
REQUEST FOR PROPOSALS

Design and Construction of the Europe Pavilion for Tourism EXPO Japan 2024

Award entity	European Travel Commission
Issuance date	27/05/2024
Deadline for applications	28/06/2024
Estimated starting date	09/2024

TABLE OF CONTENTS

1. INTRODUCTION	3
1.1. ABOUT THE EUROPEAN TRAVEL COMMISSION (ETC).....	3
2. INFORMATION ABOUT THE PROJECT	3
2.1. PROJECT OVERVIEW	3
2.2. OBJECTIVES	5
2.3. TARGET GROUPS	6
3. REQUIREMENTS AND DELIVERABLES.....	7
3.1. MINIMUM REQUIREMENTS	7
- Booth design and layout	7
- Shipping, construction and dismantling.....	9
- Sustainability.....	9
- Insurance.....	9
- Estimated timeline	9
3.2. TECHNICAL REQUIREMENTS.....	10
- Publicity.....	10
- Project management.....	10
3.3. IMPLEMENTATION PERIOD	10
4. BUDGET AND TERMS OF PAYMENT.....	11
4.1. EUROPEAN UNION FUNDING	11
5. SUBMISSION OF PROPOSALS	11
5.1. DEADLINE FOR SUBMISSION	12
5.2. QUESTIONS	12
6. AWARD CRITERIA.....	12
6.1. QUALITY CRITERIA	13
7. FINAL PROVISIONS.....	14

1. INTRODUCTION

This Request for Proposals (RfP) is launched in the framework of an ad-hoc grant of the European Union (EU) to the European Travel Commission (ETC) with the aim of strengthening the image of Europe as a safe, sustainable, and inclusive travel destination.

The present document is intended as a guideline based on ETC's goals and requirements. A clear understanding of these goals and requirements should be reflected in the proposal. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their business intelligence, market experience and expertise to propose the best possible solution for the project. Additional ideas and suggestions that contribute to achieving the objectives of the project are welcome and should be clearly outlined in the proposal.

CONFIDENTIAL: The information in this document may not be used for any purpose other than to respond to this Request for Proposal. This document is and will remain at all times, the property of ETC.

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. PROJECT OVERVIEW

ETC intends to commission a service provider, hereinafter referred to as the **contractor**, for the design, construction and dismantling of the Europe Pavilion at Tourism EXPO Japan

2024. Tourism EXPO Japan¹ exhibition is scheduled to take place from 26 to 29 September at Tokyo Big Sight, Japan.

This project is implemented by ETC in partnership with the following organisations:

- **Atout France** is the French National Tourism Board in charge of guiding and supporting the French regions with their development strategy and helping set up investment projects to boost the tourism offering and raise its quality.
- **Monaco Government Tourist Bureau** is a Government Department. Its mission is to promote the Principality of Monaco as a leading upscale destination while developing marketing initiatives worldwide.
- **Rail Europe** is a global travel tech company and the reference brand for European train booking. Rail Europe provides technology service solutions to +15,000 travel professionals in 70 countries and offers travellers a train booking website and app available worldwide
- **Switzerland Tourism** is a federal corporation under public law tasked with promoting domestic and international tourism demand for Switzerland as a holiday, travel and conference destination.
- **The European Tourism Association (ETOA)** is a member-driven community of over 1,100 organisations, from global brands to independent small businesses, DMOs, industry partners and technical specialists. ETOA designs and delivers online and face-to-face events for members and partners and participates in public-private projects at EU, national and local levels.
- **The German National Tourist Board (GNTB)** represents Germany as a travel destination on behalf of the Federal Ministry of Economics and Climate Action and funded by it on the basis of a decision by the German Bundestag.
- **The Icelandic Tourist Board** is an independent authority under the Ministry of Culture and Business Affairs. The Icelandic Tourist Board shall monitor and promote the development of tourism as an important and sustainable pillar of the Icelandic economy, having regard to the carrying capacity of Icelandic nature and society, as well as facilitate coordination, analyses and research in the tourism sector in accordance with government policy.

¹ <https://www.t-expo.jp/en/public/about>

- **The National Tourism Organisation of Montenegro** conducts activities with the aim of profiling Montenegro as a top quality, attractive, and diverse year-round tourist destination.
- **Turismo de Portugal** is Portugal's National Tourism Authority operates under the auspices of the Ministry of the Economy and Maritime Affairs. Responsible for the promotion, enhancement and sustainability of the tourism business, it brings together all of the institutional competences involved in making tourism more dynamic, from supply to demand.
- **Visit Cyprus** is the strategic and supervisory authority with powers to develop a national strategy for tourism, promotion and projection of Cyprus as a tourist destination, as well as implementation of tourism legislation.
- **Visit Flanders** is the DMO for Flanders, Belgium's northern region. Flanders is a region packed with history, heritage and arts. Art cities like Antwerp, Bruges, Brussels, Gent, Leuven and Mechelen are the perfect starting point for your discovery tour. A place full of stories that stretch back centuries, thanks to Flemish pioneering craftsmanship.
- **Visit Wallonia** is in charge of marketing and promoting tourism towards Southern Belgium. Visit Wallonia provides its customers with information, on & offline, including accommodations, attractions & tailor-made programs.

The aforementioned organisations will participate as co-exhibitors in the European Pavilion².

2.2. OBJECTIVES

The **objectives** of the project are to:

- Foster Europe's international perception as a safe, sustainable and inclusive travel destination.
- Develop an eco-friendly booth that captures visitors' attention while effectively conveying a message of commitment to environmental sustainability.
- Optimise the use of the space to accommodate all co-exhibitors comfortably.
- Optimise the booth for B2B days focused on business meetings (Thursday and Friday) and B2C days, focused on entertaining end-consumers and inspiring them to travel to Europe (Saturday and Sunday).

² The list of co-exhibitors is subject to change.

- Provide a welcoming meeting space and an inviting atmosphere for B2B and B2C visitors to explore the booth and interact with the co-exhibitors.

2.3. TARGET GROUPS

The project is targeted towards both B2B and B2C visitors attending Tourism Expo Japan 2024 interested in visiting long-haul tourism destinations in Europe or selling trips to Europe focusing on cultural heritage, creative and eco-tourism experiences.

More specifically, ETC is targeting **(semi-)Free Independent Travellers³** (FITs) or small and niche-interest groups who have an interest in travelling abroad, with a focus on affluent residents travelling for leisure and whose main motivation to travel to a certain place is to enjoy extraordinary experiences framed around a specific interest or passion point.

Consumers often allocate more resources to their areas of interest, and while travel is a significant passion point in itself, the current opportunity is to delve deeper into niche experiences that consumers can enjoy in Europe while educating them about becoming more responsible travellers.

Specifically, the project must place emphasis on showcasing niche extraordinary experiences in Europe based on the following passion points:

A. History and Ancestry: Ancestry and heritage-related experiences and stories in connection with historical places and events (places of memory, contemplation, and commemoration) which exerted an influence in world history. This passion connects with the community of **Explorers of Cultural Identity and Roots⁴**; those who step beyond borders into the theatre of world history, learning from the stories of yesterday with a desire to discover their own roots.

B. Creative Cities: Inspiring experiences and stories framed around the local cultural scene and lifestyle, with a focus on contemporary arts, architecture and design, handicrafts, fashion, music, festivals, gastronomy, street and performing arts (creative industries), as well as high-end products in small or medium-size urban areas. This passion point connects with the community of **City Life Enthusiasts⁵**; 18–34-year-old couples with children, and solo travellers (female bias) who swap landmarks for local life, trade the well-worn path for a secret side street and crave a culture of creative contrast and artistic reinvention. They

³ A Free Independent Travellers (FITs) is an individual or a small group (<10) of individuals who travel independently, not in a group. FITs plan and arrange their travel online by themselves. However, it should be noted that long-haul FITs are still likely to contact a tour operator or agent - which has previously arranged individual products and services for use by individual travellers - to book their trip given the particular knowledge, time and confidence required for planning a holiday to an overseas destination (semi-FITs).

⁴ For further information on the profile the community of Explorers of Cultural Identity and Roots see <https://etc-corporate.org/reports/tourism-passion-communities-explorers-of-cultural-identity-and-roots/>

⁵ For further information on the profile the community of City Life Enthusiasts see <https://etc-corporate.org/reports/tourism-passion-communities-city-life-enthusiasts/>

want to “live like a local” while developing their own creativity and put emphasis on the atmosphere of the places they visit.

C. Nature and the Outdoors: Inspiring experiences and stories 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](#)⁶. This interest connects with the community of [Immersive Explorers](#)⁷; those who find togetherness in the wilderness and enjoy experiencing nature at their own pace. They want to learn about new cultures, experience new adventures and expand their perspectives from what they learn when travelling.

3. REQUIREMENTS AND DELIVERABLES

The contractor must fulfil the minimum and technical requirements outlined in the following sections. Any essential items necessary for the project's successful execution, even if not explicitly mentioned, should be considered included in the list of minimum requirements.

Proposals that do not meet these requirements will be excluded from further evaluation.

Note that all economic operators shall submit only **one proposal**. An economic operator who submits more than one proposal will cause all the economic operator's bids to be rejected.

3.1. MINIMUM REQUIREMENTS

- Booth design and layout

The booth design and layout must adhere strictly to the technical guidelines for booth construction set by the exhibition organiser. It should demonstrate innovative, functional, and sustainable while effectively using the available space to accommodate a minimum of 17 individual meeting spaces.

Booth size: 144 sqm / Island booth

The layout should include the following:

- Individual meeting spaces for each co-exhibitor located along the perimeter of the booth (tentatively 17 co-exhibitors). Each meeting space should have 1 table/counter with a lockable storage cabinet, power outlets, 4 chairs (2 on each side) and company signage (creative assets to be provided by ETC).

⁶ See the Slow Adventure Guide for a detailed overview of the ethos of the Slow Adventure movement: https://etc-corporate.org/uploads/2020/03/The_Slow_Adventure_Guide_compressed.pdf

⁷ For further information on the profile the community of Immersive Explorers see <https://etc-corporate.org/reports/tourism-passion-communities-immersive-explorers/>

- 1 x booth reception counter for ETC staff. This counter should have at least 2 highchairs, an LCD screen, power outlets and lockable cabinets.
- Storage room: a designated area equipped with shelves, coat hangers, a fridge and lockable door(s) for co-exhibitors to store their promotional materials, including brochures, other promotional items and snacks/ drinks for tasting.
- Refreshment station: a compact area offering coffee, water and finger food for visitors and co-exhibitors to enjoy. Since food will be served either for tasting or by a catering company, plan to set up a sink equipped with a water supply and drainage.
- Additional meeting tables and chairs strategically placed throughout common areas to facilitate individual meetings.
- Appropriate flooring to cover the electrical wiring.
- Sufficient lighting throughout the booth.
- While not compulsory, the integration of a VIP reception/ lounge area within the booth layout will be considered as a favourable aspect during the proposal evaluation.

With a focus on sustainable tourism, the booth design must present an impactful, modern and creative image of Europe, captivating visitors' curiosity at first sight. The design must incorporate branding elements of both Europe (see section 3.2 **Technical requirement**) and the co-exhibitors (colour palette, etc), featuring screens and other engaging elements to encourage visitor interaction and create an immersive experience.

The design should include the following:

- The exterior panels, whether constructed as build-up walls or suspended from the ceiling, should be designed to prominently display Europe's branding, incorporating backdrop visuals, photos, maps, and text.
- Display a map of the booth and exhibitor directory.
- The booth should incorporate a dynamic and interactive activity, utilising a wall or prominent area to attract and engage visitors (game, virtual reality, photo booth, etc.). This activity should use the latest technologies while adhering to the previously outlined requirements. It should be strategically positioned to catch the eye from outside the booth and easily accessible, enticing visitors to participate.

- Shipping, construction and dismantling

The contractor should take care of all aspects related to the construction of the booth, ensuring it is sturdy, visually appealing, and adheres to safety standards. This includes flooring, walls, signage, lighting, and other necessary elements.

The contractor is expected to cater for the shipping and handling of the booth to and from the venue. The contractor may need to further work in conjunction with the official designated shipping and handling agency for the exhibition to clear the booth consignment for entry into the venue. All cost associated with this will be covered by the contractor.

The contractor should also provide construction and dismantling supervision and stand maintenance for the entire duration of the exhibition. Dismantling should be inclusive of storage/disposal of the aforementioned booth parts in accordance with the regulations set up by the organiser.

- Sustainability

Priority should be given to reusability and modularity, favouring structures that can be easily disassembled, transported, and repurposed for future events. This may involve incorporating screens and modular design elements instead of single-use structures.

Additionally, the use of eco-friendly materials, materials with low embodied energy and carbon footprint, energy-efficient lighting such as LED bulbs, and appliances is preferred. Commitment to zero waste during the disassembly process should also be prioritised.

- Insurance

The booth constructor must ensure that all necessary insurances are in place, including but not limited to public liability insurance, employer's liability insurance, and any other relevant coverage as required by local regulations or venue policies. It is the responsibility of the booth constructor to arrange and maintain these insurances for the entire duration of the exhibition within the allocated budget.

- Estimated timeline

24–25 Sept 2024	Set-up of the pavilion for B2B audience (according to the schedule set up by the organiser)
27 Sept 2024	Set-up of the pavilion for B2C audience (according to the schedule set up by the organiser)
26–29 Sept 2024	Pavilion maintenance and cleaning
29 Sept 2024	Dismantling (according to the schedule set up by the organiser)

3.2. TECHNICAL REQUIREMENTS

- **Publicity**

The booth 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:

Logo of Europe-visiteurope.com



Name and emblem of the European Union



**Co-funded by
the European Union**

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/>

Furthermore, the contractor must prominently feature the names and logos of the co-exhibitors. Guidelines for the use of these logos will be provided during the project implementation.

- **Project management**

The contractor must have a professional project management and technical team who is able to provide adequate staffing over the duration of the entire contract period. The contractor should designate at least one staff member to manage the account and all project-related communication.

The account manager should provide regular updates to ETC on the project implementation, either by email, on the phone or via online call. The contractor is expected to work closely with ETC throughout the entire project, participating in feedback sessions about the booth design and layout according to the final number of co-exhibitors.

3.3. IMPLEMENTATION PERIOD

The implementation period of the project is expected to start in **September 2024** and shall not extend beyond **30 September 2024**.

4. BUDGET AND TERMS OF PAYMENT

The maximum available budget for this project is **35,000 EUR** (thirty-five thousand euros) including all taxes and costs.

All payments to the contractor will be made in Euros. The payment will be made in two instalments:

- 75% invoiced upon delivery and approval of the final booth design including the description of the different materials used, a list of furniture and requested visuals.
- The remaining 25% will be paid only after the satisfactory shipping, construction and dismantling of the booth.

The payment from ETC to the contractor may be subject to reduction in the event of any breach of the contractor's obligations. Breaches may include but are not limited to failure to deliver the required deliverables, not meeting established Key Performance Indicators (KPIs), or incorrect use of the Europe-visiteurope.com logo and the European Union emblem.

4.1. EUROPEAN UNION FUNDING

The activities outlined in this Request for Proposals are subject to co-funding from the European Union.

5. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 20 pages in total⁸) and **written in English**. The proposal structure is open, but it must provide all information relevant to the assessment of the proposal by elaborating on each of the award criteria (see **6. Award criteria**). The proposal must include, at least, the following:

- 1) Brief **company profile**.
- 2) Mock-up of the **proposed booth design** for both B2B and B2C days alongside with a concise description of the different materials and furniture to be used. The description should also specify the **sustainability measures incorporated by the contractor** in both the design and construction phases.
- 3) **References** to relevant experience in delivering comparable work as outlined in **3.1. Minimum Requirements** (i.e. examples of booths produced for other exhibitions).

⁸ Annexes and other supporting documents do not count towards the page limit.

- 4) Detailed breakdown of the **economic offer** listing all individual components of the offer, e.g. flooring, structure, furniture, lighting, graphics, electronics, etc. **All prices should be quoted in Euro and include all taxes, costs and fees.** The economic offer should include 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.

If any work for the project is to be subcontracted to a third party, the contractor must clearly specify in its proposal all tasks and deliverables that are to be outsourced. Any costs related to outsourcing shall be borne by the contractor. The contractor will be the sole responsible party for the delivery of the outsourced work.

Proposals must be submitted in electronic format via the submission form on ETC's website: <https://etc-corporate.org/requests-for-proposals/submission-form/>

5.1. DEADLINE FOR SUBMISSION

Proposals must be received by **28 June 2024** at 23:59 (CEST).

The proposals must be valid for at least three months after the submission deadline.

5.2. QUESTIONS

Questions about this Request for Proposal must be sent in writing via the contact form on the ETC website <https://etc-corporate.org/contact/> with the subject "Europe Pavilion Tourism EXPO Japan 2024" by **10 June 2024** at noon (CEST).

ETC will provide the answers to all the questions received in due course on this page <https://etc-corporate.org/rfp-europe-pavilion-tourism-expo-japan-2024-qa/> by **12 June 2024** at 18:00 (CEST) at the latest.

6. AWARD CRITERIA

Proposals should elaborate on all award criteria to score as many points as possible. The mere repetition of mandatory requirements without going into details will only result in a lower score.

Proposals will be initially assessed based on the quality criteria and subsequently evaluated against the financial criteria outlined below. The following formula will be used to calculate the final total score of the proposal:

- **Quality criteria:** 50% of the total evaluation score

- **Financial criteria:** 50% of the total evaluation score

$$\text{Final score} = [(\text{lowest price} / \text{proposal price}) \times 100 \times 0.5] + (\text{quality score} \times 0.5)$$

6.1. QUALITY CRITERIA

The quality of the proposal is determined by a minimum set of delivered services as outlined in section 3. **Requirements and deliverables**. Each quality criterion and their relative weights are as follows:

<u>Quality criteria</u>	<u>Weight</u>
Contractor's experience and references The extent to which the experience of the contractor is relevant and appropriate for the project.	15
Creativity and relevance of the proposal The extent to which the proposed solution contributes to achieve the objectives and meets the requirements of the project, in particular the impact and creativity of the booth design, the proposed distribution of the different areas for B2B days focused on business meetings and B2C days focused on entertaining end-consumers, the optimisation of the use of the space to accommodate all co-exhibitors comfortably and the proposed interactive activity.	60
Sustainability The extent to which sustainability measures are incorporated in the booth design, construction and management.	25

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

0 Not available/not provided	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1-2 Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
3-4 Fair	The application broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The application addresses the criterion well, but a number of shortcomings are present.
7-8 Very good	The application addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Proposals must achieve a minimum score of 50 out of 100 points in the quality score. Proposals that score below this threshold will be excluded from further evaluation and will not be ranked.

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 the 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 project, 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 document.

Brussels, 27/05/2024

European Travel Commission

Rue du Marché aux Herbes 61

1000 Brussels - Belgium

Tel: + 32 (0)2 - 548 9000

www.etc-corporate.org