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SOUTH AFRICAN TOURISM

Tender no SAT 001/19

Integrated PR and Communications Agency in China Market

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>Query</u></p> <ul style="list-style-type: none">• Has there been any qualitative and quantitative survey on Chinese customers (e.g. general quantity of tourist, gender and age distribution, travelling time and length, etc) <p><u>Response</u></p> <ul style="list-style-type: none">• It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
2	<p><u>Query</u></p> <ul style="list-style-type: none">• What are the major competing tourism destinations for South Africa? <p><u>Response</u></p> <ul style="list-style-type: none">• Any long-haul destination countries eg. Australia, New Zealand, Egypt and Kenya.
3	<p><u>Query</u></p> <ul style="list-style-type: none">• What are the budgets for China market? The percentage and allocation of the annual budget in different channels? <p><u>Response</u></p> <ul style="list-style-type: none">• Bid price is proposed by the bidder. Comparative prices will be evaluated in Phase 3.
4	<p><u>Query</u></p> <ul style="list-style-type: none">• How do you manage tourist introduction and data & information? Do you have an independent data management system? <p><u>Response</u></p> <ul style="list-style-type: none">• We have a Research Business Unit in Head Office.

Addendum received by the Tenderer and the contents thereof included in the Tender:

Signature(s)



25/9/2019
Date

Name(s)

Simon Wang

Capacity

Finance & Admin Manager - China.

(Name of organization)

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