



SOUTH AFRICAN TOURISM

Tender no SAT 153/19: -Brand Tracker

Notes for Bid Clarification

#	Question	Response
1	Will the winning bidder have access to the raw data for the previous studies? This could influence cost and quality of reporting in a positive way for SA Tourism.	Yes,
2	will we be expected to populate the presentations with data for all the years or would you provide the presentations for us to only include the current wave?	<ul style="list-style-type: none"> It will be to populate the presentation or report with the current wave only
3	Would a partnership / joint venture / subcontractor bid be accepted?	<ul style="list-style-type: none"> Yes
4	is there a preference for the methodology (or mix of methodology) for data collection - specifically in relation to Telephonic, Face-to-face, Online, Panel - No Preference.	<ul style="list-style-type: none"> It must be comparable.
5	is the successful bidder expected to be able to perform the Brand Tracking research in all 44 countries upon launch? Would it be acceptable to introduce certain companies during the contract period?	<ul style="list-style-type: none"> Yes. Yes, however we will hold the main bidder accountable.
6	Please clarify what "HDI" is, as mentioned in Section 8.2 Annexure B: Company Information	<ul style="list-style-type: none"> Historically Disadvantaged Individuals
7	Is there a list of South Africa's tourism offerings available?	<ul style="list-style-type: none"> Question not relevant to the tender
8	If awareness should be tracked, does that include non-tourists?	<ul style="list-style-type: none"> Yes, and No. International we tracked those who have travelled. Domestic we track even non tourists.
9	is there a list of defined 'competitor' destinations?	<ul style="list-style-type: none"> It always changes by market. Destinations that comes top in the tourist mind becomes the key competitors. For reporting we always compare ourselves against australia, thailand, kenya, brazil, USA, India, China
10	Is there a list of Brand Attributes?	<ul style="list-style-type: none"> Yes

11	If perceptions are important, then would more open-ended questions be welcomed?	<ul style="list-style-type: none"> I can't tell. If they will add value. Perceptions we track is predominantly on defined attributes. If the value can be demonstrated we are open.
12	Would it be required that the historical data be integrated into the new survey?	<ul style="list-style-type: none"> Yes,
13	What is the important / minimum required B-BBBEE level?	<ul style="list-style-type: none"> To get better scored of Price and BBBEE evaluation
14	<p>Clause 9.3.3 reads that "<i>Where bidders choose to submit proposals for both studies they should submit the technical/functional proposals separately for each survey.</i>" On this, we understand that SA Tourism has sought synergies between the two trackers—international and domestic; thus, in our view, it will best to showcase the technical responses for the two trackers in the same document.</p> <p>With this view, we want to confirm how SA Tourism would prefer for us to present the proposal:</p> <ol style="list-style-type: none"> Option 1: As two entirely separate technical responses; thereby, limiting the ability to showcase synergies between the two streams; Option 2: Consolidated response, with separate pricing and technical details for the two trackers; allowing us to showcase the synergies. <p>In our view, Option 2 will serve better to showcase the requested synergies. Please let us know your preference and we will accordingly put together our solution.</p>	<ul style="list-style-type: none"> Yes. It has to be a separate section within the same document. I think you more suited to make a call on this one.
15	Mention is made in the brief that "SA Tourism currently recruits respondents from reputable panels" and that there is "data collected since 2004", but elsewhere in the brief it states that the provider of choice would be responsible for "Data collection and administering the survey across 44 markets". It is therefore unclear who will be responsible for the data collection	<ul style="list-style-type: none"> SA Tourism does not administer the data collection. The bidder must clearly demonstrate how they will help SA Tourism get the answers it is looking for.
16	If SAT is making use of international Panels, would the appointed provider have access to these Panels for continued data collection, or would the provider be responsible for sourcing all respondents in all markets themselves?	<ul style="list-style-type: none"> This is just an explanation on how the previous survey was conducted. This is answered above.
17	In which countries are you currently doing data collection and how is the data collected?	<ul style="list-style-type: none"> Please refer to the brief. Largely this is conducted using an online panel. Respondents are recruited and those who qualify receive a survey link.
18	The brief states that all available data needs to be collated and kept in one source for easier use and analysis - is this correct?	<ul style="list-style-type: none"> Yes.
19	<p>Sample Design</p> <p>The brief mentions that the survey needs to be done in 44 markets, excluding South Africa (which are outlined in Sample Size Appendix 2). The sample design however only shows sample criteria and sizes for 18 of these countries (outlined in Call Sheet Appendix 1). What is to be done with the other 26 markets? Are they currently not being measured and need to be included?</p>	<ul style="list-style-type: none"> Yes.
20	If SAT currently does not collect data in these 26 markets, the assumption is that the appointed provider would need to propose relevant sample sizes and	<ul style="list-style-type: none"> Yes

	establish a footprint in these currently unreached markets? Is this correct?	
21	For the local South African measure no sample size is provided, although it is mentioned that the survey is done twice each year. Is there any specific sample criteria that needs to be adhered to and what does this include?	<ul style="list-style-type: none"> We will provide further detail on the sample.
22	Is there a required sample size for the South African measure?	<ul style="list-style-type: none"> Please refer to the above.
23	In terms of analysis and reporting we are quite clear on the requirements - the main issue is just understanding where the data will come from and whether we will be allowed to use your current sources, what they entail and what is to be done with the markets currently not showing sample sizes next to them. I tried to be as clear as possible - if we think of anything else in the meantime I will add it to this list.	<ul style="list-style-type: none"> It is clear
24	9.10.2 - Methodology; b. What does piloting refer to? And in how many locations? -	<ul style="list-style-type: none"> Piloting is testing of the proposed methodology before a full blown launch can be done.
25	Does 'Integration of other data sources' mean the integration into your current analysis tool?	<ul style="list-style-type: none"> Yes.
26	The 44 markets - could you expand on what is meant by markets? I.e are there sub components to the market areas as well?	<ul style="list-style-type: none"> Countries. Yes, target segments that meet the specified criteria.
27	Who takes ownership of the accuracy of the results?	<ul style="list-style-type: none"> The service provider.
28	What are the timeline expectations for the delivery of the trackers from initial survey to producing the reports?	<ul style="list-style-type: none"> Four months
29	How will the face-to-face interviews be considered considering Covid-19?	<ul style="list-style-type: none"> Please propose.
30	Please can you confirm the list of markets? The RFP document states 18, but the appendix has 44. We would just like to ensure we work off the correct list.	<ul style="list-style-type: none"> 44
31	Please can you clarify if there will be a business and leisure sample for all markets?	<ul style="list-style-type: none"> its not a must but a good consideration
32	Is it possible to please let us know what segments (or the number of segments) are in each market? This will assist with ensuring we have an optimal sample size per market.	<ul style="list-style-type: none"> two main segments
33	We are required to submit hard and soft copies of the proposal to your office. Can you please confirm if this will still be a requirement should we still be in level 4 lockdown on the 21 st May, or will we be able to submit electronically?	<ul style="list-style-type: none"> SA Tourism is currently working on an online Tender Submission Portal.
34	There is no indication of the duration (length of interview) for the domestic tracker. Please provide us with ballpark/guideline for minimum and maximum interview duration? Please indicate in which languages the current domestic tracker questionnaire has been translated into. For the sake of continuity, we would recommend that this be maintained Are there any open-ender questions on the domestic tracker questionnaire? If yes, how many? How much room is there for a re-design of the questionnaire or must it adhere to the current questionnaire for tracking continuity? Taking COVID-19 conditions in account, new questions will have to be added to the questionnaire. Also see	<ul style="list-style-type: none"> 20 - 30 minutes in All SA official languages Few. 3 - 4. If the changes make business sense. We can re-design.

	questions about data collection in the section that follows below.	
35	<p>As a result of COVID-19 conditions, face-to-face interviews are not possible under present circumstances. We presume that all fieldwork on the current study has stopped. Please confirm?</p> <p>It is expected that COVID-19 conditions will prevail for the foreseeable future. Can we propose a change in data collection methodology?</p> <p>Can that data collection methodology encompass a mix-methodology approach that includes FTF CAPI, telephonic CATI and Online CAWI?</p>	<ul style="list-style-type: none"> • Yes • Yes. You need to take cogniscent that we not designing for COVID19 study. • Yes
36	<p>The above seems to be a reference to the International Tracker and not to the Domestic Tracker. Please indicate the exact deliverables for the Domestic Tracker, e.g., the frequency of data reports, the frequency of SPSS data, the frequency of presentations, etc.</p>	<ul style="list-style-type: none"> • They deliverables are applicable to both studies. •
37	<p>Why is there a reference to "How to intercept respondents"?</p> <p>Please clarify whether the interviews for the surveys in the African markets are done as FTF household interviews or as FTF intercept interviews (e.g., at airports in those markets or at border points in those markets)?</p> <p>If the interviews for the surveys in the African markets are done as FTF household interviews, can we presume that these were Metro/Urban areas only?</p> <p>It is expected that COVID-19 conditions will prevail for the foreseeable future. Can we propose a change in data collection methodology for the African markets, e.g. Online surveys, where possible, in these markets?</p>	<ul style="list-style-type: none"> • Why not - we are interested on suppliers' approach on recruiting respondents. • No. its household. • Yes. • It's not advisable because there is a separate plan for data collection during this period. We are looking for a robust solution that will be applicable post covid.
38	<p>In Appendix 2, sample sizes are only provided for the 18 key markets. Please clarify why the other countries are marked with a sample size of NA? -</p> <p>Please provide sample sizes for the countries marked with a sample size of NA - we need sample sizes per market to determine costs?</p> <p>Please advise if the survey is conducted on 18 markets at a time, per wave?</p> <p>Please advise how are markets selected and dropped for each wave of the study (or round of waves)?</p> <p>Which key markets have to be retained throughout the study, regardless of waves? Who determines which key markets should always be included in the survey?</p>	<ul style="list-style-type: none"> • We have not conducted the study in those markets. • We don't know. • Yes, that's the requirement. • This won't be a requirement from now on. We will always track all the markets. • All.
39	<p>The New Zealand sample is noted as ?, please confirm the sample size for New Zealand per wave</p> <p>For the International brand tracker, sample sizes shown are per wave. Is the sample size of the dipstick conducted in June the same sample size as the Feb and Nov waves? If the June dipstick wave is smaller, please supply the sample sizes for the dipstick wave.</p>	<ul style="list-style-type: none"> • 300 • No it was much smaller per country. +/- 100.
40	<p>In Appendix 1. some of the segment cells are empty, can we therefore assume that the segment/recruitment conditions have been 'relaxed' for some markets?</p> <p>Brazil has two columns O and P, one with lots of segment details and the other with a few (repeated) details. Please clarify what this means?</p> <p>It appears that the segmentation criteria for Switzerland, Ghana, Tanzania and Uganda are the same (at country level), essentially broad segment criteria. For each market, are there specific targets for each segment, for example, if for Country X the overall</p>	<ul style="list-style-type: none"> • Yes, and also that we have not done segmentation work on those countries. • It does not mean anything. Focus on the column that has details. • Yes. No segmentation work that was done, • Yes. The segment size differs but the cost of getting a respondent per market must be the same. •

	sample to be achieved is 800, and there are four segments for Country X - is there a target for each segment to make up that total of 800 interviews? Where do we get this detail from?	
41	Please advise if the detailed Pricing Schedule should be included in the Technical Proposal or should it be covered in a separate Financial Proposal?	<ul style="list-style-type: none"> Any will do.
42	Do we work to the same sample sizes or does SA Tourism prefer a larger monthly sample? Does there have to be continuity in sample design in terms of the current study and this new RFP?	<ul style="list-style-type: none"> The provider must propose a suitable sample size that will adequately address the business challenge. The current sample size is 1000 per wave.
43	We have checked your website for details about the 2016 'Domestic Lifestyle and Brand Tracker', but cannot find any details about it. Please provide more details about this tracker. Please clarify the reference to bi-annual. Is the bi-annual Domestic Tracker and the current monthly wave tracker in field, the same study?	<ul style="list-style-type: none"> No they are not the same study
44	Given that the proposals submitted by service providers will still have to be reviewed by the Bid Committee of South African Tourism, is the contract of the current service provider going to be extended? As the submission for the proposal is due on 21 st May, must the project plan still commence with a schedule that starts in May?	<ul style="list-style-type: none"> Yes, Contract timelines will be negotiated with the successful bidder
45	Please clarify why this condition is being applied? And does the B-BBEE contribution level have any bearing on this condition? We are a Level 1 B-BBEE contributor Please clarify whether the 30% sub-contracting conditions holds for both the Domestic Tracker and the International Tracker? In other words, sub-contracting has to be done for both studies?	<ul style="list-style-type: none"> The bidder with the better B-BBEE level will gain more points on Price and B-BBEE evaluation The 30% sub-contracting to and EME/QSE is required for this tender.