefore not required to demonstrate compliance with South African domestic preferential procurement measures where these are explicitly not applicable to non-South African entities. This will not negatively impact the evaluation of bids submitted by UK- or Ireland-based agencies, provided all other mandatory and evaluation requirements of the tender are met. 13. Please refer to Part A: General Tender Conditions, under section 4.4 VAT, Duties and Other Taxes, the document states: "The full price under this tender must be quoted in GBP. Any other currency will not be evaluated for this tender." 14. Bidders are required to propose their own applicable escalation percentage as part of their commercial submission, based on their commercial assumptions, provided that all pricing is quoted in GBP and remains firm in line with the tender requirements. All proposed escalation assumptions will be considered as part of the overall price evaluation. South African Tourism will evaluate submissions based on the total cost over the contract period, rather than the basis on which escalation is calculated. 15. Please note that the submission is online and you will not be disqualified for typing. 16. MICE is included within the overall scope of work as a specialist area of PR support, particularly in collaboration with the South
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	African National Convention Bureau. Bidders are not required to propose separate or fully developed MICE-only strategies or targets at this stage. 17. The requirement for an always-on 24/7 press office should be understood as 24/7 availability and escalation capability, particularly in relation to issues management and crisis communications, rather than continuous round-the-clock staffing. The appointed agency must have a UK- or Ireland-based team responsible for managing the press office during core operating hours, with clear escalation protocols and access to senior counsel out of hours when required. This ensures timely response to urgent or reputational matters while reflecting realistic patterns of media engagement in the UK and Ireland markets.
1. How many agencies has the re-issued notification (below) been sent to? 2. Can you clarify the role of Black Diamond who announced their appointment by SAT on 10th March?	1. The re-issue notice was sent to all original bidding agencies and has also been advertised on PR Week as per our tender process requirements. 2. No other agency is currently contracted by SA Tourism in the UK from a tender process.
1. The documents state that the bidder must have “a footprint/offices in the United Kingdom or Ireland” and must attach proof of address or a Service Level Agreement with a local partner. Is it preferable to have a footprint in both markets? Also, can we check this is all of Ireland or does it just refer to Northern Ireland? 2. The tender requires “recent audited final accounts & cashflow submitted to Companies House & HMRC.” What is the required age limit for audited accounts (e.g., last financial year only, or last two years)? 3. Testimonials: Testimonials must be signed, contain contact details, and be within 36 months. Will SA Tourism accept digital signatures or must signatures be handwritten? 4. If a client has changed employer and the letterhead is no longer available, will an updated “verification email” from the referee be accepted? 5. Case studies: Can one case study cover both the UK and Irish markets, or must they be from separate markets? 6. Can a non-travel campaign be used as the second case study as long as one is travel related? 7. Creative Pitch: Does SA Tourism consider one “slide” equal to one PDF page? 8. Are title slides, appendices, or cover pages included in the 10-page count? 9. Will there be a live presentation and opportunity to meet the team? 10. Clarification on pricing / prescribed hourly rate table: The table includes fixed monthly hours (15, 21, 25). Are agencies permitted to propose higher or lower monthly hours if they believe additional or less staffing is needed, or must the pricing table reflect only the mandated hours? 11. KPIs & Reporting: Does SA Tourism prefer a	1. The appointed agency needs to have a physical presence in one or both of the markets, but with a clear demonstrated reach across both the UK and the Republic of Ireland. 2. SA Tourism UK requires the last financial year audited accounts and they should not be earlier than 2024-25. 3. South African Tourism will accept digital or electronic signatures on client testimonials, provided that the testimonial is on the client’s letterhead, includes the referee’s contact details, and meets the requirement of having been issued within the last 36 months. Handwritten signatures are not mandatory. 4. As set out in the tender evaluation criteria, testimonials must be submitted in the form of a formal written letter on the client’s letterhead, signed by the referee and including their contact details, and must relate to work completed within the last 36 months. The evaluation process is subject to formal governance and audit requirements. For this reason, South African Tourism is required to apply the published evaluation criteria and submission requirements strictly and consistently, and is unable to deviate from or relax these through the clarification process. 5. Happy for case studies to cover both markets. 6. As long as one is travel, the other can be outside of travel. 7. Yes. 8. No. 9. No. There will be no live presentation or in-person/virtual pitch stage as part of this tender process. South African Tourism has removed this element in order to streamline

specific media monitoring platform (e.g., Meltwater, Cision), or is platform choice left to the agency? 12. Services: The brief talks about a 24/7 press office. How has this operated historically? Do you require out of hours availability from a team or expect news to go out e.g. weekends? 13. Is there a limit to how many slides we can include in the official pitch response deck? (Understanding that there is a 10-slide limit for the creative response within).	the procurement process. Evaluation will be conducted solely on the basis of the written submissions and in line with the published evaluation criteria. 10. The prescribed pricing table, including the fixed monthly hours (15, 21, and 25), must be completed as issued and will form the basis of the price evaluation to ensure a like-for-like comparison across all bidders. Bidders may propose additional resources or alternative staffing approaches in their separate work plan if they believe this is necessary to deliver the scope of work; however, price evaluation will be based solely on the prescribed hourly rate table and mandated hours. Any adjustments to resourcing beyond this baseline will be considered, if required, at the contracting stage and will not influence the price scoring. 11. No platform is preferred and is down to who the agency works with as part of their current set up. 12. The requirement for an always-on 24/7 press office should be understood as 24/7 availability and escalation capability, particularly in relation to issues management and crisis communications, rather than continuous round-the-clock staffing. The appointed agency must have a UK- or Ireland-based team responsible for managing the press office during core operating hours, with clear escalation protocols and access to senior counsel out of hours when required. This ensures timely response to urgent or reputational matters while reflecting realistic patterns of media engagement in the UK and Ireland markets. 13. The creative response is the part where a limit applies.
1 What recent PR campaign or activity has delivered the strongest measurable impact for SA Tourism in the UK & Ireland market (e.g. in terms of reach, sentiment, or conversion)? 2 Are there any competitor destinations whose communications approach you consider particularly effective in the UK & Ireland market? If so, what elements stand out? 3 Can you share any guidance on upcoming global or hub-level marketing campaign platforms that the appointed agency should align to? 4 The scope references media training and event support. Should these be costed within the core retainer, or treated as additional/project-based services? 5 In relation to Part C, Criteria 5 (campaign idea), should bidders also include examples or approaches to ongoing press office and always-on activity, or will this be assessed separately within other criteria?	1. South African Tourism does not provide comparative performance assessments of past campaigns or activity as part of the procurement process. Bidders are expected to demonstrate their own capability, experience, and approach to delivering measurable PR impact in the UK and Ireland markets through the evidence provided in their submissions. 2. Bidders are expected to demonstrate independent market awareness and the ability to conduct competitor analysis and apply relevant learnings as part of their proposed approach. 3. No additional information on future global or hub-level campaign platforms will be shared during the procurement process. Alignment with overarching strategy will be addressed collaboratively with the successful bidder following appointment. 4. Pricing must be completed in line with the prescribed pricing table and instructions set out in the tender documentation. Bidders may outline assumptions regarding included versus project-based services in their commercial approach, however price evaluation will be based solely on the submitted pricing schedule. 5. Criteria 5 relates specifically to the assessment of a single campaign idea, as defined in the evaluation criteria. Always-on press office capability and

	ongoing PR activity are assessed separately under the relevant criteria within Phase 2. Bidders should structure their submissions accordingly.
1 For phase 2, criteria's 1,2,3,4 what is the preferred format for submission eg powerpoint/word? 2 For the budget breakdown, we can provide this based on bidder resource allocation? Please could you please confirm whether you also require us to include any third-party costs (for example, flight budgets for press trips)? 3. Please could you clarify whether a detailed cost breakdown is required for any proposed creative activations or campaign ideas? 4. For phase 2, the 10 slide maximum limit can you confirm that this only applies to the creative campaign plan and not the other criterias eg case studies and team experience 5. In Part A point 6 you mention that 'annexes must be completed in full using the given number format. All attachments or references to attachments must be clearly marked and specific to the information required.' - may we confirm that all attachments (Part A/B/C) can be on separate headed pages, signed/initialled? • Eg the Acceptance of General Tender Conditions of South African Tourism can be re-typed onto a separate document and submitted 6. Should each Annexure (SBD 1/SB4) be reproduced on separated, signed documents and shared or shared as one document? 7. To confirm only South African based companies need to be registered on CSD? 8. For Criteria 5, could you please clarify what is meant by "platforms to extend reach", are you referring to social media platforms in this instance?	1. No specific submission format (e.g. Word, PowerPoint) is prescribed for Phase 2 responses. Bidders may submit their responses in a clear, readable format, provided that all required information is included and submissions comply with the portal requirements. For ease of evaluation, South African Tourism recommends submission in PDF format, where possible. All official forms and annexures must be submitted as issued and completed in full, in line with the tender instructions. 2. The budget breakdown for evaluation purposes must be completed in line with the prescribed bidder resource allocation and pricing table, which focuses on the three specified roles, their hourly rates, and the mandated monthly hours. Bidders are not required to include third-party or pass-through costs (such as flights, accommodation, hosting costs, or other press-trip expenses) within the pricing table used for evaluation. These costs may be referenced separately, where relevant, as indicative or project-based costs, but they will not form part of the price comparison or scoring. Any third-party costs, where required, will be agreed and approved on a case-by-case basis during the contract period in accordance with South African Tourism's internal processes. 3. No detailed cost breakdown, but you may provide a budget for clarity, but the price comparison is solely on the table provided to ensure we have a like for like comparison for all bidders. 4. The slide limit is only applicable to the creative idea. 5. All annexures and tender forms must be completed in full using the official documents provided, in the original format and numbering, and submitted as part of the bid pack. Documents that are required to be signed or initialled must be signed by a duly authorised representative. While annexures may be submitted as separate attachments, bidders may not re-type, re-format, or recreate any official tender forms or declarations. This includes, but is not limited to, the Acceptance of General Tender Conditions of South African Tourism. Failure to submit completed annexures in the prescribed format may result in disqualification 6. For submission purposes, annexures may be uploaded as separate signed documents, or combined into one consolidated PDF, provided that each annexure remains clearly identifiable, complete, and signed. 7. Only South African companies need to be registered on the CSD, once appointed, the winning bidder will need to register as a foreign supplier and details will be provided. 8. Bidders may interpret platforms to include,

	where relevant, a mix of channels and mechanisms such as earned media platforms, broadcast opportunities, partnerships, digital and social platforms, events and activations, collaborations with other agencies, or other PR-led touchpoints that help extend reach and impact for the proposed campaign.
1. What percentage of the annual marketing budget for the UK does the PR contract constitute. 2. Alternatively to the above if you can provide a GBP range for the contract please do share that budget. 3. Does experience with representing tourism firms such as travel brands like Booking.com, TravelPerk, SITA etc qualify under section C: Tourism Sector experience? 4. Please kindly share all received clarifications and answers to date. 5. Please advise who the current provider is and what their contract award value was and what year this was awarded 6. Please do share the latest UK Market Report/ Brand tracker ; Campaign Development Briefs ; Consumer Briefings etc. 7. Given the Easter Holidays, please do extend the submission date by 5 days.	1. South African Tourism does not disclose internal budget allocations or proportional spend across channels as part of the procurement process. Bidders should submit proposals based solely on the requirements and pricing structure outlined in the tender documentation. 2. South African Tourism does not provide budget ranges, indicative contract values, or target pricing as part of the tender process. Bidders are required to submit their most competitive commercial proposal in line with the prescribed pricing schedule. 3. Experience with travel-related brands may be relevant; however, bidders should refer to the explicit evaluation criteria in Part C, which require demonstrated expertise and experience particularly within the tourism sector, supported by compliant testimonials and case studies as defined. All submissions will be evaluated strictly against the published criteria. Please also refer to the UK and Ireland specific requirements here. 4. All clarifications and responses deemed relevant to the tender are published in this document. 5. South African Tourism does not disclose information relating to incumbent service providers, historical contract values, or previous awards as part of the tender process. 6. As outlined in the Scope of Work, South African Tourism expects the appointed PR agency to be UK- or Ireland-based and to demonstrate a strong understanding of the UK and Ireland markets. Bidders should therefore draw on their existing in-market expertise, publicly available insights, and prior experience when developing their proposals. Further access to South African Tourism-specific research, data, and internal materials will be addressed collaboratively with the successful bidder following appointment. 7. The tender submission deadline will not be extended. Bidders are required to submit proposals in accordance with the closing date and time published in the tender documentation.