



SAT Tender 187/21

Notes for Bid Clarification

Business Events Brand Equity Study

for

The South African National Convention Bureau

Date issued: 27 August 2021

Tender closing date: 23 September 2021 at 12h00

Briefing Session held on 03 September 2021

Introduction

This Addendum with clarification notes serves to inform potential bidders of changes, amendments and/or clarifications made to the bid documentation. The following questions and/or changes have been received from those that are in position of the bid documentation.

Item	Questions and Responses
1	<p data-bbox="268 557 379 584"><u>Question</u></p> <ul data-bbox="316 622 1430 770" style="list-style-type: none"><li data-bbox="316 622 1430 770">• The universe of stakeholders which are available within MICE segments, especially when it comes to Associations and Exhibitions, they are limited, compared to that of the leisure segment. It's a very small universe which is available out there, when looking at the design of the study, the approach needs to be different. Any thoughts that you have on that? <p data-bbox="268 779 379 806"><u>Response</u></p> <ul data-bbox="316 844 1430 934" style="list-style-type: none"><li data-bbox="316 844 1430 934">• Yes, the approach may be different. The pool of stakeholders is likely to be smaller than that of leisure / everyday tourist. We will be speaking to a decision make in the MICE segment.
2	<p data-bbox="268 976 379 1003"><u>Question</u></p> <ul data-bbox="316 1041 1299 1068" style="list-style-type: none"><li data-bbox="316 1041 1299 1068">• We note that you mentioned Rwanda, what is your view on the rest of Africa? <p data-bbox="268 1099 379 1126"><u>Response</u></p> <ul data-bbox="316 1164 1430 1384" style="list-style-type: none"><li data-bbox="316 1164 1430 1285">• In Africa we have 10 key markets we are focusing on as SA Tourism in our Marketing Investment Framework, however, in MICE there may be some differences - so Rwanda is not a focus area in leisure, but it is important in the MICE space, as both a competitor and a market that may supply to us business.<li data-bbox="316 1294 1430 1348">• Suppliers may also refer to the listed countries in the document named PART B - Appendix A will have the countries.<li data-bbox="316 1357 995 1384">• Suppliers may also refer to p.17 of the presentation. <p data-bbox="268 1415 379 1442"><u>Question</u></p> <ul data-bbox="316 1480 1430 1543" style="list-style-type: none"><li data-bbox="316 1480 1430 1543">• Morocco is the biggest contender in the MICE space, as well as Egypt are there any plans from your side on these? <p data-bbox="268 1574 379 1601"><u>Response</u></p> <ul data-bbox="316 1639 1430 1702" style="list-style-type: none"><li data-bbox="316 1639 1430 1702">• Suppliers may propose markets they deem important as part of the study, over and above what has been provided in the list by SAT.

3	<p><u>Question</u></p> <ul style="list-style-type: none"> In appendix A, we have different markets and segments provided and we are requested to provide two cost options, one for 16 countries and the other for 18 countries, however for the 16 countries it is not clearly outlined which of those are the 16 priority countries? <p><u>Response</u></p> <ul style="list-style-type: none"> We have 16 priority markets as per Marketing Investment Framework (see briefing presentation as well) however, MICE segments might have differences, so the supplier may suggest which countries / markets outside the MIF that SAT should focus on for MICE.
4	<p><u>Question</u></p> <ul style="list-style-type: none"> Have you done any waves of this study in the or is this the first time? <p><u>Response</u></p> <ul style="list-style-type: none"> No, this will be a baseline study, we haven't done anything in the past.
5	<p><u>Question</u></p> <ul style="list-style-type: none"> What is the expected timeline on the project? <p><u>Response</u></p> <p>This is a 3-year project, 1 wave per year. As to how long the project timelines look like, this will be left up to the supplier to advise in the proposals submitted to SAT.</p>

End.