

Integrated B2C and B2B Marketing Campaign for the Danube Region in Canada

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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.

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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 destination marketing and integrated campaign delivery across international markets. The contractor will be responsible for the planning, execution, and evaluation of an integrated B2C and B2B promotional campaign targeting long-haul audiences, with a primary focus on Canada, hereinafter referred to as the **project**.

The aim of the project is to strengthen the positioning of the Danube Region as a coherent, transnational European destination for sustainable, nature-based and active travel, and to increase its visibility and consideration among potential travellers and travel trade professionals. The project will promote the Danube as a connected travel corridor, highlighting outdoor experiences, responsible travel practices, and the diversity of destinations and local communities along the river.

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

- National Tourism Organisation of Serbia
- German National Tourism Board
- Croatian National Tourist Board
- Slovakia Travel
- Ministry of Economy, Digitalisation, Entrepreneurship and Tourism of Romania
- Tourism Organisation of Osijek-Baranja County (Croatia)

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

2.2. Geographical scope

The geographical scope of the project covers the partners' destinations within the Danube region, encompassing Germany, Slovakia, Croatia, Serbia and Romania, to reflect its transnational dimension.

The project presents the Danube as a continuous European travel corridor connecting diverse landscapes, cultures and communities across multiple countries. It includes a variety of natural environments such as river landscapes, protected areas and rural regions, as well as small and medium-sized destinations located along or near the river.

The campaign will highlight nature-based and outdoor experiences across the region, with a particular emphasis on cycling as a key mode of exploration. Cycling will be positioned as an accessible and flexible way to experience the Danube, allowing travellers to combine short or medium-length cycling sections with other activities such as hiking, water-based experiences and visits to local communities.

This approach reflects a broader concept of eco-friendly mobility and slow travel, encouraging the use of cycling, walking and public transport to explore the region. The campaign will also promote the discovery of lesser-known destinations, off-season travel opportunities, and authentic engagement with local communities, including their gastronomy and cultural traditions.

2.3. 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.

2.4. Objectives

The main objective of the project is to increase the visibility and consideration of the Danube Region as a coherent, transnational European destination for sustainable, nature-based and active travel in the Canadian market.

Secondary objectives include:

- Positioning the Danube as an accessible and environmentally responsible way to explore Europe through outdoor and soft-adventure experiences.
- Promoting responsible travel behaviour.
- Driving engagement among target audiences through a combination of inspirational storytelling and practical travel information.
- Strengthening the joint visibility of participating destinations through a coordinated narrative and integrated communication approach.
- Engaging travel consumers (B2C) through targeted digital communication, while supporting travel trade professionals (B2B) through complementary communication and engagement activities.

2.5. Target groups

The project targets long-haul markets, with Canada as the primary target market and Australia as a secondary market.

The primary target group consists of Free Independent Travellers (FITs)⁵ from Canada, aged approximately 20–50, travelling individually, as couples or in small groups. These travellers are experience-driven and motivated by nature-based and outdoor activities, authentic local experiences and responsible travel (see 2.3 Responsible travel).

They show a strong interest in multi-country and longer-stay journeys and are open to slower forms of travel, including combining activities such as cycling, hiking, gastronomy and cultural exploration. While not necessarily specialised in cycling, they are interested in incorporating short or medium-length cycling experiences as part of a broader European trip.

This audience values safety, accessibility and environmental responsibility, and is inclined to explore destinations beyond traditional tourism routes, with a preference for engaging with local communities and using locally rooted services.

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 FIT is an individual or a small group (<10) of individuals who travel independently (not in an organised group). They book individual products and services arranged by a tour operator or advisor for use by independent travellers.

In addition, the project includes B2B activities targeting tour operators, travel advisors and specialised media in the Canadian market, who actively promote and sell European travel products aligned with nature-based, sustainable and experience-driven travel.

The project will prioritise engagement with:

- tour operators already offering products in the Danube Region, as well as those selling comparable European itineraries or showing interest in developing new products for the region;
- travel advisors and consultants serving FIT travellers and small groups seeking high-quality, experience-driven travel;
- niche operators specialising in nature-based, cultural, gastronomic and heritage tourism.

These professionals act as key intermediaries influencing travel decisions and itinerary development. The project, therefore, engages them as a strategic audience to support the long-term integration of Danube travel experiences into market offerings, while primarily targeting end consumers through B2C communication.

Secondarily, in the Australian market, the project will target river cruise visitors already travelling within Europe, with the objective of encouraging extended stays in the Danube Region through complementary land-based experiences.

The project will focus on clearly defined, interest-based segments within these groups, prioritising high-quality audiences with strong travel intent and engagement potential.

3. Requirements and deliverables

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

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

3.1. Knowledge of the Danube Region and responsible travel

The contractor should demonstrate the capacity to position the Danube Region as a coherent, cross-border European destination and to translate this positioning into effective B2C and B2B marketing activities.

Proven knowledge of the Danube Region's travel products will be considered an added value and should be demonstrated through relevant references, as outlined in Annex 1 – Reference form.

Similarly, experience and expertise in responsible travel, as outlined in section 2.3 Responsible travel, including the ability to integrate responsible travel principles into marketing activities, content, and deliverables, will be considered an added value and should be demonstrated through relevant references (Annex 1 – Reference form).

3.2. B2C Digital Marketing Activation

The contractor shall design and implement a digital-first campaign targeting the identified consumer segments, with a primary focus on the Canadian market (2.5 Target groups), and English as the unique language.

The B2C activation represents the core component of the project and shall aim to increase awareness, engagement and destination consideration, with a particular emphasis on driving high-quality traffic to the campaign landing page.

The contractor shall ensure a consistent narrative and visual identity across all B2C components, including the campaign landing page, content development, podcast series and distribution activities. All elements shall be implemented under a unified strategic and creative framework, ensuring integration across channels and formats.

The contractor shall ensure integration across all B2C components listed below.

3.2.1. Campaign Landing Page Development

The contractor shall design, develop and manage a dedicated campaign landing page serving as the central hub for all B2C campaign activities.

The landing page shall:

- present the Danube Region as a single, coherent and transnational travel corridor;
- ensure visibility of participating destinations through a structured and balanced approach;
- combine inspirational storytelling with practical travel information, including thematic travel ideas and suggested itineraries;
- integrate visual and editorial content provided by project partners and content developed and adapted in the context of the project (3.2.2. Content Development and Adaptation), as well as the podcast series (3.2.3. Podcast Series Production);
- provide clear pathways and links to partner destination websites.

The landing page shall be designed with a strong focus on user experience, accessibility and mobile optimisation, ensuring effective navigation and engagement.

The hosting solution will be defined in coordination with ETC.

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below. The indicated KPIs for the campaign landing page shall be achieved through an integrated approach combining paid media distribution and organic campaign activities.

Channel	KPIs	Outputs
Campaign landing page	Minimum 22,000 sessions; minimum 2,000 interactions with thematic content; minimum 4,000 outbound clicks to partner websites	Fully developed and managed landing page

3.2.2. Content Development and Adaptation

The contractor shall develop and implement a content approach aligned with the overall campaign scope, narrative and key elements described in section 2. Information about the project.

Content shall be primarily based on materials provided by project partners, including visual and editorial assets. The contractor shall be responsible for adapting, curating and optimising this content for use across digital platforms and campaign components.

The contractor shall:

- adapt and format content for different digital channels and placements;
- ensure consistency of visual identity, tone of voice and messaging across all outputs;
- structure content to effectively combine inspirational and practical elements;
- organise and manage content flows from partners, ensuring timely integration and quality control;
- develop supporting short-form content formats (e.g. reels, short videos, social media assets) where required.

Limited additional content production may be carried out where necessary to ensure completeness and coherence of the campaign.

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below.

Activity	KPIs	Outputs
Content development and adaptation	Number and type of content pieces developed and/or adapted (specify)	Produced materials, delivered in final and editable formats

3.2.3. Podcast Series Production

The contractor shall develop and produce an original thematic video podcast series as a central storytelling component of the campaign, targeting both consumer audiences and travel trade stakeholders.

The contractor shall be responsible for the end-to-end production and delivery of the podcast series, including:

- defining the format, structure and editorial approach of the series in close coordination with ETC and project partners;
- planning and coordinating the production process, including scripting, filming, editing and post-production;
- ensuring consistent quality and alignment with the overall campaign narrative and visual identity;
- integrating relevant visual and editorial materials where appropriate;
- preparing and publishing the content across selected distribution channels.

The podcast series shall consist of up to six (6) video episodes.

The contractor shall be responsible for the publication and distribution of the podcast content across relevant platforms. Podcast content shall be actively promoted through digital advertising, social media channels and partner networks, and shall systematically link back to the campaign landing page.

The contractor shall ensure full integration of the podcast series within the broader campaign ecosystem, including content, media and traffic generation activities (3.2.4. Distribution Activities and Paid Media).

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below.

Channels / Activity	KPIs	Outputs
Video podcast series and distribution	Minimum of 50,000 total views/downloads	Up to 6 video podcast episodes; Published and distributed content

3.2.4. Distribution Activities and Paid Media

The contractor shall design and implement a comprehensive, data-driven distribution strategy to ensure effective reach, engagement and traffic generation for all campaign content and assets. Where appropriate, the distribution strategy may integrate partners' own communication channels; however, paid media shall remain the primary tool for achieving the campaign objectives.

All distribution activities shall support the amplification of campaign content, including the podcast series, and drive traffic to the campaign landing page.

The contractor shall prioritise performance optimisation towards engagement and, in particular, traffic generation.

The contractor shall be responsible for the planning, execution and optimisation of paid media activities, including:

- definition and continuous refinement of audience targeting and segmentation aligned with the identified target groups and campaign objectives - distribution's primary target market is Canada, which may be extended to the Australian market with a limited media allocation;
- development of a detailed and cost-effective media plan, including budget allocation, an optimised channel mix aligned with target audiences, and expected performance;
- activation of digital advertising campaigns across relevant platforms, primarily Meta platforms (Instagram and Facebook) and Google Ads, and proposing additional channels where relevant;
- application of risk mitigation tactics and ensuring media quality, targeting accuracy and brand safety across all placements;
- adaptation and deployment of campaign assets across formats and channels;
- continuous monitoring, budget reallocation and performance optimisation throughout the campaign lifecycle.

The contractor shall be responsible for purchasing media space across the agreed markets, channels and platforms in line with the approved media plan. This includes:

- overseeing all stages of the media buying process, ensuring timely and effective execution;
- negotiating media buying terms with vendors, including cost, placement, timing and cancellation conditions;
- securing competitive pricing and discounts, and clearly indicating the difference between rate card prices and actual costs;
- ensuring full transparency towards ETC regarding media buying costs, discounts and any additional expenses.

The contractor shall ensure regular reporting, including:

- weekly interim performance reports to ETC and project partners;

- a final consolidated report including individual and aggregated results;
- performance breakdowns by geography, channel, format, themes and promoted destinations;
- documented proof of media placements and channels, including screenshots of digital assets where applicable;
- provision of access to raw campaign data upon request, including expenditure levels and supporting documentation for third-party costs (e.g. vendor invoices).

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below.

Channels / Activity	KPIs	Outputs
Distribution Activities	Minimum 1.2 million impressions; minimum 600,000 unique users reach; minimum CTR 0.7%	Multi-channel paid media campaign; Media plan with budget allocation and channel mix; Advertising assets adapted to formats and platforms; Performance optimisation and reporting; Media buying documentation and proof of placement

3.3. B2B Marketing Activities

The contractor shall design and implement targeted B2B activities addressing travel trade professionals targeting the Canadian market.

B2B activities shall support the overall objectives of the project by increasing awareness of the Danube Region among tour operators, travel advisors and specialised media, and by encouraging the integration of Danube travel experiences into their product portfolios.

These activities shall complement the B2C campaign and focus on engagement and relationship-building with selected travel trade professionals. The contractor shall ensure strong integration between B2B and B2C components. In this context, campaign assets such as the podcast series and the campaign landing page shall also be leveraged as promotional and engagement tools for travel trade audiences.

The contractor shall ensure alignment between B2B and B2C messaging and maximise synergies across all campaign components.

3.3.1. Email Marketing and Communication

The contractor shall design and implement targeted communication and outreach activities addressing travel trade professionals in the Canadian market, with the objective of supporting and maximising participation in trade engagement activities.

This includes:

- development and execution of email marketing campaigns;
- implementation of outreach activities targeting tour operators, travel advisors and specialised media;
- activation of B2B-oriented social media channels (e.g. LinkedIn).

These activities shall be closely coordinated with the trade engagement component (section 3.3.2. Trade engagement) and shall contribute to the identification, targeting and recruitment of relevant participants for webinars and one-to-one meetings.

Where appropriate, the contractor shall collaborate with project partners to leverage existing communication channels and mailing lists to maximise reach and impact.

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below.

Channels / Activity	KPIs	Outputs
Email marketing, outreach, LinkedIn	Open rates, click-through rates, engagement metrics, and recruitment performance (to be proposed by the contractor)	Email campaigns; Newsletters; Outreach materials; B2B social media content

3.3.2. Trade Engagement

The contractor shall design and implement targeted trade engagement activities aimed at fostering direct interaction between Canadian travel trade professionals and stakeholders from the Danube Region.

The contractor shall be responsible for the planning, coordination and delivery of these activities, including participant recruitment, agenda development, technical setup, moderation, and post-event follow-up.

A) Webinars

The contractor shall organise and deliver two (2) online B2B webinars targeting tour operators, travel advisors and specialised media.

The webinars shall:

- present the Danube Region and its tourism offer in a structured and engaging format;
- combine destination presentations with thematic content and interactive elements;
- be developed in coordination with ETC and project partners;
- include moderation and technical facilitation by the contractor.

B) One-to-one meetings

The contractor shall facilitate up to five (5) one-to-one online meetings between selected Canadian tour operators and Danube stakeholders.

These meetings shall:

- be organised as targeted matchmaking sessions based on relevance and mutual interest;
- be coordinated with participating partners;
- include scheduling, participant management and technical facilitation;
- aim to support concrete product development and business opportunities.

These activities shall be implemented in the second half of the campaign period (indicatively September–October 2026), with the objective of supporting product development and inclusion of Danube travel experiences in Canadian travel trade operators' portfolios.

Following the implementation of trade engagement activities, the contractor must evaluate their outcomes and overall impact. The evaluation shall combine quantitative and qualitative methods and include, at a minimum, the use of an online survey or similar tool to collect structured feedback from the engaged travel trade professionals.

The evaluation must assess the effectiveness of the activities in terms of engagement, knowledge transfer, and future business potential. The contractor is expected to aim for the following results:

- at least 40% of survey respondents report improved knowledge of the destinations and their tourism offer;
- at least 20% of survey respondents report increased confidence in promoting and selling the destinations;
- at least 15% of engaged tour operators and travel advisors express intent to include the destinations in future travel programmes.

The contractor's proposal must elaborate on the methodology, KPIs, guaranteed results, and outputs, following the structure of the table below.

Channels / Activity	KPIs	Outputs
B2B webinars and one-to-one meetings	70 participants in total; 75% of attendees are satisfied/very satisfied with their participation.	2 online webinars and related recordings; Up to 5 one-to-one meetings; Participant lists (including full name, job title, company name, product speciality, and email contact); Event materials; Feedback and evaluation results

3.4. Implementation period

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

3.5. 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 encompass a detailed summary of all tasks executed, a description of all project services and deliverables, and include the results for all the KPIs and the outputs outlined above for each activity and channel.

The **financial report** should encompass a detailed breakdown of all costs of the project, including supporting documents for third-party costs if any (see also 4. Budget and terms of payment).

The technical and financial reports should be sent to ETC and the project partners by **31 January 2027** at the latest.

3.6. 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 partners on the project implementation, either by email or via an online call.

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

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.

3.7. 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



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.

3.8. 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.

4. Budget and terms of payment

The maximum available budget for this project is **140,000.00 EUR** (one hundred forty thousand euros), excluding VAT and including any other applicable taxes.

Invoicing will be done in a maximum of two instalments: one intermediate and one upon project completion. ETC will first review and approve the deliverables, reports and supporting documents to ensure their correctness before asking the contractor to submit the corresponding invoice. All payments to the contractor will be made in **Euros**.

The contractor shall submit a detailed financial report (see section 3.5 Reporting) outlining all expenses incurred on behalf of ETC and the project partners (including all expenses, fees and applicable taxes). All costs must be duly justified with supporting documentation (e.g. invoices from third parties; proof of run, breakdown of KPIs reached). ETC reserves the right to request additional clarifications and documentation. Third-party costs refer to expenses paid by the contractor to subcontractors and/or any external provider for goods and services required to implement the project. Third-party costs are estimated in advance and will be adjusted based on the actual expenses proven through supporting documents and invoices, and respecting the maximum project budget.

As part of the proposal (see section 5. Submission of proposals), the contractor must submit a detailed budget breakdown, where the fixed agency fee of the contractor must be clearly distinguished from implementation costs (detailed per activity) and all other costs.

The **fixed 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.

The agency fee does not include **implementation costs** directly linked to the execution of the project, including but not limited to: creative development and content production, media buying, and any other activity-related costs. 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 where agency fees appear to be embedded within other budget categories.

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

Fixed agency fee	In EUR
Implementation costs per activity (specify if third-party costs)	
LANDING PAGE DEVELOPMENT	In EUR
e.g. domain registration	In EUR
B2C CONTENT DEVELOPMENT AND ADAPTATION	In EUR
e.g. visual and editorial content adaptation	In EUR
PODCAST SERIES PRODUCTION	In EUR
e.g. podcast production	In EUR
B2C CONTENT DISTRIBUTION	In EUR
e.g. paid media	In EUR
B2B EMAIL MARKETING AND COMMUNICATION	In EUR
e.g. paid social media	In EUR
B2B WEBINARS AND ONLINE ONE-TO-ONE MEETINGS	In EUR
e.g. software	In EUR
OTHERS (specify)	In EUR
Total	Maximum 140,000.00 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.

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 (KPIs) 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) Detailed **description of project proposal**, including the foreseen activities and provided services, with their description, outputs, KPIs to measure the project's impact on target groups, including their guaranteed results and methods of verification. The proposal must clearly state how it will reach the target audience described in section 2.5 Target groups.
- 3) At least three **references** to relevant experience in delivering comparable work as outlined in 3. Requirements and deliverables (i.e. case studies or reference list - including project goals, processes, dates and verifiable deliverables) and with a similar contract value (minimum 50,000 EUR). The tenderer should use the template part of Annex 1 - Reference form. When the reference form is submitted in a different format or partially provides the information requested in Annex 1, the proposal will receive a lower score.
- 4) Description of **team credentials**, 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.
- 5) Detailed **timeline** for the implementation and completion of the project.
- 6) Detailed breakdown of the **economic offer**, including a budget line for each of the project's activities. All prices must be quoted in Euro and exclude VAT and include all 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 or outsourcing of activities to subsidiary companies of the contractor is not permitted.

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 “**Integrated B2C and B2B Marketing Campaign for the Danube Region in Canada**”.

Proposals must be received by **11 May 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 Proposal must be sent in writing via the contact form on the ETC website <https://etc-corporate.org/contact/> with the subject “**Questions on RfP: Integrated B2C and B2B Marketing Campaign for the Danube Region in Canada**” until **4 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/rfp-b2c-b2b-marketing-campaign-danube-canada-qa/> by **5 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 firstly 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 the relative weights assigned to them are described below.

Quality criteria	Weight
<p>Company profile, experience, and qualifications of the project team</p> <p>This criterion is assessed based on the following:</p> <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, in particular, knowledge of the Danube Region’s travel products, experience and expertise in responsible travel, and understanding of the target groups 	20
<p>Project management and methodology</p> <p>The quality of the methodology for executing and managing the project is assessed based on:</p> <ul style="list-style-type: none"> - The extent to which the methodology is appropriate and clearly structured (10) - The extent to which quality, efficiency, achievement of expected results against set KPIs and timely delivery of services can be ensured (10) 	20
<p>Relevance of the proposed solution</p> <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 coherence of the proposed campaign approach, including narrative, B2C and B2B integration and audience targeting (10) o The quality, creativity and feasibility of the proposed campaign ecosystem, including the campaign landing page, content approach and podcast production and integration (10) o The quality and effectiveness of the proposed distribution strategy, including paid media planning, channel mix, targeting and optimisation approach (10) o The methodology for identifying relevant travel trade professionals, the quality and relevance of the proposed B2B communication and trade engagement activities (10) - The extent to which human and financial resources are efficiently and realistically allocated. (10) - The extent to which the proposal presents accountable, verifiable, and well-defined KPIs and guarantees the expected results. (10) 	60

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 (see also section 4. Budget and terms of payment). 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 overall budget competitiveness of the proposal. 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 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, 22/04/2026

European Travel Commission

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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.

European Travel Commission

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