

Influencer-led digital activation campaign for the Central Europe region in Japan

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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.

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.

2. Information about the project

2.1 Project overview

ETC intends to contract a service provider, hereinafter referred to as the **contractor**, with expertise in digital and influencer marketing in Japan and in-depth knowledge of the Japanese outbound travel market for the development and execution of an influencer campaign targeting the Japanese market, hereinafter referred to as the **project**. The aim of the project is to strengthen Central Europe's positioning in Japan through music, art, and shared values, while driving sustainable tourism growth.

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 organization of Hungary which aims to promote Hungary's natural values, cultural heritage and tourist attractions abroad and at home.
- **SLOVAKIA TRAVEL.** The national tourism organization of Slovakia whose mission is to consistently build Slovakia's brand as an attractive tourist destination.
- **Polish Tourism Organisation (PTO).** Poland 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 campaign'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 of Poland, Czechia, Slovakia, and Hungary.

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 activities and 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 strengthen Central Europe's positioning in Japan through music, art, and shared values.

Secondary objectives include:

- Generating engagement with the project content and driving traffic to the project partners' social media channels.
- Enhancing awareness of extraordinary travel experiences in lesser-known Central European destinations through inspirational content.
- Stimulating responsible and sustainable demand by encouraging regional dispersal, off-season travel, longer stays, choosing eco-friendly transportation, and supporting local communities.

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.

2.4 Target groups

The project primarily targets **Japanese (semi-)Free Independent Travellers (FITs)**⁵ or small and niche-interest groups travelling abroad, with a focus on high-income culturally engaged travellers aged 35-65, residents from 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, arts, heritage, and authentic cultural experiences.

There is a preference for engaging repeat visitors and visitors who may have already decided to visit Europe, as opposed to first-time visitors only.

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

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-sized urban areas. This passion point connects with the community of **City Life Enthusiasts**⁶; 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 want to “live like a local” while developing their own creativity and put emphasis on the atmosphere of the places they visit.

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 Campaign focus

Some of the most well-known classical music composers came from Central and Eastern Europe. Masters like Frederic Chopin, born in Poland; Franz Liszt, from Hungary; Antonín Dvořák and Bedřich Smetana, from Czechia; and Eugen Suchoň, from Slovakia, are all very popular among listeners in Asia, particularly Japan. The project will highlight off-beaten path itineraries taking the audience to birthplaces, museums or favourite places of inspiration connected with the composers that culture lovers will appreciate. Classical music and traditional crafts provide a bridge between Central European and Japanese cultures, sparking a desire to visit and a reason to return to the destinations. The Japanese also show strong interest in craftsmanship, tradition, and authenticity, and there are cultural parallels with Japanese values of mastery, ritual, and regional identity (chiiki-sei).

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).

⁶ For further information on the profile of the community of City Life Enthusiasts, see <https://etc-corporate.org/reports/tourism-passion-communities-city-life-enthusiasts/>

The campaign may draw inspiration from narrative approaches that connect past and present, such as exploring the “echoes” of Central Europe’s great composers through contemporary travel experiences. This can include linking historical figures, places of inspiration, and modern cultural life in a way that resonates with Japanese audiences. However, tenderers are encouraged to interpret this direction creatively and adapt storytelling to ensure cultural relevance and clarity in the Japanese market.

Sustainability

Central Europe’s cultural hubs are often located in the historical centres of old towns, creating opportunities to explore them on foot. The project aims to highlight this attribute by introducing seamless journeys via trams, metros, and regional trains and framing public transport as part of the travel experience. The project shall emphasise deep cultural engagement through local experiences, support sustainability at the community level, support local artisans, family-run businesses, and cultural institutions, and encourage year-round, decentralised travel.

3.2 Influencer activation campaign

The activation campaign will focus on raising awareness of the region through collaborations with selected Japanese influencers, artists, cultural and travel opinion leaders, amplifying storytelling and credibility, fostering emotional connections, and inspiring responsible travel choices aligned with responsible travel values. Apart from music, the campaign aims to introduce the destination to the Japanese market as elegant, slow-paced, immersive, and safe, with walkable cities and utilising accessible, reliable public transport.

The contractor will be responsible for identifying, selecting, and contracting a **minimum of 4 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 strong and consistent performance in travel, lifestyle, culture, arts and music, in line with the project’s passion point (see 2.4 Target Groups);
- have proven experience in destination, travel, hospitality, or brand collaborations;
- be available to travel during the last week of June 2026 for the Poland and Czechia itinerary, and by mid-August 2026 at the latest for the Hungary and Slovakia itinerary.

Two influencers will cover Poland and the Czech Republic, and the other two will cover Hungary and Slovakia. Each influencer should represent a distinct segment of the target audience: classical music enthusiasts, cultural travellers, young immersive experience seekers and luxury and lifestyle travellers.

The contractor must ensure that all proposed influencers demonstrate authentic audience engagement. ETC reserves the right to request supporting evidence or third-party verification tools to assess audience authenticity and detect artificially inflated followers or engagement.

The final influencer selection is subject to final approval by ETC and the project 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 project 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 project 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 Central Europe, featuring themselves in all visual and video materials, as outlined below:

- At least **two pre-trip teasers** to build anticipation through stories, polls, and short videos.
- At least **eight social media posts** across platforms (e.g., Instagram, YouTube, X, ...), including photo carousels, short videos (≤ 3 minutes), and microblogs.
- At least **one long-form vlog** and **one long-form video** of a minimum of 1.5 minutes introducing the whole journey.

All content should, where relevant and technically possible, link to and tag the project partners' official social media platforms and websites, 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 3.5.

The relevant digital channels include, but are not limited to:

- **ETC:** [Instagram](#), [Facebook](#), [YouTube](#)
- **CzechTourism:** [Instagram](#), [X](#), [Facebook](#), [YouTube](#)
- **Polish Tourism Organisation:** [Instagram](#)
- **Visit Hungary:** [Instagram](#), [Facebook](#)
- **SLOVAKIA TRAVEL:** [Facebook](#), [Instagram](#), [YouTube](#)

The final list of accounts and URLs to be tagged or linked 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 project partners for review and alignment prior to publication. Final arrangements regarding content validation and timelines will be agreed upon with the selected contractor during the project kick-off phase.

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:

- Estimated and achieved impressions and reach;
- Engagement metrics (e.g. likes, comments, shares, saves, engagement rate);
- Traffic driven to ETC and the partners' digital platforms (where applicable);

- 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 project partners will design and define the influencers' itineraries, including the destinations, locations, and experiences to be showcased. The project partners will bear the following travel expenses:

- Transportation from the influencer's place of residence to the designated European destinations.
- Land arrangements, including accommodation, meals, activities and experiences in the destination.

The contractor must

- Cover the costs of transportation between the different countries.
- Provide the localisation of the content materials to Japanese.
- Provide and cover all costs for an interpreter, including travel expenses, if an influencer cannot communicate effectively in English.
- Coordinate closely with the project partners to align the influencers' travel itinerary with the content creation plan.
- Ensure influencers understand the travel schedule and their obligations.

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

3.3 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 project partners by **15 December 2026** at the latest.

3.4 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 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 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 project partners before implementing such changes.

3.5 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 partners' logos in any materials produced. The guidelines for the use of these logos will be provided at the kick-off of the project.

3.6 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 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 project partners to exercise the usage rights described above without restriction or additional cost.

3.7 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 **150,000.00 EUR** (one hundred and fifty thousand euros), excluding VAT and including any other applicable taxes.

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, content production and localisation in Japanese. 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.

Fixed agency fee	In EUR
Costs per activity (specify if third-party costs)	
Influencer activation campaign	In EUR
e.g. influencer fee	In EUR
Others (specify)	In EUR
e.g.	In EUR
Travel expenses	
Intra-Europe transportation	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 project 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 and intra-Europe travel expenses 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 (minimum 100,000 EUR). 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 proposal must include a clear and compelling campaign concept, including a narrative framework that connects all activities and deliverables. Tenderers should outline the creative approach, key storytelling angles, and how the campaign will translate the project's thematic focus (e.g., music, arts, and cultural heritage) into engaging, coherent content for the target audience across all channels. The proposal should also describe the proposed content production approach, including publication timing, 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 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 **"Influencer-led digital activation campaign for the Central Europe region in Japan"**.

Proposals must be received by **18 May 2026 at 17:00 (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 Central Europe region in Japan"** by **8 May 2026 at 17:00 (CEST)**.

ETC will publish the answers to all the questions received in due course on this page <https://etc-corporate.org/qa-rfp-influencer-led-digital-activation-campaign-for-the-central-europe-region-in-japan/> by **12 May 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:

Final score = (quality score x 0.5) + (financial score x 0.5)
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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 and profile of suggested influencers and alignment with the project's target groups and thematic pillars; 	40

<ul style="list-style-type: none"> ○ The creativity and relevance of the number and format of proposed content (posts, videos, reels, etc.). - The extent to which human and financial resources are efficiently allocated. - 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. 	
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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, 30/04/2026

European Travel Commission

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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.