



**SOUTH AFRICAN TOURISM**

**SAT Tender 192/21**

**Notes for Bid Clarification**

**Online Listening Tool and Media Monitor SAT 192/21**

**Date issued: 27 August 2021**

**Tender closing date: 21 September 2021 at 12h00**

## 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><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• Is SAT currently using a third-party social management platform, or have they in the past? If so, which one(s)?</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• South African Tourism is not using any 3rd party platform however has used the following social media management tools. But please note that the ask is for an Online Social Listening tool and not a Social Media Listening Tool</li></ul>
2	<p><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• What is the reporting frequency?</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• Quarterly</li><li>• Year on Year</li><li>• There could also be Reporting request based on Campaign or for Stakeholders</li><li>• There needs to be agility on the Reporting</li></ul>
3	<p><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• What are the language requirements?</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• This has been stated on the Scope of Work We did not limit languages as bidders should show the range of languages they can cover.</li></ul>

4	<p><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• What is the total all-in budget? (To determine platform type that will be used).</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• According to internal process and procedures, it is not allowed to disclose the budget.</li></ul>
5	<p><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• Are you looking for analysis of the data across each of your key markets with a strong localized approach?</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• Yes, for analysis of the data across each of your key markets with a strong localized approach.</li></ul>
6	<p><b><u>Question</u></b></p> <ul style="list-style-type: none"><li>• What online platforms are you specifically looking for monitoring? (Twitter, Facebook, Instagram, Tumblr, YouTube, Blogs, Comments, Forums, Internal, Microblogs, News, Consumer Reviews, Professional Reviews).</li></ul> <p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• All the listed and more. We don't want to put a limit on online coverage.</li><li>• For Media Monitor it will be great to see if the tool can pick media communication</li></ul>