

Influencer-led digital activation campaign for the “Discover your Danube” campaign in China

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Influencer-led digital activation campaign for the “Discover your Danube” campaign in China

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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 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.

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.

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 digital and influencer marketing in China and in-depth knowledge of the Chinese outbound travel market and media landscape for the development and execution of an influencer campaign targeting the Chinese market, hereinafter referred to as the **project**. The aim of the project is to increase awareness and consideration of the Danube corridor and to encourage sustainable and responsible travel practices.

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

- **Austria Tourism**, Austria's national tourism organisation, funded by the economic chamber and the ministry for economics, to increase value creation for Austria's tourism and leisure industry.

- **Germany Travel**, the German National Tourist Board promoting Germany worldwide on behalf of the Federal Ministry for Economic Affairs and Energy, delivering global marketing, PR and travel trade support.
- **Visit Hungary**, the national tourism organisation, which promotes Hungary internationally as a safe, vibrant, and culturally rich travel destination.

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

2.2 RESPONSIBLE TRAVEL

The project must showcase experiences and positive stories that 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 deliverables. Examples include off-peak season experiences¹, off-the-beaten-path destinations², eco-friendly transportation options³, and activities that support local communities⁴.

2.3 OBJECTIVES

The primary objective of the project is to raise awareness and consideration of the Danube corridor and to encourage sustainable and responsible travel practices.

Secondary objectives include:

- Increase awareness and consideration of the Danube corridor as an integrated European experience space, presenting Europe as a connected cultural and natural landscape rather than a collection of individual destinations.
- Promote responsible travel behaviour by encouraging off-peak travel, longer stays, slower mobility and exploration beyond main tourism hotspots along the Danube.
- Strengthen regional value creation by increasing visibility and demand for locally rooted tourism SMEs, including family-run accommodation, cultural initiatives, gastronomy and experience providers.

2.4 TARGET GROUPS

The project primarily targets **(semi-)Free Independent Travellers**⁵ (FITs) or small and niche-interest groups travelling abroad from first-tier cities in China. These groups travel for leisure, and their primary motivation for visiting a particular place is to enjoy extraordinary experiences centred on a specific interest or passion. There is a preference for engaging repeat visitors and visitors who may have already decided to visit Europe, rather than only

¹ Off-season travel is defined as travel outside the peak seasons, primarily avoiding the summer.

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

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

⁴ 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.

⁵ 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).

first-time visitors. Specifically, the Project must place emphasis on showcasing niche extraordinary experiences in Europe based on the following passion point:

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.

In addition to the above passion point, the project will showcase experiences and stories related to local gastronomy and lifestyle.

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 developing and executing an influencer activation campaign to raise awareness of the region through collaborations with selected influencers, amplifying storytelling and credibility, fostering emotional connections, and inspiring responsible travel choices.

This will be achieved by inviting carefully selected Chinese influencers to experience the Danube region and share their journey through dynamic, engaging social media content.

The proposal shall include **at least three influencers**. The contractor may propose additional influencers if justified by the proposed methodology, provided this can be accommodated within the available budget without compromising the quality of the campaign.

The contractor shall identify, select and contract influencers in line with the following selection criteria:

Proposed influencers must

- Be able to **communicate effectively in English**, or otherwise be supported by interpretation arranged by the contractor;
- Show consistent performance in travel, nature and outdoors, in line with the project's passion point (see *2.4 Target Groups*);
- Have proven experience in destination, travel, hospitality, or brand collaborations;

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 of the community of Immersive Explorers, see <https://etc-corporate.org/reports/tourism-passion-communities-immersive-explorers/>

- Comply with all applicable advertising, disclosure and platform rules in China and in the relevant European destinations;
- Demonstrate a relevant presence on **Xiaohongshu (RedNote)** for inspiration-driven, experience-oriented content and peer validation; **WeChat and WeChat Channels** for narrative depth, brand storytelling and continuity; **Sina Weibo** for reach, topical visibility and amplification and **Douyin** for short-form, visually strong video storytelling with high discovery potential.

For each proposed influencer, the contractor must provide performance indicators including:

- audience demographics (city tier, gender, age, interests), where available.
- average views, number of saves (收藏) and shares (转发) per post;
- engagement rate (likes + comments + saves / followers);
- examples of posts that have achieved strong organic reach.
- a brief justification explaining how the proposed influencer aligns with the project objectives, target audience, the "Nature and the Outdoors" passion point, and the overall campaign narrative.

The final influencer selection is subject to final approval by ETC and the partners. ETC reserves the right to reject any proposed influencer on reputational, ethical, legal, or brand-suitability grounds. The contractor must conduct appropriate background screening and notify ETC of any material reputational risks, prior controversies, or potential conflicts of interest.

The contractor may propose additional accompanying personnel (e.g. videographers or support staff) where relevant to ensure high-quality content production. Any such proposal must be clearly justified in the methodology and reflected in the budget. ETC and the partners reserve the right to approve or reject these proposals based on relevance and cost-efficiency.

CONTENT CREATION REQUIREMENTS

The contractor shall coordinate the production of all campaign content. All content must be produced at a professional standard suitable for reuse by ETC and the partners. The contractor shall ensure that the technical production setup used by the influencer is sufficient to meet the required technical and quality standards for images, sound and editing.

Each influencer shall produce content showcasing their experience in the Danube region, featuring themselves in all visual and video materials, as outlined below:

- At least **one pre-trip teaser** to build anticipation through stories, polls, and short videos.
- At least **four social media posts** across platforms, including photo carousels, short videos, and microblogs.
- At least **one long-form video** of a minimum of 1.5 minutes introducing the whole journey.

All content must, where relevant and technically possible, link to and tag the partners' official social media platforms, guiding audiences to plan visits or explore the experiences showcased in the itineraries. Influencers shall also tag ETC's official channels and **acknowledge EU co-funding**, in line with the publicity requirements outlined in section 3.4 PUBLICITY. The final list of accounts to be tagged will be confirmed with the selected contractor during the project kick-off phase.

Where feasible, draft content or key deliverables should be shared in advance with ETC and the partners for review and validation prior to publication. Final arrangements regarding content validation and timelines will be agreed upon with the selected contractor during the project kick-off phase.

MEDIA AMPLIFICATION STRATEGY

The contractor shall propose a clear media amplification strategy explaining how influencer-generated content will be distributed and promoted to maximise reach and engagement among the target audience.

The proposal must include:

- The estimated budget allocated to influencer fees.
- The estimated budget allocated to paid media and content amplification. The contractor should explain how the proposed resource allocation supports the campaign objectives and provides the most effective balance between organic influencer storytelling and paid amplification.
- The rationale for the proposed allocation between influencer activation, content production and paid media.
- The channels and formats to be used for paid promotion (e.g. Xiaohongshu, Douyin, WeChat, Weibo).
- The targeting approach (e.g. geographic, demographic, behavioural or interest-based targeting).
- The expected contribution of paid media to the overall campaign KPIs.
- An explanation of how the proposed media amplification strategy complements the organic reach generated by the influencers and contributes to achieving the overall campaign objectives.

The contractor should demonstrate that the proposed balance between influencer activation and paid media investment is appropriate to achieve the campaign objectives. ETC reserves the right to seek clarification where the proposed allocation of resources appears disproportionate or insufficiently justified.

PERFORMANCE MEASUREMENT

The contractor shall propose clear, measurable and verifiable Key Performance Indicators (KPIs) to assess the effectiveness of the campaign. At a minimum, these should include:

- Reach and content consumption metrics (e.g. views and impressions)
- Engagement and interaction metrics (e.g. likes, comments, shares, saves, clicks);
- Audience quality indicators (e.g. demographics, relevance to target groups).

The proposal should also outline the methodology and tools used to track and report these KPIs. The proposed KPIs will form part of the contractual obligations and will be used to assess performance.

TRAVEL ARRANGEMENTS

ETC and the partners will design and define the influencers' itineraries, including the destinations, locations, and experiences to be showcased.

The partners will provide and cover all agreed land arrangements within the destinations, including accommodation, local transport, meals and programme activities, unless otherwise agreed during project implementation.

The contractor must

- Arrange and cover all international travel required for the implementation of the project, including return flights between China and Europe for the selected influencers and any approved accompanying personnel. These costs must be included within the maximum project budget. The contractor must ensure that the proposed travel arrangements are proportionate and cost-efficient, taking into account the overall project budget.
- Coordinate closely with the partners to align the influencers' travel itinerary with the content creation plan.
- Ensure influencers understand the travel schedule and their obligations.
- Provide and cover all costs for an interpreter, including travel expenses, if an influencer cannot communicate effectively in English.
- Provide the localisation of the content materials to Chinese.

All costs to be borne by the contractor must be included in the financial offer.

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 travel expenses (see also 4. *Budget and terms of payment*).

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

3.3 PROJECT MANAGEMENT

The contractor must have a professional project management team that can provide adequate staffing throughout the 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 partners on project implementation, either via email or online call.

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

The contractor must provide a risk management plan that identifies key risks (e.g., influencer availability, reputational risks, and content delays) and corresponding mitigation 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 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 all communication materials (videos, visuals, 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 partners' logos in any materials produced. The guidelines for the use of these logos will be provided at the kick-off of the project.

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

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

3.5 IMPLEMENTATION PERIOD

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

4. BUDGET AND TERMS OF PAYMENT

The maximum available budget for this project is **150,000.00 EUR** (one hundred and fifty thousand euros), excluding VAT and including any other applicable taxes.

The contractor must take into account that the maximum project budget covers both international travel and campaign implementation costs. Proposals should therefore demonstrate an appropriate and well-justified balance between travel expenditure, influencer fees, content production and paid media amplification.

As part of the proposal, the contractor must submit 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, influencer coordination and management, content editing (post-production) and localisation in Chinese. 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 delivering these 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.

| Budget category | |
|--|------------------------|
| Fixed agency fee | % or in EUR |
| Implementation costs | |
| Influencer coordination and management | In EUR |
| Content editing and localisation (if applicable) | In EUR |
| Copywriting (if applicable) | In EUR |
| Third-party costs | |
| Influencer fees | In EUR |
| Paid media amplification | In EUR |
| Interpreter | In EUR |
| International flights | In EUR |
| Total | Maximum 150,000.00 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 and KPIs 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% of the total contract value, invoiced after approval of the campaign plan and influencer selection.

• **Final payment:** the remaining contract value, invoiced upon completion of the project and approval of the final technical and financial reports.

The contractor shall submit a detailed financial report (see 3.3 *Reporting*) of the actual expenses incurred on behalf of ETC and the partners (including all expenses, fees, and applicable taxes), duly justified with supporting documents (e.g., invoices from third parties and breakdowns 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, failure to meet 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.
- 2) At least three **references** of relevant past experience in delivering comparable work as outlined in 3. *Requirements and deliverables*, with a similar contract value (at least EUR 75,000). The template part of Annex 1 should be used to submit the references. Reference forms submitted in a different format or that partially provide the information requested in Annex 1 will receive a lower score.
- 3) Description of the **project team**, field of expertise and roles of the people involved in the project, and **methodology** to be deployed for the execution of the project and explanation of how the work will be organised to guarantee high quality, efficiency and timely delivery of the provision of services.
- 4) Detailed **timeline** for the implementation and completion of the project.
- 5) Detailed **description of project proposal**. The contractor should outline the creative approach, key storytelling angles, and how the campaign will translate the project's thematic focus into engaging, coherent content for the target audience across all channels. The proposal should also describe the proposed content production approach, including publication timing, content validation process, and any additional personnel involved in the trip.
- 6) Detailed breakdown of the **economic offer**, including a budget line for each of the project's activities. All prices must be quoted in euros and 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 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 in 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 **"Influencer-led digital activation campaign for the 'Discover your Danube' campaign in China"**.

Proposals must be received by **17 July 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 one proposal only. 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: Influencer-led digital activation campaign for the 'Discover your Danube' campaign in China"** by **8 July 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/rfp-influencer-led-digital-activation-campaign-for-the-discover-your-danube-campaign-in-china-qa/> by **10 July 2026 at 17:00 (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:** 50% of the evaluation points.
2. **Financial criteria:** 50% 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:

| |
|--|
| $\text{Final score} = (\text{quality score} \times 0.5) + (\text{financial score} \times 0.5)$ |
|--|

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 |
|---|--------|
| Company profile, experience, and qualifications of the project team This criterion is assessed based on the following: <ul style="list-style-type: none"> - The extent to which the degree of specialisation and expertise of the contractor and proven references are relevant and appropriate for the project. | 30 |
| Project management and methodology The quality of the methodology for executing and managing the project is assessed based on: <ul style="list-style-type: none"> - The extent to which the methodology is appropriate and clearly structured. - The extent to which quality, efficiency, achievement of expected results against set KPIs and timely delivery of services can be ensured. | 30 |
| Relevance of the proposed solution <ul style="list-style-type: none"> - The extent to which the proposed solution is innovative and appropriate to the scope of work, including: <ul style="list-style-type: none"> o The relevance, quality and profile of the proposed influencers, including their alignment with the project's target audience, thematic focus, engagement quality and expected contribution to campaign objectives; o The creativity and relevance of the number and format of proposed content (posts, videos, reels, etc.). - The appropriateness of the proposed paid media and content amplification strategy, including the rationale for the allocation of resources between influencer activation, content production and paid media amplification. - The extent to which human and financial resources are efficiently allocated. | 40 |

- | | |
|--|--|
| - 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. | |
|--|--|

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. |

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, 26/06/2026

European Travel Commission

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1000 Brussels - Belgium

Tel: + 32 (0)2 - 548 9000

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.