**REQUEST FOR PROPOSALS**

Naturally Europe Campaign in China

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<tr>
<th>Award entity</th>
<th>European Travel Commission</th>
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<tbody>
<tr>
<td>Issuance date</td>
<td>21/02/2020</td>
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<tr>
<td>Deadline for applications</td>
<td>10/03/2020</td>
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<tr>
<td>Estimated starting date</td>
<td>03/2020</td>
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<tr>
<td>Estimated duration</td>
<td>8 months</td>
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<tr>
<td>Contract value</td>
<td>37,500 EUR</td>
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1. INTRODUCTION

This Request for Proposals (RfP) is launched in the framework of an ad-hoc grant of the European Commission (EC) to the European Travel Commission (ETC) with the aims to support the promotion of thematic trans-European tourism products in third countries.

This RfP contributes to the implementation of ETC’s marketing strategy “Horizon 2022” which aims to build a distinctive image of Europe as a travel destination in long-haul markets, maintain its market share and better disperse travellers flows (in terms of geography and seasons) while taking into account residents’ aspirations for sustainable tourism growth.

1.1 ABOUT THE EUROPEAN TRAVEL COMMISSION (ETC)

The European Travel Commission (ETC) is an international non-profit making association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels (Belgium).

ETC’s mission is to support the promotion of Europe as a tourist destination in major long-haul markets. For its member NTOs, ETC also provides a broad portfolio of market intelligence services and encourages the sharing of best practices. ETC is established as a private body (AISBL) under the law of Belgium.

Moreover, within the scope of its mission, ETC works regularly with the European Commission on a series of initiatives aimed at maintaining Europe’s position as the world’s leading travel destination. Further information about ETC can be found on the website www.etc-corporate.org.

2. INFORMATION ABOUT THE PROJECT

2.1 SHORT DESCRIPTION

ETC intends to commission the development and execution of an online communication and promotional campaign for the Chinese market, with the aim to position the destination composed by the Grand Duchy of Luxembourg, Wallonia (southern Belgium) and the Grand Est (Eastern France) (hereinafter referred to as ‘GREWALLUX’) as an attractive slow adventure travel destination and drive sales of slow adventure travel products.

This project is implemented by ETC in partnership with Wallonie Belgique Tourisme, Luxembourg for Tourism GIE and the Agence Régionale du Tourisme Grand Est (hereinafter jointly referred to as the Consortium).

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1 Please see Annex 2 – The Slow Adventure Guide for more information.
- **Wallonie Belgique Tourisme** is in charge of marketing and promoting tourism towards Southern Belgium. Wallonie Belgique Tourisme provides its customers with information, on & offline, including accommodations, attractions & tailor-made programs.

- **Luxembourg for Tourism** is the national tourism development and promotion agency that defines and implements the marketing strategy to enhance the country’s international image and reputation as a tourist destination.

- **Agence Régionale du Tourisme Grand Est** is the official tourism operator for the ‘Région Grand Est’ (Eastern France), with the mission of developing and promoting tourism throughout the region, which comprises the destinations of Alsace, Ardenne, Champagne, Lorraine and the Vosges Mountains.

The activities covered by this Request for Proposals are co-financed by the European Union.

### 2.2 Objectives

The purpose of the project is to develop a new, customized and unified communication strategy under the name “Naturally Europe”, delivering the right messages, stories and information about slow adventure travel experiences in the Grand Duchy of Luxembourg, Wallonia (Belgium) and ‘Région Grand Est’ (Eastern France). The expected project outcome is to raise awareness about the destinations, drive the target groups’ attention and inspire them to travel to the destination.

### 2.3 Target Groups

The campaign is targeted towards Chinese immersive explorers or slow adventurers who are millennials, free independent travellers (FITs) or Semi-FITs (families, small groups of friends) from first-tier cities with specific adventure and nature interest. They seek out more personalized experiences, including private tours, outdoor activities, unique accommodations (castles, local homes), and engaging with the locals.

Immersive explorers or slow adventurers have a strong desire to connect more with nature, but their working pattern and urban lives often prohibits this. They therefore seek to fulfill their connection with nature through tourism and recreational experiences. They favour slow, immersive journeys through remote and natural places, in search for health and well-being. They value original nature, clean environments, unbuilt landscapes and quietness. They are early adopters, willing to try new destinations, activities and travel products, as well as high-value customers, willing to pay a premium for exciting and authentic experiences. More information on the Slow Adventure Movement can be found in annexes 1 and 2.
3. REQUIREMENTS

The contractor is expected to deliver the below minimum services throughout the duration of the contract:

3.1. MINIMUM REQUIREMENTS

a) Creation of content and promotional materials

- Creation of a small digital travel guide, including pictures showcasing slow adventure travel experiences in the GREWALLUX destinations. The content and designs will be prepared by the contractor according to the technical specifications and guidelines provided by the Consortium;

- The digital guide should:
  - be drafted in Mandarin Chinese;
  - be linguistically and grammatically correct;
  - include clear and inviting calls-to-actions;
  - include personalized communication in line with the slow adventure theme and the interests of the target group;
  - be available for download or online reading without time restrictions;

b) Promotional campaign

- Development and implementation of an appropriate advertising campaign on a major online travel platform or online travel agency (OTA) in China, to raise awareness regarding the digital travel guide among the target audience [set out in 2.3. Target Groups], to encourage the download of the guide and ultimately drive conversion.

c) Final reporting:

The contractor is expected to provide a final report analyzing all the results of the campaign by 31 October 2020. This final report should include:

- Data concerning the digital travel guide and any tools to advertise it. This data should include, among others, the numbers of impressions, number of clicks and click-through-rate via ads, number of downloads, number of comments and questions, demographics of the audience interacting with the digital guides and advertisements.

- The following minimum KPIs are expected. These KPIs will be revised by the selected contractor; the KPIs below serve as a guideline to define the scope of the project.
  - Digital travel guide:
    - Number of downloads: min. 100 000

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2 Visuals (i.e. pictures and short videos) will be provided by the Consortium.
Promotional campaign:
  - Number of impressions: min. 10 000 000
  - Number of clicks: min. 200 000

- Conversion rate, i.e. number of products sold during and up to two months after the end of campaign (see 3.4 Implementation period) and a year-over-year comparison;

- Recommendations for future online and offline activities for the next three years through a short report, based on the date compiled.

Proposals which are not compliant with requirements above will be excluded from further evaluation.

### 3.2. TECHNICAL REQUIREMENTS

- **Style**

  All deliverables need to be in line with the style guidelines provided by ETC and its partners.

  In addition, ETC may request the use of specific visuals, hashtags and/or handles on communication materials in order to maximize cross-promotion and leveraging opportunities with ETC’s umbrella promotional campaign “More Europe Than You Think”.

- **Publicity guidelines**

  The guidelines for the use of these logos will be provided at the kick-off of the project.

  - The campaign must clearly acknowledge ETC’s and the European Union’s financial contribution. In this respect, the contractor will be required to give prominence to the following logos on communication materials (videos, posters, publications, etc) produced in the framework of the co-branded campaign:

    ![Logo of Europe-visiteurope.com](https://example.com/logo.png)  ![Name and emblem of the European Union](https://example.com/eu-emblem.png)

    The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem as well as the respective graphic files are available for download at the following link:

    [https://etc-corporate.org/publicity-guidelines/](https://etc-corporate.org/publicity-guidelines/)
- Assignment of rights

The contractor shall explicitly provide ETC and its partners with unlimited and exclusive worldwide, royalty-free licence to use, reproduce and distribute all materials (i.e. images, videos, texts, landing pages, etc) created for and in the course of the campaign.

- Reporting

Regular written progress reports must be provided to ETC.

3.3. DELIVERABLES

- A marketing execution plan, including:
  - A digital travel guide showcasing slow adventure experiences in the GREWALLUX region
  - An advertising campaign for the digital travel guide;
- A final report analyzing the results of the campaign, including recommendations for future campaigns

3.4. IMPLEMENTATION PERIOD

The implementation period of the campaign is expected to start in **03/2020** and shall not extend beyond **31/08/2020**. The final report analyzing all the results of the campaign is due by **31 October 2020**.

4. BUDGET AND TERMS OF PAYMENT

The maximum contract value for the content marketing and online communication campaign is 37,500 EUR (thirty-seven thousand five hundred euros).

The contractor shall cover all costs of the campaign items stated in this Request for Proposals with the allocated budget. Payments will be done upon submission of an invoice. ETC will first approve that the deliverables are correct and ask the contractor to submit an invoice.

Payments will be done in the following three installments:

- 20% after the signature of the contract and upon delivery and ETC’s sign-off and approval of the digital guide;
- 30% after completion and ETC’s sign-off and approval of the promotional campaign;
5. SUBMISSION OF PROPOSALS

Proposals must be written in English and should be clear and concise so there can be no doubt as to the meaning and figures.

Proposals must include:

1) Brief **company profile**;

2) Description of the project approach and methodology including **content development and promotion and advertising**;

3) Brief mention and analysis of the **expected KPIs**: number of impressions, click-through-rate and conversion rate;

4) Detailed breakdown of the **economic offer**. All prices should be quoted in Euro and exclude VAT and other taxes which may be recoverable by ETC (being a private VAT-registered entity based in Belgium). The economic offer should include an estimate of all costs following the scope of work of the project (including third party costs if any). Any item that is essential for the smooth running of the project, as indicated within this document, even though not specified, shall be read as included in the list of requirements

5) **Timeline** for the completion of the project;

6) **References** to relevant experience in delivering comparable work as outlined in 3.1. Minimum Requirements;

7) **Presentation of the project team**, including roles and responsibilities.

Proposals must be submitted in electronic format, not exceeding 20 pages, to the person listed below:

**Project Manager**: Anna Bellmàs, ETC Executive Unit [anna.bellmas@visiteurope.com](mailto:anna.bellmas@visiteurope.com)

5.1. DEADLINE FOR SUBMISSION

Proposals must be received by **10/03/2020 at 23:59 (CET)**.

The proposals must be valid for at least 3 months after the submission deadline.
5.2. QUESTIONS

Questions must be sent in written form via the contact form on the ETC website (https://etc-corporate.org/slow-adventure-rfp-sa-marketing-campaign-china-q-a) with the subject “Slow Adventure – China content marketing and online communication campaign” until 28/02/2020 at 14:00pm (CET).

ETC will publish the answers to all received questions on the above website by 04/03/2020 at 18:00pm (CET) at the latest.

6. AWARD CRITERIA

Proposals should elaborate on all award criteria in order to score as many points as possible. The mere repetition of mandatory requirements set out in this Request for Proposals without going into details will only result in a low score.

Proposals will be assessed firstly against the quality criteria and secondly against the financial criteria. The relative weights assigned to each of them are described below.

The maximum number of points to be awarded is 100. The criteria for awarding the contract consist of two parts:

- **Quality criteria**: 60% of the evaluation points.
- **Financial criteria**: 40% of the evaluation points.

**Final score** = \((\text{lowest price } / \text{ proposal price}) \times 100 \times 0.4) + \text{(quality score } \times 0.6)\)

6.1. QUALITY CRITERIA

The quality of each proposal will be evaluated in accordance with the following criteria and the relative weights assigned to them as outlined below.

<table>
<thead>
<tr>
<th>Quality criteria</th>
<th>Weight</th>
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<tr>
<td><strong>Relevance and effectiveness of the communication strategy and promotional and advertising methodology</strong>&lt;br&gt;The relevance of the strategy and methodology towards the target audience, in addition to its effectiveness to drive potential conversion.</td>
<td>40%</td>
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### Content development
The extent to which the proposal demonstrates a clear capacity to develop the content requested by the Consortium that matches the objectives. Degree to which the content development proposal is appealing, inspiring and is suitable for further exploitation.  

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<tr>
<th>Added value</th>
<th>10%</th>
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<tr>
<td>The extent to which the proposal offers feasible services and/or deliverables that add value to the minimum requirements and outputs. These include but are not limited to the use of additional advertising techniques, higher KPIs, etc.</td>
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| Company profile, experience and qualifications of the project team          | 10% |
| Proven tourism marketing experience and expertise of the contractor in the Chinese market. |     |

Each quality criterion will be given a score in a range from 0 (zero) points to 100 (hundred) points in accordance with the following scale:

| 0-10 Not available/not provided | The application fails to address the criterion or cannot be assessed due to missing or incomplete information. |
| 10-20 Poor                     | The criterion is inadequately addressed, or there are serious inherent weaknesses. |
| 30-40 Fair                     | The application broadly addresses the criterion, but there are significant weaknesses. |
| 50–60 Good                     | The application addresses the criterion well, but a number of shortcomings are present. |
| 70–80 Very good                | The application addresses the criterion very well, but a small number of shortcomings are present. |
| 90–100 Excellent               | The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor. |

Proposals scoring less than 50 points in the total weighted points for quality criteria will be excluded from the rest of the assessment procedure.

**7. FINAL PROVISIONS**

This Request for Proposals is in no way binding on the European Travel Commission, nor any of the European Union institutions. Any contractual obligation commences only upon signature of the particular agreement between ETC and the contractor.
ETC reserves the right to accept or reject any or all proposals received as a result of this Request for Proposals as well as to cancel this Request for Proposals, either partially or totally. In the event of cancellation of this Request for Proposals, this should not entail any financial obligation from ETC towards any applicant.

Submission of a proposal implies acceptance of the terms and conditions set out in this Request for Proposals.

Brussels, 21/02/2020

European Travel Commission
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www.etc-corporate.org
info@visiteurope.com
8. ANNEX

8.1. ANNEX 1: THE SLOW ADVENTURE THEME

<table>
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<th>THEME</th>
<th>SLOW ADVENTURE</th>
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<tr>
<td>PASSION POINT</td>
<td>Nature and outdoor activities</td>
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<tr>
<td>PROFILE OF THE TARGET GROUP</td>
<td>Community of immersive explorers who believes in the importance of making time to spend in nature and is most often activity driven. Nature is an important element in their lives. They have a strong desire to connect more with nature, but their working pattern and urban lives often prohibits this. They seek to fulfil their connection with nature through tourism and recreational experiences. They favour slow, immersive journeys through wild places and natural spaces in search for health and well-being. In a globalised world where people feel they have seen everything, they value original nature, clean environments, unbuilt landscapes and quietness. They are early adopters which means they are generally more willing to try new destinations, activities, and travel products. A large proportion of this community are high-value customers who are willing to pay a premium for exciting and authentic experiences.</td>
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<tr>
<td>STRATEGIC RELEVANCE</td>
<td>The adventure travel market is one of the fastest growing niches of the tourism industry worth USD263 billion per year. Research shows that adventure travel attracts high-value customers, supports local economies (it is estimated that 67% of the trip cost per guest remains in the local region) and encourages sustainable practices. Operators are also seeing growing interest in adventure travel as customers are seeking out alternatives to the traditional destinations. For companies and destinations, adventure travel attracts visitors outside peak seasons, highlights the natural and cultural values of a destination, thereby promoting its preservation, and creates resilient and committed travellers. The expansion of adventure tourism creates new opportunities, particularly in remote areas where it can be developed without extensive new infrastructure, and thus generating income and employment.</td>
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| HORIZON 2022 GOALS | • Build brand recognition. Position Europe as the home of the emerging slow adventure movement  
• Increase dispersal of tourist flows (place and time) to lesser known destinations  
• Connect visitors with local communities of like-minded adventure seekers |

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3 European Travel Commission (2019). Tourism Passion Communities  
5 ibid
| EXPERIENCES | Experiences framed around human- or nature powered journeys that connect with the outdoors, the local culture, food and people in rural areas in line with the ethos of the Slow Adventure movement. |
| KEY MESSAGE | Shift away from ‘what there is in Europe to do’ to ‘how it makes you feel’. Relax, live life at a slower pace and get closer to seldom seen natural areas in Europe. Get involved in unique educational and nature-focused experiences and explore local culture in special sites that are far enough to be uncrowded. Forge deeper connections with the people and the traditions of the places you visit and broaden your perspective on the world. |

### 8.2. ANNEX 2: THE SLOW ADVENTURE GUIDE

Please see the Slow Adventure Guide for a detailed overview of the ethos of the Slow Adventure movement. The guide can be accessed in the following link: [https://www.dropbox.com/s/acpufx46m4l48sc/Annex2_The_Slow_Adventure_Guide.pdf?dl=0](https://www.dropbox.com/s/acpufx46m4l48sc/Annex2_The_Slow_Adventure_Guide.pdf?dl=0)