

PR and Events: Netherlands and Belgium

1. We have years of experience within the tourism branch, but this is not within the 12 months you have stated as a requirement in the tender.

Answer: We will permit you to provide those references and provide case studies based on work you have completed for them.

2. Furthermore, we have a question about the deliverables for Phase 0. We have the idea that we need to deliver on the 3 parts mentioned in 9.13.1 is that correct?

Answer: Correct. please refer to answer provided at question number 6.

3. In 9.13.1 Part C.d you ask for a proposal. It is not quite clear to us what kind of proposal you are looking for. Is it a short debrief to show our understanding of the brief, the scope of work and challenges? Or do you mean an actual strategy and concrete interpretation of the PR-approach? Because in Part C.g you ask for a detailed cost breakdown based on the full requirements under the tender. In order to make a detailed quote for 5 years, in our opinion you'll need to have a complete overview of the PR-strategy, activities, events etc, so we do not quit understand how we are able to make you a detailed quote without having a complete annual plan, and in case of this tender even a complete 5-year plan.

Answer:

1st part of question:

The scope of work and projects selected per year are determined by annual business plans developed on an annual basis, and the projects outlined within them. This varies from year to year based on business objectives, however the scope of work contained in the RFP provides a comprehensive outline of the work expected to be delivered across projects. Please refer to sections 9.4, 9.5, 9.6 and 9.7 detailing scope of work required.

South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.

2nd part of question:

We have provided a scope of services required to deliver on operational needs and duties that the agency will fulfill. For your costing, you are required to assess the scope of services against your agency capabilities and resources and to provide a retainer estimate cost based on this. This cost should then incorporate inflationary annual increases so that we can see what the cost will be over a period of time. Our intention on scoring on price is to look at your cost models and resources.

4. Page 7 item 6.8: Do we understand correctly that SAT stipulates that any proposal, any campaign idea, any creative idea as enclosed in the tender document, will become the property of SAT, even in case the submitting agency is not being awarded a contract?

Answer: No, the creative submitted will only be used for evaluation purposes. We won't own it after that unless we contract with the service provider.

5. SAT is requesting agencies to share campaign ideas to creatively and impactfully address the country's attractiveness and uniqueness for tourism. For instance the Big Thing concept to which is referred in the tender document. Since campaign ideas from 'a few thousands' to one or more hundreds of thousands can be developed, can SAT mark a budget range which would be feasible within the set annual budget for NL/BE?

Answer: Our budgets are allocated in line with our business plan, and therefore changes from year to year. We can however disclose that in the past 3 years, our consumer marketing budget has ranged from between 1,5 million to 2 million euros per year

6. Can you also enlighten the PR barriers to which is referred in the document, in order to get a better understanding of the PR challenges that SAT has encountered?

Answer: Safety and security is currently a key perception barrier when targeting consumers despite differing levels of impact across consumer groups. It therefore applies to all markets and age segments for consideration.

7. Is the business plan to which is referred in the tender document available for tendering agencies?

Answers: South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.

8. Can you share latest arrival statistics and trends from NL and BE?

Answer: Arrival statistics are available on our website on www.southafrica.net.

9. Although we have traced three different tenders on the SAT website (PR for NL/BE ; PR for Nordics ; creative digital for Northern Europe) some of the texts in the tender document give the impression that only a joined Northern Europe proposal can be submitted. Can you please reconfirm that our perception of the NL/BE PR proposal is correct?

Answer: We have published 3 different RFPs as 3 different processes, outlining different needs. If you are applying for any one of the 3, the requirements are outlined fully in the different bid documents. We therefore do not require 1 consolidated proposal for all 3 tender documents.

10. Concerning the latter we intend to submit the NL/BE PR proposal in close collaboration with our Belgian agency partner. Since the tender document refers to the opportunity of joint ventures, can you please advise whether or not SAT has any preference in the structure of bidding. Can one entity bid for the entire region and with another agency as subcontractor OR would SAT prefer both agencies to bid for their respective territories?

Answer: The structure of partnering is dependent on the bidding company but should be cleared out in the proposal. The scope of work can be shared amongst the joint ventures as you deem possible, as long as you show that the work can be executed. Please refer to section 6.19 in the tender document for instructions around sub - contractors.

11. Since Travelproof is already collaborating with 2 African sub-Saharan tourism boards, can you identify if any - and which - African destination is considered as conflict of interest

Answer: Tanzania and Kenya

12. Last but not least, related to the arrival numbers and potential on both markets, can SAT identify the percentual split between NL/BE in its regional marketing/PR budget allocation, in order for us to live up to this in our proposal?

Answer: The split in focus would be 80/20

13. Would you like us to present the proposal in a specific format?

14. **Answer:** We don't have a set format as long as info stated on point 9.8 is included. The content is important so as the quality of presentation.

15. On page 16, paragraph 9.10 (c) the Nordics are mentioned. As we are taking part in the Benelux bid, is this correct?

Answer: The inclusive of Nordics is by error. This is only for the Benelux.