

QUESTION AND ANSWERS

BID NUMBER:	TENDER NUMBER: SAT 335/26
BID DESCRIPTION:	INTEGRATED MARKETING AGENCY FOR WEST AFRICA HUB

	QUESTIONS	ANSWERS
1	Given the recent concerns around safety, attacks, and the perception of South Africa as unwelcoming to African travellers, is there any intention from South African Tourism to acknowledge these concerns publicly or address them directly as part of the communication strategy? If so, are there specific messages, initiatives, or assurances that the brand would like us to incorporate to help rebuild confidence among Nigerian and West African travellers?	This specific requirement is only applicable to bidders that qualify for 2B (Pitch Presentations) of the tender process. Whilst matters of Immigration and Safety and Security are competencies of the Department of Home Affairs and Ministry of police, the bidder's submissions/proposals could suggest in their submissions how SA Tourism can leverage this messaging in its campaigns taking into consideration the local market nuances.
2	Are there specific cities, destinations, tourism experiences, or locations within South Africa that South African Tourism would like us to prioritise in the campaign for the Nigerian and West African market? We understand that destinations such as Johannesburg and Cape Town are already popular among Nigerian travellers, so it would be useful to know if there are other destinations or experiences that the client would particularly like us to highlight or drive consideration towards.	This specific requirement is only applicable to bidders that qualify for 2B (Pitch Presentations) of the tender process. The market insight is that West Africans frequently visit Mpumalanga, Western Cape, Gauteng and KwaZulu Natal.
3	Can we have the Snapshot 2026/2027 Africa Big Things to be Done and the full Come Find Your Joy strategy? Both are referenced but not attached. -What is the budget, and how is it split across markets and disciplines? -What KPIs and baselines exist (attribute scores, arrivals, social benchmarks)? -Does "repeat travellers" mean repeat international travellers, or repeat visitors to South Africa?	This specific requirement is only applicable to bidders that qualify for 2B (Pitch Presentations) of the tender process. It shall be shared with shortlisted/qualifying bidders who will also have to sign Non-Disclosure Agreements (NDA) due to the sensitivity of the information.

	-Which partners (airlines, trade, hotels, visa facilitation) are in place, and are any off-limits? -Are there brand guidelines, asset libraries or approved content to use? What key destinations/attractions that drive revenue should we highlight?	
4	Should we stick to using the Come Find Your Joy? or are we to come up with a new expression?	Come Find Your Joy is South African Tourism's global brand messaging.
5	Basis of the total bid price (Part A, Annexure C, p18; Part A 3.5.21, p8). The RFP does not state a campaign or media budget. Should the total 3-year bid price include agency fees only (Annexure H rates multiplied by estimated hours/days), or also media, production and experiential costs? If fees only, will SAT supply an assumed scope or volume of hours so that bids are priced on a like-for-like basis for the 80-point price evaluation?	The bid price should include agency fee (for all principles - Media planning and buying, Digital, Social and Experiential)and Annexure H (rate card).
6	Rand threshold (Part C, Table 1, p1). The bid is priced in Naira, but the 80/20 system applies to tenders below R50 million. Which exchange rate and date will SAT use to convert?	All bids must be quoted in Naira ONLY!
7	Cost estimate and invoice (Part C, p6). May commercially sensitive figures or client details be redacted in the cost estimate and invoice submitted? As we sign an NDA with all our clients and invoices are considered confidential documents.	The Summarised CV's and the organogram are the requirements.
8	Costing & Value for Money (Part C, p9). This item appears in Phase 2B with no weighting, while the other criteria total 100. Is it scored, and what format and level of detail is expected for the costing presentation?	This is part of the 15 points weighting. Scoring will be based on the bidders overall campaign performance management, monitoring, optimization, and reporting.
9	Annexure sequence. Part A (section 7, p12) lists Annexures I, A, C, H, J, K, while Part C's list of returnables (p10) uses Annexures A-G with different content. Please confirm the required order and labelling for upload.	Kindly follow the sequence in Part A.
10	Draft SLA (Part A 3.5.22, p8). Is there an SLA template or minimum service levels bidders should use for the draft SLA?	The successful bidder will be required to submit an SLA upon request during contracting.

12	CSD / tax Part A section 4 requires CSD registration, while Part C Table 2 refers to FIRS tax compliance and TIN. Please confirm that Nigerian bidders with no South African presence are not required to register on the CSD or submit Annexure G, and that FIRS evidence is sufficient. Part A 4, 3.5.11; Part C Table 2	Yes, Nigerian bidders are not required to register on CSD. Bidders are, however, required to submit their CAC registration.
13	VAT Part A 3.4 requires prices inclusive of VAT, while 3.5.4 states that no VAT may be levied on exported work. Please confirm that Nigerian VAT (7.5%) should be included and shown separately. Part A 3.4, 3.5.4	Prices must be quoted inclusive of VAT and all other relevant taxes and duties (where applicable) should be shown separately.
14	Registration on the e-procurement portal. When registering on the e-procurement portal, some fields offer only South African options that do not apply to Nigerian bidders, for example the address fields (Province, Municipality and Suburb) and the tax section. Please advise how Nigerian bidders should complete these fields. Part B 2.2 (p2)	Bidders to complete applicable areas. After finishing your profile, you will be able to view tenders on the dashboard.
15	Pitch brief. Will the response to the pitch brief form part of the documents to be submitted on 14 October 2026, or will agencies shortlisted for the pitch round be given a separate date for submission and presentation? Part C Table 1, Phase 2B (p1); Marketing & Communications Brief.	Only shortlisted agencies will be required to respond to the Part 2B (Pitch presentation) of the tender process. A separate submission date will be communicated to the shortlisted/qualifying agencies.
16	Firm prices and foreign exchange. Please confirm that the requirement for prices to remain firm for the contract period applies to agency fees (Annexure H rates and fee/commission percentages), and that third-party costs such as media, production and platform spend will be quoted per project at prevailing rates with supporting documents. Please also confirm how costs incurred in foreign currency (e.g. USD platform billing, ZAR production in South Africa) should be treated. Part B 4 (p3); Part A 3.5.4 (pp3-4), 3.5.21 (p8); Annexure H	Annexure H costs are to remain firm for the period of the contract. No production will take place outside of Nigeria. All costs will be billed and paid in Naira in compliance with Nigerian law.
17	ARCON pitch fee requirement. Under the Advertising Industry Standard of Practice (AISOP) issued by the Advertising Regulatory Council of Nigeria (ARCON), clients who invite agencies to a creative or strategy pitch are required to pay a pitch fee / pitch rejection fee to participating agencies. We note Part A section 3 and clause	South African Tourism is a state owned entity that has to comply with South African Treasury regulations as well as the Public Finance Management Act (PFMA). Both require that state organs only pay for services rendered. As such,

	3.5.10, which state that SAT will not be liable for bidders' costs, and Part A 3.5.12, which provides that the laws of the country where the services are rendered will apply. Please confirm whether SAT will apply the ARCON pitch fee requirement to bidders invited to the Phase 2B pitch presentation and, if so, the applicable amount and payment terms. Part A 3 (p1), 3.5.10 (p5), 3.5.12 (p6); Part C Phase 2B.	pitch fees do not constitute services rendered. Bidders WILL NOT be compensated for submitting their voluntary pitch presentations as part of the tender process.
18	Non-exclusive award Part A 3.5.7 and Part B 5.1 states that the appointment is non-exclusive and may be made to one or more agencies. Please clarify: (a) whether SAT intends to appoint one agency or more than one; and (b) if more than one, how work will be allocated between them (for example by discipline, by market, by rotation, or by competitive quotes per project). Part A 3.5.7 (p4); Part B 5.1 (p3)	The appointment of the successful agency/agencies will be based on their ability to meet the set criteria as outlined in the tender documents.
19	Payment terms for third-party costs. Part A 3.5.4 provides for payment within 30 days of a valid invoice, unless otherwise determined in the contract or other agreement. Given the integrated 360-degree scope, which involves significant third-party commitments in Nigeria and Ghana (media bookings, experiential activations, production vendors and influencer partnerships), many of which require payment before or at the point of execution, please advise what payment arrangements SAT can offer for approved third-party costs, for example advance or upfront payment, or staged or milestone payments for larger campaigns. Part A 3.5.4 (pp3-4).	Payment terms are based on the RFP conditions. Any deviations are subject to approval by South African Tourism in line with its Delegation of Authority.
20	Specific goals and ownership tables. The tender is open only to bidders based in Nigeria, while the preference points system in Part C (pages 11-15) defines specific goals in terms of South African citizenship, B-BBEE and CIPC/CSD documentation. Please confirm: (a) whether the 20 specific-goals points apply to Nigerian bidders and, if so, on what basis they will be awarded; (b) whether Nigerian bidders must complete Table B (Ownership) and Table C (Specific Goals); and (c) whether Annexures B, D, E, F and G may be marked "Not applicable". Part C 4.1-4.16, Tables B and C; Part C returnable list	Specific goals are only applicable to South African Companies that are in partnership with a WA company.
21	We note that Part A 3.5.21 refers to the pricing summary being placed "under Part B, par 6", while Part B paragraph 6 contains brand and consumer information. As advised at the compulsory briefing session on 22 September 2026, we	The rate card (Annexure H) should be completed and submitted along with a pricing summary in Annexure C (SBD 3.3)



SOUTH AFRICAN TOURISM

	will provide the pricing summary in Annexure C (SBD 3.3). We would appreciate SAT's written confirmation of this in the published responses.	
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