

# SA TOURISM INTEGRATED PUBLIC RELATIONS AND MARKETING AGENCY FOR NORTH EUROPE HUB SAT TENDER No. 313-25

## QUESTION & ANSWERS

Queries / Questions received on or before 22 July 2025

### SCOPE OF WORK QUERIES:

1. May we include our projects for South African Tourism from 2021–2024 as a case study?  
**SAT Reply:** - Yes you may if they are within the relevant past 24 months.
2. For the case studies:  
The RFP requests KPI's and measurement metrics. However, KPI outcomes are closely tied to campaign budgets. To what extent should budget details be disclosed in the case studies?  
**SAT Reply:** - We are not at liberty to share budgets. You are however welcome to share budget parameters you worked with if it is relevant to reflecting ROI outcomes.
3. Regarding the currency and VAT clarification:  
Part A, section 3.4, states that the tender must be quoted inclusive of VAT and in Indian Rupees. We assume this should be Euro (€) given the nature and location of the contract. Could you please confirm?  
**SAT Reply:** - Yes it must be in Euro (€), apologies for the Typo.
4. About Annexure A (Declaration of Interest):  
Must this be signed in the presence of a Commissioner of Oaths?  
If so, is a *notary public* in the Netherlands acceptable for this purpose?  
**SAT Reply:** - No it doesn't require the commissioner's presence.
5. Regarding Annexure B – Cost Breakdown:  
This appears to request a budget overview per year. Can you clarify how this differs from the rate card in Annexure F?  
Also, since all work is project-based, how does SAT expect bidders to calculate full annual costs when the volume of work may vary significantly year to year?  
**SAT Reply:** - The rate card requires an overview of resource costs, please indicate hourly rate per resource on the rate card (Annexure F). The budget overview required is based on the revert on the brief you will provide i.e. you will present a brief, cost the brief, and indicate out of pocket costs vs agency costs. We therefore require both the populated rate card as well as the costed campaign revert. The idea is to not provide full year costs but resource costs and a campaign revert cost.
6. In Part B, the 'Operating Environment' section refers to India.  
Can you confirm whether there is a version or addendum available that outlines the relevant operating context for the North Europe Hub?  
**SAT Reply:** - No there is no Addendum for this tender.

7. In Part C, it is stated that bidders should submit all documents as per paragraph 8 of Part A.

However, paragraph 8 does not appear to exist in Part A. Could you clarify which list of required documents this refers to?

**SAT Reply:** - This was meant to be par. 7 of Part A. (All applicable annexures).

8. Regarding Phase 2B (Pitch Presentation):

Can you confirm that all elements related to Phase 2B — including the pitch presentation, the 'Big Idea', and related deliverables — are only required *if shortlisted* and are *not* part of the submission due on 8 August 2025.

**SAT Reply:** - Yes, Correct.

9. Annexure F – Submission timing:

Should Annexure F (rate card) be submitted as part of the bid by 8 August 2025, or only if selected for Phase 3 as described in Part C?

**SAT Reply:** - To be submitted as part of the proposal.

10. Annexure F – “Price per month if service exceeds 30 hours per month”:

Could you clarify the intended interpretation of this line? Does this mean the monthly rate remains fixed whether the service is required for 31 or 80 hours? Or should bidders indicate a scalable cost structure? Correct.

**SAT Reply:** - Please provide a scalable cost structure if applicable.