



**SAT Tender 198/21**

**Notes for Bid Clarification**

**Brand Tracker for International and Domestic Study**

**Date issued: 21 January 2022**

**Tender closing date: 15 February 2022 at 12h00**

**Tender submission: <https://forms.gle/W9Pb7WxQvht198nd9>**

## 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 the position of the bid documentation.

Item	Questions and Responses
1	<p><b>Question:</b></p> <ul style="list-style-type: none"><li>• May you kindly address the issue regarding the questionnaire attached which is not clear.</li></ul> <p><b>Response:</b></p> <ul style="list-style-type: none"><li>• Please see attached the updated QNR for your reference (Annexure 1).</li></ul>
2	<p><b>Question:</b></p> <ul style="list-style-type: none"><li>• The list from Part B has 18 markets and South Africa would come in as the 19th covering the domestic market yet the same document also alludes to 24 markets. May you kindly confirm the number of markets to be studied.</li></ul> <p><b>Response:</b></p> <ul style="list-style-type: none"><li>• The study is to be conducted in at least 24 markets, the updated list is attached (Annexure 2).</li></ul>
3	<p><b>Question:</b></p> <ul style="list-style-type: none"><li>• Whether companies from Outside South Africa can apply for this (like, from India or USA)?</li><li>• Whether we need to come over there for meetings?</li><li>• Can we perform the tasks (related to RFP) outside South Africa (like, from India or USA)?</li></ul> <p><b>Response:</b></p> <ul style="list-style-type: none"><li>• Yes, companies from outside of South Africa can apply for the tender.</li><li>• No, this is not a requirement.</li><li>• Yes</li></ul>
4	<p><b>Question:</b></p> <ul style="list-style-type: none"><li>• Can we submit the proposals via email?</li></ul> <p><b>Response:</b></p> <ul style="list-style-type: none"><li>• The tender can be submitted using the link below: <a href="https://forms.gle/W9Pb7WxQvht198nd9">https://forms.gle/W9Pb7WxQvht198nd9</a></li></ul>

5	<p><b>Question:</b></p> <ul style="list-style-type: none"> <li>• May or can you please assist us in terms of the Brand Tracker study. We see that it's for International and Domestic Study however South Africa as a country or market is not stated in the markets concerned, please clarify this for us.</li> </ul> <p><b>Response:</b></p> <ul style="list-style-type: none"> <li>• The tender has two parts.</li> </ul> <ol style="list-style-type: none"> <li>1. International Brand Tracker - It tracks the perception of South Africa as a destination in the identified list of countries.</li> <li>2. Domestic Brand Tracker - It tracks the perception of South Africans about tourism offerings in South Africa.</li> </ol>
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End.

Annexure 1: QNR - Appendix 3 (Please refer to the attachment)

Annexure 2: SA Tourism Brand Tracker Markets - Appendix 4 (Please refer to the attachment)

SA Tourism Brand Tracker Markets – Appendix 4

