REQUEST FOR PROPOSALS

Slow Adventure Marketing Campaign in the USA

<table>
<thead>
<tr>
<th>Award entity</th>
<th>European Travel Commission</th>
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<tbody>
<tr>
<td>Issuance date</td>
<td>20/02/2020</td>
</tr>
<tr>
<td>Deadline for applications</td>
<td>06/03/2020</td>
</tr>
<tr>
<td>Estimated starting date</td>
<td>03/2020</td>
</tr>
<tr>
<td>Estimated duration</td>
<td>8 months</td>
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<tr>
<td>Contract value</td>
<td>60,000 EUR</td>
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</tbody>
</table>
# TABLE OF CONTENTS

1. INTRODUCTION .................................................................................................................. 3

   1.1. ABOUT THE EUROPEAN TRAVEL COMMISSION (ETC) ........................................ 3

2. INFORMATION ABOUT THE PROJECT .............................................................................. 3

   2.1. SHORT DESCRIPTION ................................................................................................ 3

   2.2. OBJECTIVES ............................................................................................................. 4

   2.3. TARGET GROUPS ..................................................................................................... 4

3. REQUIREMENTS ................................................................................................................ 5

   3.1. MINIMUM REQUIREMENTS ..................................................................................... 5

   3.2. TECHNICAL REQUIREMENTS .................................................................................. 8

      - Style .......................................................................................................................... 8

      - Publicity guidelines .................................................................................................. 8

      - Assignment of rights ............................................................................................... 9

      - Reporting .................................................................................................................. 9

   3.3. DELIVERABLES ........................................................................................................ 9

   3.4. IMPLEMENTATION PERIOD ...................................................................................... 9

4. BUDGET AND TERMS OF PAYMENT ................................................................................. 10

5. SUBMISSION OF PROPOSALS .......................................................................................... 11

   5.1. DEADLINE FOR SUBMISSION ................................................................................ 11

   5.2. QUESTIONS .............................................................................................................. 12

6. AWARD CRITERIA ............................................................................................................. 12

   6.1. QUALITY CRITERIA ................................................................................................ 12

7. FINAL PROVISIONS ......................................................................................................... 14

8. ACCOMPANYING DOCUMENTATION ............................................................................. 15

   8.1 ANNEX 1: THE SLOW ADVENTURE THEME ............................................................. 15

   8.2 ANNEX 2: THE SLOW ADVENTURE GUIDE ............................................................. 16
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 traveller 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 a promotional campaign 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 to drive sales of slow adventure travel products. Under the tagline “Naturally Europe”, the promotional campaign is expected to comprise the following elements:

- a digital platform
- a digital communication campaign
- a FAM trip for travel trade professionals (e.g. tour operators and travel agencies)
• a roadshow event
• influencer trips

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).

• 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 drive the target groups’ attention and inspire them to travel to the destination.

2.3. TARGET GROUPS

The campaign is targeted towards North American immersive explorers or slow adventurers. 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.

Within this target group, the campaign must particularly engage free independent travelers (FITs) or semi-FITs from urban “melting pots”, ranging from millennials, double income, no
kids (DINKs) through to older travelers, with generally above-average incomes. These travellers travel solo, in couple or in small, intimate groups of friends or relatives, avoiding mass tourism and large guided group tours. They want to explore destinations on their own and at their own pace. They seek out more personalized experiences, including private tours, outdoor activities, engaging with locals and unique accommodation, such as castles, tree houses, etc.

3. REQUIREMENTS

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

3.1. MINIMUM REQUIREMENTS

a) Digital platform

i. Development of a digital platform

The contractor will conceive, design and develop a dedicated `Naturally Europe` digital platform¹. The platform is expected to include the following contents:

- Description of the concept and ethos of Slow Adventure;
- Information about the unique selling proposition (USP) of the GREWALLUX region;
- Slow adventure experiences across the GREWALLUX region (points of interest, activities, experiences, maps, photos, videos, etc.);
- Development of the content of the digital platform throughout the duration of the campaign, with information, visual assets and guidance provided by the Consortium;
- Showcase slow adventure products as and when created by the partner tour operator / travel agencies of the campaign (participants of the fam trip, contacts met during the road show, etc);
- Links to the digital platforms of partner tour operators.

The digital platform should be operational by the end of April 2020 and should remain live until the end of December 2020. The platform should be regularly updated throughout the duration of the project. The proposal should mention the estimated costs of keeping the digital platform live (and maintained) throughout 2021.

¹ The digital platform should take into account the information already available on the website https://www.visitardenne.com/en. This website was created by the GEIE (European Grouping of Economic Interests) 'Destination Ardenne'. This 3-country grouping comprises the Tourism Federation of the Provinces of Liège, Namur and Luxembourg (for Belgium), the departmental tourist board of the Ardennes (for France) and the Regional Tourist of Éislek (for the Grand-Duchy of Luxembourg). This website does not take into account the wider geographical region covered by the GREWALLUX consortium.
ii. **Development of a communication plan**

The contractor is expected to prepare and implement a communication plan to drive traffic to the platform. The proposal should include a detailed description of recommended activities. The communication plan is scheduled to run between May and end of August 2020.

iii. **Monitoring and reporting on results**

The contractor shall monitor traffic to the digital platform throughout the duration of the campaign and prepare a final report on all KPIs by the end of October 2020 (see section d) Final report for further details. The following minimum KPIs are set:

- Number of impressions: 3,000,000
- Number of clicks: 50,000

b) **Trade marketing campaign**

i. **Organisation of a familiarization trip [mid-April]**

The selected contractor is expected to recruit and accompany 4 or 5 key adventure buyers on a Fam trip to the GREWALLUX destinations. The international flight tickets and all ground arrangements will be booked and financed by ETC / the Consortium. The contractor will provide any follow-up upon completion of the FAM trip to ensure slow adventure products are included in the portfolio of the participating buyers, as they will be included in digital platform. The contractor is also expected to monitor the progress of interest and sales of these products [views, downloads and sales] over the duration of the project. This data should be included in the final report (see d) Final report).

ii. **Trade roadshow event [May / June 2020]**

The selected contractor shall be responsible for the organization of a trade roadshow event in two to four key locations in the US, to be attended by 3-4 GREWALLUX representatives. This organization will include:

- Presenting a concept brief and format for a roadshow of meetings and networking, which should run for 4-5 consecutive days;
- Presenting a list of suggested attendees [tour operators / travel agents], sending out invitations and following up to ensure a presence of 20 to 30 contacts during the roadshow event;
- Suggesting appropriate locations/cities to target; finding and booking appropriate venues, as necessary;
- Organizing any catering required;
- Organizing internal transfers between the various locations of the roadshow for the GREWALLUX representatives [internal transport to be included within the budget];
• Suggesting and pre-booking accommodation for the GREWALLUX representatives (not included with the budget);
• Attending the roadshow event.

Furthermore, the contractor is expected to present the best possible solution to foster matchmaking, with quality of the buyers prevailing over quantity.

c) Influencer marketing campaign

i. Influencer trips

The contractor shall be responsible for the recruitment of 3 micro-influencers who fit the target audience to participate in one of the trips below.

• 1 trip for 1 micro-influencer in the first week of April 2020
• 1 trip for 2 micro-influencers in the first week of June 2020

The contractor will not be required to accompany these trips. The international flight tickets and all ground arrangements will be booked and financed by ETC / the Consortium. The contractor shall recommend a suitable hashtag to link into the social media communications and ensure that all influencer communication resulting from the trips points back to the ‘Naturally Europe’ digital platform.

ii. Monitoring and reporting on results

The contractor shall monitor the visibility given to slow adventure travel experiences in the GREWALLUX destinations during and after the influencer trips and compile a final report with copies of all the posts and a summary of the public response and interactions (number of likes, comments and other KPIs). This data should be included in the final report (see d) Final report).

d) Final report

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 platform and any tools used to advertise it. This data should include, among others, the number of unique visitors per month, average session duration, number of clicks and click-through-rates for banner ads and posts, demographics of the audience interacting with the ads, number of likes and comments, etc.;
• Conversion rate, number of views/downloads of products, number of products sold (through liaison with the buyers) and a year-over-year comparison;
• Records of all details of the influencer trips and related visibility;
• Overview of slow adventure products included in the portfolio of the participating buyers in the FAM trip;
• Number of tourism products sold during and after the campaign (two additional months after the conclusion of the campaign) and a year-over-year comparison.
• Recommendations for future online and offline activities, based on the data 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](image)
![Name and emblem of the European Union](image)
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/

- Assignment of rights

The contractor shall explicitly provide ETC and its partners with a worldwide, royalty-free, non-exclusive, perpetual [for the duration of the applicable copyright] license to exercise the Intellectual Property Rights in the Campaign Material [any content or material created for or in the course of the campaign] as stated below:

a) to reproduce the Campaign Material or incorporate the Campaign Material into other material;

b) to create and reproduce derivative works from the Campaign Material;

c) to distribute copies and display publicly the Campaign Material, whether independently or as part of other material;

d) to distribute copies and display publicly derivative works from the Campaign Material

- Reporting

Regular written progress reports must be provided to ETC.

3.3 DELIVERABLES

- A digital platform showcasing Slow Adventure Tourism in the GREVALUX region;
- A communication plan for the digital platform;
- Recruitment of 4 or 5 appropriate US buyers to attend the FAM trip;
- Organization of a trade roadshow event in the US;
- Recruitment of 3 key micro-influencers to attend the influencer trip;
- A final report analysing the results of the campaign

3.4 IMPLEMENTATION PERIOD

The implementation period of the project is expected to start in 03/2020 and shall not extend beyond 31/08/2020. A final report analysing the results of the campaign shall be submitted to the Consortium by 31/10/2020 as described in 3.1d Campaign deliverables.
4. BUDGET AND TERMS OF PAYMENT

The maximum contract value for the project is 60,000 EUR (sixty thousand euros) excluding VAT.

- The budget includes all the work and tasks outlined in this document, as well as the contractor’s travel costs and expenses for accompanying the trade roadshow event (travel, accommodation, meals etc), including transfer costs between roadshow locations for the contractor and the GREWALLUX representatives.

- Not included in the budget are:
  - The travel costs for the contractor to accompany the fam-trip in April (transport and ground costs)
  - The travel costs of the trade and influencer participants in the FAM and influencer trips.
  - Costs of all the ground arrangements in Europe for the FAM and influencer trips.
  - Travel costs (including international flights, accommodation and meals) for 3-4 representatives of the Consortium to attend the trade roadshow event.
  - Estimated costs of keeping the digital platform live and maintained throughout 2021.

The contractor shall cover all the costs of the items stated in this Request for Proposals within the allocated budget.

Payments will be done upon submission of an invoice and statement of the actual expenses incurred and duly justified based on the supporting documents, which must provide complete details of the expenses incurred on behalf of ETC. 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 approval of the first deliverable (digital platform);

- 30% after ETC’s sign-off and approval of the second round of deliverables (trade marketing and influencer marketing activities);

- 50% after ETC’s sign-off on completion of all project deliverables and approval of the final project report completion and approval of the deliverables by ETC.
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 should include:

1) Brief company profile;

2) Description of the methodology for the development, promotion and advertisement of the digital platform;

3) Brief description and goals for project KPIs, such as expected number of impressions, click-through-rate and conversion rate;

4) Description of the concept of the trade roadshow (format, cities to be included, dates, locations, suggestions of internal transport and accommodation for the GREWALLUX representatives, etc.) and suggestion of a list of potential attendees (tour operators / travel agents) to be targeted.

5) Description of the micro-influencers to be invited to the influencer trip;

6) Detailed breakdown of the economic offer. All prices should be quoted in Euros 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;

7) Timeline for the completion of the project;

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

9) 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:** Ms Anna Bellmàs, ETC Executive Unit, Brussels: [anna.bellmas@visiteurope.com](mailto:anna.bellmas@visiteurope.com)

**5.1. DEADLINE FOR SUBMISSION**

Proposals must be received by **06/03/2020 at 23:59pm (CET)**.
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-usa-q-a] with the subject “Slow Adventure Marketing Campaign in the USA” until 28/02/2020 at 18:00pm (CET).

ETC will publish the answers to all received questions on the above website by 03/03/2020 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 against the quality and financial criteria and the relative weights assigned to each of them as 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.

\[
\text{Final score} = (\frac{\text{lowest price/proposal price}}{\text{x}} \times 100 \times 0.4) + (\text{quality score} \times 0.6)
\]

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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<tbody>
<tr>
<td>Digital platform</td>
<td>25%</td>
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<tr>
<td>The extent to which the proposal demonstrates a clear capacity to develop and deploy a digital platform. Relevance and effectiveness of the promotional and advertising methodology that will be implemented. The relevance of the</td>
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</table>
methodology towards the target audience, in addition to its effectiveness to drive potential conversion.

| Trade marketing | The extent to which the proposal demonstrates a clear capacity to plan and execute a road show that enables B2B matchmaking activities between the Consortium and adventure buyers and to target appropriate buyers for the familiarization trip. | 25% |
| Influencer marketing | The extent to which the proposal suggests a digital marketing strategy to maximize the visibility achieved via the KOLs during and following the Influencer trips. | 25% |
| Company profile, experience and qualifications of the project team | Proven experience and expertise of the contractor in the US market. | 25% |

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 its partners or 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, 20/02/2020

European Travel Commission
Rue du Marché aux Herbes 61
1000 Brussels – Belgium
Tel: +32 (0)2 - 548 9000
www.etc-corporate.org
info@visiteurope.com
### 8. ACCOMPANYING DOCUMENTATION

#### 8.1 ANNEX 1: THE SLOW ADVENTURE THEME

<table>
<thead>
<tr>
<th>THEME</th>
<th>SLOW ADVENTURE</th>
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<tbody>
<tr>
<td>PASSION POINT</td>
<td>Nature and outdoor activities</td>
</tr>
<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 fulfill 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>
</tr>
<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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</table>
| 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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2 European Travel Commission (2019). Tourism Passion Communities
4 Ibid
<table>
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<tr>
<th><strong>EXPERIENCES</strong></th>
<th>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.</th>
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<tr>
<td><strong>KEY MESSAGE</strong></td>
<td>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.</td>
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### 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