



SOUTH AFRICAN TOURISM

Land Market Research for SA Tourism: Tender no SAT 157/19

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

Item	Description
1	<p><u>Question</u></p> <p>Referring to the regional experience, do we only need to show that we have experience in the mentioned regions?</p> <p><u>Response</u></p> <p>Any experience outside of South Africa will considered, it does not matter where in world.</p>
2	<p><u>Question</u></p> <p>Have you done this kind of work/project in these regions before or should it be considered as baseline work?</p> <p><u>Response</u></p> <p>We have done work in some of these markets, Mozambique, Botswana and Namibia. Because of the 5 in 5 target We are looking at how we can put more focus and in-depth research for these markets. This should however be considered as baseline work.</p>
3	<p><u>Query</u></p> <p>Who can participate in the survey or What is the responded criteria. Are you looking on any particular segments?</p> <p><u>Response</u></p> <p>We will rely on your expertise as to who should participate, whether they are travelling for business, leisure or visiting friends or relatives as we are looking at tourism holistically.</p>
4	<p><u>Query</u></p> <p>Do you have offices in the mentioned regions?</p> <p><u>Response</u></p> <p>No, we operate these markets strategically from our Africa team and they are all based in South Africa.</p>
5	<p><u>Query</u></p> <p>Is there a reason why the research is based on qualitative results and not quantitative results?</p> <p><u>Response</u></p>

	<ul style="list-style-type: none"> We just want to understand who the travellers are and what they want. We are not at the level of quantitative.
6	<p><u>Query</u></p> <ul style="list-style-type: none"> There are 8 elements required: 1 original, 3 hard copies and 4 electronic copies in separate envelopes. Do you require 8 separate sealed envelopes, or are the 3 hard copies and 4 electronic copies (on thumb drive) to be placed together in an envelope each for hard copies and electronic copies, e.g. 3 envelopes: <p><u>Response</u></p> <ul style="list-style-type: none"> You will have to print 1 original and 3 copies and put them in envelopes, then also include 4 electronic copies (on USB or thumb drive). They must all be delivered to our offices on the address provided on the RFP document
7	<p><u>Query</u></p> <ul style="list-style-type: none"> How do you define the business administration from the evaluation criteria? <p><u>Response</u></p> <ul style="list-style-type: none"> Business administration as we interpret it is the day to day management of processes and policies in the delivery of the project. This is the experience and expertise in execution of the business at hand. NB: Project management is the holistic oversight from project conception, design, control and evaluation.
8	<p><u>Query</u></p> <ul style="list-style-type: none"> If you are a company registered in South Africa, do you need to be registered on CSD <p><u>Response</u></p> <ul style="list-style-type: none"> Only applicable to SA registered companies.
9	<p><u>Query</u></p> <ul style="list-style-type: none"> When must the study be completed? <p><u>Response</u></p> <ul style="list-style-type: none"> Before the 31 March 2020 the project must be concluded, and all invoices and results processed NB: The ideal time for fieldwork: As soon as possible - This is the second time we are issuing this tender and much delayed.
10	<p><u>Query</u></p> <ul style="list-style-type: none"> Vernacular translation <p><u>Response</u></p> <ul style="list-style-type: none"> Supplier must include this in their response where translation is necessary, how it will be checked and the quality of back translation.

11	<p><u>Query</u></p> <ul style="list-style-type: none"> • Are there any no go zones? <p><u>Response</u></p> <ul style="list-style-type: none"> • No
12	<p><u>Query</u></p> <ul style="list-style-type: none"> • Sample sizes? <p><u>Response</u></p> <ul style="list-style-type: none"> • We will rely on your expertise as to sample sizes. What is important is that the responding organisations must have confidence that the findings are sound and have the necessary backing for business decisions and campaigns to be based on the insights gathered
13	<p><u>Query</u></p> <ul style="list-style-type: none"> • What is the level of involvement would you like to be involved in the process? <p><u>Response</u></p> <ul style="list-style-type: none"> • <u>We would like to be very involved.</u>
14	<p><u>Query</u></p> <ul style="list-style-type: none"> • In the brief you mention the following question: Who are the major players in the travel industry - B2C as well as B2B and B2B2C? Can you please share a definition / example for each of these in the context to SA Tourism and this research? <p><u>Response</u></p> <ul style="list-style-type: none"> • 1. B2C - Business to Consumer - These are tourism players that sell products directly to consumers e.g. Hotels, Tourist attractions and Tourist activities that market directly to tourists. In this context - an example Macufe or Joy of Jazz being promoted in radio interviews and promotions in Zimbabwe • 2. B2B - Business to Business - These are tourism players that sell products to other businesses e.g. Hotels, Travel intermediaries, Tourist attractions and Tourist activities that sell availability to aggregators, package tours or travel agents. In context - an example airport transfer company or “ground handler” that sells airport shuttle services to Hotels. The consumer interacts with this product, but their airport transfer is administered as a Hotel service paid to the hotel • 3. B2B2C - Business to Business to Consumer - These are tourism players who combine elements of the above. E.g. Travel agent and Travel aggregators sells products directly to the consumer on behalf of other businesses and include their own services and promote their own brands in conjunction with other brands. In this context - Trivago, AirBnB, Hotels.com are aggregators that facilitate between businesses and consumers. Another interpretation could be the case of added services not included in a package for example Sun City booking through a Travel Agent that does not include the entrance to Valley of the Waves (which the tourist will have to buy directly once at the property even though their room and breakfast was included in the package sold to them).