

# B2B trade workshop in Japan to promote Central Europe

Award entity	European Travel Commission
Issuance date	06/05/2026
Deadline for applications	05/06/2026
Estimated starting date	June 2026

# B2B trade workshop in Japan to promote Central Europe

## Contents

<b>1.</b>	<b>Introduction.....</b>	<b>4</b>
1.1	About the European Travel Commission (ETC) .....	4
<b>2.</b>	<b>Information about the project .....</b>	<b>4</b>
2.1	Project overview.....	4
2.2	Responsible travel.....	5
2.3	Objectives .....	5
2.4	Target groups .....	6
<b>3.</b>	<b>Requirements and deliverables .....</b>	<b>6</b>
3.1	Minimum requirements .....	6
3.2	Reporting .....	8
3.3	Project management .....	8
3.4	Publicity .....	8
3.5	Assignment of rights .....	9
3.6	Implementation period.....	9
<b>4.</b>	<b>Budget and terms of payment.....</b>	<b>9</b>
<b>5.</b>	<b>Submission of proposals.....</b>	<b>11</b>
5.1	Use of Artificial Intelligence .....	11
5.2	Submission and deadline .....	12
5.3	Questions and answers.....	12
<b>6.</b>	<b>Award criteria.....</b>	<b>12</b>
6.1	Quality criteria.....	13
6.2	Financial criteria.....	14
<b>7.</b>	<b>Final provisions.....</b>	<b>14</b>



# 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 aim of strengthening Europe's global perception as a sustainable, inclusive, and safe travel destination in long-haul source markets, as well as to encourage responsible travel behaviours.

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 tender. 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 empowers its members, stakeholders, and the wider industry to shape the future of tourism in Europe for the benefit of all. It offers its members a comprehensive portfolio of services in knowledge sharing, destination marketing, and advocacy, while fostering collaboration and the exchange of best practices. ETC is established as a private non-profit association (AISBL) under Belgian law.

In line with its mission, ETC works closely with the European Union on initiatives that advance Europe's status as the world's most competitive, sustainable and inclusive travel destination.

Further information about ETC can be found on the website [europeantravelcommission.com](https://europeantravelcommission.com).

# 2. Information about the project

## 2.1 Project overview

ETC intends to contract a service provider, hereinafter referred to as the **contractor**, with proven expertise in event management in Japan and in-depth knowledge of the Japanese travel trade and media landscape, as well as the Japanese outbound travel market, for the development and execution of a B2B trade workshop, hereinafter referred to as the **project**. The aim of the project is to strengthen Central Europe's positioning in Japan and to increase its integration into the product portfolios of Japanese travel trade professionals.

This project is implemented by ETC in partnership with the following organisations (hereinafter referred to as the **partners**):

- **CzechTourism.** A state-funded organisation established by the Ministry of Regional Development of the Czech Republic. Its basic objective is to promote the Czech Republic as a tourism destination.

- **Visit Hungary.** The national tourism organisation of Hungary, which aims to promote Hungary's natural values, cultural heritage and tourist attractions abroad and at home.
- **SLOVAKIA TRAVEL.** The national tourism organisation of Slovakia, whose mission is to consistently build Slovakia's brand as an attractive tourist destination.
- **Polish Tourism Organisation (PTO).** Poland's national tourism organisation, whose objective is the promotion of Poland as an attractive country offering tourists a high standard of services. PTO focuses on promoting Polish tourism both at home and abroad.

The project's geographical scope consists of the four Visegrad Group countries, Czechia, Hungary, Poland, and Slovakia united under the brand *Discover Central Europe*. The focus will be on the region's exceptional music heritage and authentic experience in Poland, Czechia, Slovakia, and Hungary.

The project partners are planning to bring approximately **40 European travel suppliers** representing the participating destinations and tourism businesses from the region, who will take part in the workshop and engage directly with Japanese travel trade and media representatives.

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

## 2.2 Responsible travel

The project must increase awareness about the importance of responsible travel, defined as behaviours and practices that benefit both visitors and locals while minimising negative impacts on the environment and host communities. The contractor shall ensure that responsible travel principles are consistently integrated across all project activities and deliverables. Examples include off-peak season experiences<sup>1</sup>, off-the-beaten-path destinations<sup>2</sup>, eco-friendly transportation options<sup>3</sup>, and activities that support local communities<sup>4</sup>.

## 2.3 Objectives

The primary objective of the project is to strengthen Central Europe's positioning in Japan through music, art, and shared values.

Secondary objectives include:

- Enhancing awareness of extraordinary travel experiences in lesser-known Central European destinations.
- Supporting the development and inclusion of the region in travel trade product portfolios by facilitating knowledge acquisition and product understanding.
- Stimulating responsible and sustainable demand by encouraging regional dispersal, off-season travel, longer stays, choosing eco-friendly transportation, and supporting local communities.

---

<sup>1</sup> Off-Peak travel is defined as travel outside the peak seasons, primarily avoiding the summer.

<sup>2</sup> Off-the-beaten-path destinations are defined as lesser-known or unconventional destinations that are not frequented by travellers beyond the famous hotspots.

<sup>3</sup> Eco-friendly transportation options are represented especially by those involving public, electric, or human-powered modes of transportation.

<sup>4</sup> Supporting local communities is intended to favour experiences that facilitate active engagement and immersion in the local culture, traditions, and way of life of the destination.

- Encouraging the development of multi-destination itineraries that reflect the region's geographical diversity and cross-border character.
- Providing opportunities for European destinations and travel and tourism SMEs to promote their offers more competitively by leveraging economies of scale.
- Strengthening long-term engagement with the Japanese travel trade and media, contributing to future business opportunities and sustained market presence.

## 2.4 Target groups

The project is targeted at tour operators, travel agents, cultural travel planners and premium itinerary designers based in Japan, as well as media representatives from tourism, travel trade, lifestyle, culture, or other relevant travel-related media outlets that specialise in European cultural heritage, creative, and eco-tourism experiences.

Special focus is to be placed on professionals who are catering to affluent **Japanese (semi-)Free Independent Travellers (FITs)**<sup>5</sup> or small and niche-interest groups travelling abroad. The primary audience comprises high-income culturally engaged FITs aged 35-65, residents of the Tokyo Metropolitan Area (Tokyo, Yokohama, Kawasaki), Osaka-Kyoto-Kobe (Kansai Region), Nagoya and Fukuoka (Kyushu Region). These travellers are typically well-educated, experienced, and motivated by a strong interest in classical music, the arts, heritage, and authentic cultural experiences.

## 3. Requirements and deliverables

The contractor must fulfil the requirements outlined in the following sections. Any essential items necessary for the project's successful execution, even if not explicitly mentioned, should be considered part of the requirements. Proposals that do not meet the requirements outlined in this section may be excluded from the evaluation process.

### 3.1 Minimum requirements

The contractor will be responsible for pre-event planning, logistics, budgeting, on-site management, and post-event evaluation of a B2B trade workshop on **28 September 2026 in Tokyo**. The workshop is expected to host approximately **40 European travel suppliers** brought by the project partners. The contractor must take this participation into account when designing the event format, venue setup, logistics, registration flow, and the organisation of B2B matchmaking.

The contractor must take care of all related organisational, logistical and technical aspects of the workshop. This shall include at least the following services:

1. **Workshop format:** The contractor shall develop the workshop's overall concept, format, duration and agenda together with ETC and the project partners, ensuring that the workshop achieves strong engagement and attracts top-tier trade and media contacts. The contractor may propose the participation of one or more influencers involved in the wider campaign activities, where relevant, to enhance engagement and provide first-hand insights. The agenda should include a slot to briefly introduce the project partners, the regional offer, and

---

<sup>5</sup> A Free Independent Traveller (FIT) 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).

music-focused itineraries, as well as B2B meetings between the attending European suppliers and Japanese travel trade professionals and media.

The contractor should propose a structured matchmaking system (e.g. pre-scheduled meetings) to maximise the effectiveness of B2B interactions.

**2. Venue selection:** The contractor shall source and rent a suitable venue (e.g. hotel, restaurant, lounge bar, unique venue) to host the workshop event. The contractor must ensure that the venue's capacity and accessibility are sufficient to accommodate the project partners and approximately 40 European travel suppliers, and the expected number of Japanese trade and media participants. The venue should be conveniently located (easily accessible by public transport, with parking options, etc.). ETC must approve the proposed venue before the contractor finalises any agreements. Note that the rent for the event venue must be quoted in the economic offer.

**3. Recruitment of travel trade, media and RSVP management:** The contractor is responsible for recruiting relevant Japanese travel trade stakeholders and media representatives. Japanese travel trade stakeholders should have their primary business focus on outbound travel from Japan and demonstrate strong potential to develop, promote, or sell Central European products. Media representatives should come from tourism, travel trade, lifestyle, culture, or other relevant travel-related media outlets. The contractor has to manage the RSVP and registration process. Participation in the workshop will be by invitation only and free of charge. ETC and the partners must approve the list of recruited participants before confirming their participation. The contractor is responsible for achieving the minimum attendance target. If recruitment progress falls short of the target before the event, the contractor must promptly propose and implement corrective outreach measures, subject to approval by ETC and the project partners.

**4. Catering:** The contractor must provide at least a coffee break and a light lunch or snack (depending on the timing of the workshop) for all participants.

**5. Logistics management:** The contractor will be responsible for contracting and coordinating with all suppliers, such as catering, audio-visual equipment, event collaterals, on-site photography/videography, staff to set up technical equipment and other operational requirements. This includes the provision of interpretation services (e.g., English–Japanese), where necessary, to ensure effective communication between European suppliers and Japanese participants throughout the workshop and B2B sessions. Contracting for any necessary insurance and other essential elements of event management is also the contractor's responsibility. Please note that the fees of external services, as relevant, are to be quoted within the economic offer.

**6. On-site workshop management:** The contractor will be responsible for the on-site execution of the workshop. This includes, but is not limited to, tasks such as on-site participant registration, timekeeping, logistical support during the event, session moderation, and, if required, the recruitment and management of a professional moderator, as well as overall operational coordination. The contractor must provide sufficient staff to ensure the workshop's smooth operation.

**7. Evaluation:** Shortly after the workshop, the contractor must conduct an online survey or similar assessment with the participants to gather comprehensive feedback to evaluate the overall impact of the workshop.

The contractor must specify the expected project outputs and deliverables in the proposal. The proposal should describe and define in detail the Key Performance Indicators (KPIs) that will be used to measure the project's impact on the target groups, their corresponding target values (goals) and how they will be verified. The contractor must achieve, at a minimum, the following KPIs:

- At least 40 Japanese travel trade stakeholders attending;
- At least 10 Japanese media representatives attending;
- Number of B2B meetings or structured networking interactions involving the participating European travel suppliers and Japanese attendees;
- At least 5 verified media outputs, such as editorial mentions, articles, interviews, or other forms of earned media coverage;
- At least 80% participant satisfaction rate.

## 3.2 Reporting

The contractor is required to deliver a comprehensive technical and financial project report in English, in electronic format, breaking down the information for the activities listed in 3. *Requirements and deliverables*.

The **technical report** should include a detailed summary of all tasks executed, a description of all project services and deliverables, and the results for all KPIs and outputs outlined above.

The **financial report** should include a detailed breakdown of all project costs, including supporting documents for third-party costs and other costs covered under the contract (see also 4. *Budget and terms of payment*).

The technical and financial reports should be sent to ETC and the project partners by **15 December 2026** at the latest.

## 3.3 Project management

The contractor must have a professional project management team that is able to provide adequate staffing over the duration of the entire contract period. The contractor should designate at least one English-speaking staff member to manage the account and all project-related communication. The account manager should provide regular updates to ETC and the project partners on project implementation, either via email or online call.

ETC and the project partners must be involved and consulted throughout the project, providing guidance and necessary inputs.

The contractor must provide a risk management plan identifying the main risks affecting the implementation of the workshop, including but not limited to under-recruitment of participants, event cancellation, and travel disruption, together with appropriate mitigation and contingency measures.

The contractor shall promptly communicate any significant changes to the project plan, including but not limited to modifications to activities, deliverables, timelines, or budget allocations. The contractor must seek prior approval from ETC and the project partners before implementing such changes.

## 3.4 Publicity

The project outputs must clearly acknowledge ETC 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, visuals, emails, toolkit materials, webinars, publications, etc.) produced in the framework of the project:



### 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 to download through the following link: <https://etc-corporate.org/publicity-guidelines/>

In addition to the above, ETC reserves the right to request the use of the project partners' logos in any materials produced. The guidelines for the use of these logos will be provided at the kick-off of the project.

## 3.5 Assignment of rights

The contractor shall explicitly provide ETC and its project 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 project material (created for or in the course of the project) as stated below:

- a) to reproduce the project material or incorporate the project material into other material, and to reproduce the project material as incorporated in such other material;
- b) to create and reproduce derivative works from the project material;
- c) to distribute copies and display the project material publicly, whether independently or as part of other material;
- d) to distribute copies and display publicly derivative works from the project material

The contractor should obtain any licenses or permits as needed. The contractor is responsible for ensuring that all necessary rights are obtained from speakers, moderators, photographers, videographers, influencers if applicable, and any other third parties involved, including through appropriate contractual arrangements, to enable ETC and the project partners to exercise the usage rights described above without restriction or additional cost.

## 3.6 Implementation period

The implementation period of the project is expected to start in **June 2026** and shall not extend beyond **31 December 2026**.

# 4. Budget and terms of payment

The maximum available budget for this project is **50,000.00 EUR** (fifty thousand euros), excluding VAT and including any other applicable taxes.

As part of the proposal, the contractor must provide a detailed budget breakdown for each project activity, clearly distinguishing the contractor's **fixed agency fee** from implementation costs and third-party costs.

The **agency fee** refers to costs related to the contractor's remuneration, including but not limited to strategy and planning, account management, project management and coordination, reporting, etc. The agency fee is expected to fall within a reasonable range, typically not exceeding 20% of the total budget. Proposals exceeding this threshold must provide a detailed and substantiated justification. ETC reserves the right to reject proposals where such justification is deemed insufficient.

**Implementation costs** refer to costs directly linked to the execution of the project, including, but not limited to, venue, catering, audiovisual equipment, and insurance. Implementation costs may be delivered either by the contractor directly (in-house) or through third-party providers. In both cases, these costs must be clearly identified in the budget breakdown and be based on fair market value and commercially reasonable rates. The contractor must disclose any affiliated or related entities involved in the delivery of services.

Costs included under implementation costs must not include additional layers of the contractor's remuneration beyond what is considered standard market practice. ETC reserves the right to assess whether proposed rates for in-house services are aligned with market benchmarks and may request justification or reclassify cost items when agency fees appear to be embedded in other budget categories.

**Third-party costs** are expenses the contractor pays to subcontractors and/or external providers for goods and services required to implement the project.

The contractor shall submit the budget breakdown following the structure of the example table below.

<b>Fixed agency fee</b>	In EUR
<b>Costs per activity (specify if third-party costs)</b>	
Workshop	In EUR
e.g. venue rental (third party cost)	In EUR
e.g. catering (third party cost)	In EUR
e.g. AV equipment (third party cost)	In EUR
e.g. Media/ PR (if any)	In EUR
Others (specify)	In EUR
e.g.	In EUR
<b>Total</b>	Maximum 50,000.00 EUR

The contractor must ensure that the proposed budget is realistic and sufficient to deliver the full scope of services. ETC reserves the right to reject or seek clarification on proposals deemed abnormally low.

Invoicing will be done on a project-phase basis after submission of deliverables and supporting documentation demonstrating that the agreed deliverables have been completed in accordance with the contract. ETC will first approve that the deliverables are correct and ask the contractor to submit an invoice. All payments to the contractor shall be made in euros (EUR).

- **First payment (30%)** upon submission and approval of the workshop concept, venue proposal, and participant recruitment plan;
- **Final payment (70%)** upon completion of the workshop and approval of the final technical and financial reports.

The contractor shall submit a detailed financial report (see 3.2 *Reporting*) of the actual expenses incurred on behalf of ETC and the project partners (including all expenses, fees, and applicable taxes), duly justified with supporting documents (e.g., third-party invoices and evidence of KPIs achieved). ETC reserves the right to ask for further explanations and supporting documents. Third-party costs included in the approved budget are estimated in advance and shall be reimbursed based on actual documented expenses, within the maximum project budget.

This project is subject to co-funding from the European Union. 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 or incorrect use of the Europe-visiteurope.com logo and the European Union emblem.

## 5. Submission of proposals

Proposals must be **clear, concise** (not exceeding 20 pages in total) and **written in English**, so there can be no doubt as to word meaning and figures. 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*) and include, at least, the following:

- 1) Brief **company profile** describing the services that the contractor provides and a description of the **project team** designated for the project implementation.
- 2) At least three **references** of relevant past experience in delivering comparable work as outlined in 3. *Requirements and deliverables*. For each reference, the contractor must use the model reference form (Annex 1).
- 3) Detailed description of the **methodology** used to deliver all services mentioned in 3. *Requirements and deliverables*, including the workshop concept and format, potential venues, proposed participant recruitment methodology, KPIs and their target values.
- 4) Detailed project **timeline** with key milestones.
- 5) Detailed breakdown of the **economic offer**, including a budget line for each of the project's activities. All prices must be quoted in euros, exclude VAT, and include all other applicable taxes, costs, and fees. Please note that any differences in pricing (e.g., exchange rate difference) between the date of the proposal and the final report are not covered by ETC and the project partners. The economic offer should include all costs following the scope of work of the project (including third-party costs, if any). The economic offer must clearly distinguish between the fixed agency fee of the contractor and all other costs. The budget breakdown must follow the structure of the example in 4. *Budget and terms of payment*.

If any work for the project is to be subcontracted to a third party, the contractor must clearly identify the subcontractor in its proposal and specify all tasks, services 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. Subcontracting to affiliated entities must be disclosed and is subject to approval by ETC.

### 5.1 Use of Artificial Intelligence

The contractor is allowed to use Artificial Intelligence (AI) in both the preparation of the proposal and, if awarded, the execution of the project. However, any use of AI must be clearly disclosed as part of the proposal submission. This disclosure must include:

- A description of the AI tools or technologies used or intended to be used;
- Identification of the specific areas of the proposal where AI was applied;
- A preliminary outline of the tasks, processes, or deliverables during contract execution where AI is expected to be employed.

## 5.2 Submission and deadline

Proposals must be submitted in electronic format via the form on the ETC's website <https://etc-corporate.org/requests-for-proposals/submission-form/>, selecting the RfP “**B2B trade workshop in Japan to promote Central Europe**”.

Proposals must be received by **5 June 2026 at 14:00 (CEST)**. Proposals submitted after this deadline will not be considered.

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

A contractor may submit only one proposal. Any contractor who submits multiple proposals will have all their proposals rejected.

## 5.3 Questions and answers

Questions about this Request for Proposals must be sent in writing via the contact form on the ETC website <https://etc-corporate.org/contact/> with the subject “**Questions RfP: B2B trade workshop in Japan to promote Central Europe**” by **20 May 2026 at 14:00 (CEST)**.

ETC will publish the answers to all the questions received in due course on this page <https://etc-corporate.org/qa-rfp-b2b-trade-workshop-in-japan-to-promote-central-europe/> by **22 May 2026 at 14:00 (CEST)**.

# 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 without going into details will only result in a low score. The criteria for awarding this tender consist of two parts:

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

Proposals will first be evaluated against the quality criteria and, secondly, against the financial criteria outlined below. 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.

The following formula will be used to calculate the final total score of the proposal:

$\text{Final score} = (\text{quality score} \times 0.6) + (\text{financial score} \times 0.4)$
--

On the basis of the final total score of all proposals, the contract will be awarded to the contractor with the highest total score (out of 100).

In the event of a tie in the final total score, the following tiebreaker criteria apply in order of prevalence:

- a. proposal with the highest total score obtained in the financial criteria;
- b. proposal with the highest total score obtained in the quality criteria.

If the tie persists after applying the above tiebreaker criteria between one or more proposals, the proposal selected in a draw will be awarded.

## 6.1 Quality criteria

The quality of the proposal is defined as a minimum set of delivered services as described in section 3. *Requirements and deliverables*. Each of these criteria and their assigned relative weights are described below.

Quality criteria	Weight
<b>Company profile, experience, and qualifications of the project team</b> This criterion is assessed based on the following: <ul style="list-style-type: none"> <li>- The extent to which the degree of specialisation and expertise of the contractor and the proposed project team are relevant and appropriate for the project.</li> <li>- The extent to which the proposed references are relevant and demonstrate comparable work.</li> </ul>	30
<b>Project management and methodology</b> The quality of the methodology for executing and managing the project is assessed based on: <ul style="list-style-type: none"> <li>- The extent to which the methodology is appropriate and clearly structured.</li> <li>- The extent to which quality, efficiency, achievement of expected results against set KPIs and timely delivery of services can be ensured.</li> </ul>	30
<b>Relevance of the proposed solution</b> <ul style="list-style-type: none"> <li>- The overall level of detail, creativity, and practicality of the proposed workshop concept, venue, management methodology and deliverables, and budget breakdown definition for the whole project.</li> <li>- The extent to which human and financial resources are efficiently allocated.</li> <li>- The extent to which the proposal defines clear, measurable, and realistic Key Performance Indicators, including the relevance of the proposed metrics, the robustness of the measurement methodology, and the credibility of the expected results.</li> </ul>	40

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 proposal 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 proposal broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The proposal addresses the criterion well, but a number of shortcomings are present.
7-8 Very good	The proposal addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

## 6.2 Financial criteria

The financial evaluation (maximum 100 points) will be based on the combined assessment of the total project cost and the agency fee efficiency. The total financial score will be calculated as the sum of the following two components:

### a) Total project cost (60 points)

This criterion assesses the proposal's overall budget competitiveness. The score will be calculated using the following formula:

$$\text{Score} = (\text{lowest total budget among all proposals} / \text{total budget of the proposal}) \times 60$$

### b) Agency fee efficiency (40 points)

This criterion assesses the proportion of the total budget allocated to the contractor's fixed agency fee. The score will be calculated using the following formula:

$$\text{Score} = (\text{lowest agency fee ratio among all proposals} / \text{agency fee ratio of the proposal}) \times 40$$

The proposal's agency fee ratio is calculated as the agency fee divided by the total budget.

## 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. Any costs incurred during the preparation and submission of proposals are to be borne by the applicant contractor.

Submission of a proposal implies acceptance of the terms and conditions set out in this document.

We thank you in advance for your time and interest in working with ETC.

Brussels, 06/05/2026

European Travel Commission

Rue du Marché aux Herbes 61

1000 Brussels - Belgium

Tel: + 32 (0)2 - 548 9000

[www.etc-corporate.org](http://www.etc-corporate.org)

## Annex 1 – Reference form

Name of the project:	
Scope and objectives of the project:	
Total value of the contract (in euros):	
Period of execution:	
Place of execution:	
Description of the work performed by the contractor and main results:	
Client	
Name:	
Registered address:	
Website:	
Attached certificate of good execution:	YES / NO
Contact person at the client	
Name:	
Position:	
Phone:	
E-mail:	

\* All fields in the form are required.