

# Travel Trade Campaign for the Alps-Adriatic 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.

**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](http://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 in-depth knowledge of the Canadian travel trade. The contractor will be responsible for planning, executing, and evaluating a B2B marketing and sales campaign targeting tour operators and travel advisors in Canada, hereinafter referred to as the **project**. The aim of the project is to strengthen the positioning of the Alps-Adriatic region as a coherent, cross-border European destination and to increase its integration into the product portfolios of Canadian travel trade professionals.

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

- Javni zavod za turizem Nova Gorica in Vipavska dolina (Slovenia)

- Tourism Bohinj, for the Julian Alps Association (Slovenia)
- ORA Krasa in Brkinov (Slovenia)
- PromoTurismoFVG (Italy)
- City of Umag Tourist Board (Croatia)
- Kärnten Werbung Marketing & Innovationsmanagement (Austria)

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 Alps-Adriatic region, encompassing the Julian Alps, the Karst Region, and Vipava Valley in Slovenia; Friuli Venezia Giulia in Italy; Umag and its surroundings in Croatian Istria; and Carinthia in Austria.

The Alps-Adriatic region combines Alpine, Mediterranean, and Central European landscapes within a compact and accessible area. It includes mountain ranges, protected natural areas, vineyard hills, karst plateaus, historic towns, and the Adriatic coastline.

This diversity enables the development of integrated, cross-border itineraries and travel products, reflecting Europe's cultural and geographical variety. The region is characterised by the convergence of Slavic, Romance, and Germanic cultural influences, expressed through its heritage, gastronomy, and local 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 experiences<sup>1</sup>, off-the-beaten-path destinations<sup>2</sup>, eco-friendly transportation options<sup>3</sup>, and activities that support local communities<sup>4</sup>.

## 2.4 Objectives

The primary objective of the project is to strengthen the positioning of the Alps-Adriatic region in the Canadian market as a coherent, cross-border European destination offering high-quality, sustainable, and culturally rich travel experiences.

Secondary objectives include:

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

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

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

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

- Increasing awareness of the Alps-Adriatic region among Canadian tour operators and travel advisors, positioning it as a compelling multi-destination European travel offer.
- Supporting the development and inclusion of the region in travel trade product portfolios by facilitating knowledge acquisition and product understanding.
- Promoting responsible travel practices.
- Encouraging the development of multi-destination itineraries that reflect the region's geographical diversity and cross-border character.
- Strengthening long-term engagement with the Canadian travel trade, contributing to future business opportunities and sustained market presence.

## 2.5 Target groups

The project targets Canadian tour operators and travel advisors who actively promote and sell premium European travel products aligned with responsible travel practices (see 2.3 Responsible travel).

The focus is on professionals who cater to Free Independent Travellers (FITs)<sup>5</sup>, including individuals and small groups, seeking high-quality, experience-driven travel across Europe. These travellers typically show a strong interest in nature, outdoor activities, gastronomy, cultural heritage, and authentic local experiences.

The project will prioritise engagement with:

- Tour operators that already offer products in the project's destinations (see 2.2 Geographical scope); tour operators that currently sell similar products in Europe; tour operators that are new to the market but have shown clear interest in developing and selling travel products for this region.
- Travel advisors and consultants serving premium FIT and educational travel clients, travelling independently or in small, curated groups.
- Niche operators focusing on nature-based, cultural, gastronomic, and heritage tourism.

Tour operators and travel advisors act as key intermediaries influencing travel decisions. The project therefore addresses these professionals as the primary target audience, while indirectly reaching their client base of Canadian FIT travellers.

## 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 Alps-Adriatic region and responsible travel

The contractor should demonstrate the capacity to position the Alps-Adriatic region as a coherent, cross-border European destination and to translate this positioning into effective B2B marketing and engagement activities.

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<sup>5</sup> 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.

Proven knowledge of the Alps-Adriatic 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 Representation and B2B marketing services

The contractor should demonstrate a clear understanding of the Canadian travel trade, including its structure, key players, and product development processes, to ensure effective engagement and market relevance. Relevant experience in this area will be considered an added value and should be demonstrated through references, as outlined in Annex 1 – Reference form.

The contractor is required to represent the project partners (see 2.1 Project overview) and deliver the services outlined below. Additional tactics may be proposed, provided they align with the overall scope and objectives of the project. All KPIs and expected results must be clearly defined in the contractor's proposal and will be considered guaranteed.

### 3.2.1 Identification of relevant tour operators and travel advisors

The contractor is expected to identify and maintain a database of Canadian tour operators and travel advisors who actively sell or have the potential to sell European travel products, aligned with the project’s target audience (see 2.5 Target groups).

A contact list developed during the 2025 edition of the project will be provided as a baseline. The contractor shall be responsible for reviewing, updating, and expanding this list to ensure its relevance, quality, and alignment with the project objectives. The updated and expanded list of identified tour operators and travel advisors must be submitted for validation and approved by ETC and the project partners prior to the implementation of subsequent project activities.

The identification process should be based on a combination of desk research, industry knowledge, and insights gathered through the project’s communication and engagement activities. Particular attention should be given to professionals specialising in experiential, cultural, nature-based, and high-quality travel products.

The contractor must ensure that all selected contacts are relevant, qualified, and have clear potential for engagement and future product development.

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

KPIs	Outputs
Number and quality of selected tour operators and/or travel advisors; degree of alignment with the project’s target groups; number of new tour operators and travel advisors identified beyond the baseline ( <b>minimum 20</b> )	Updated and expanded database of selected professionals (including full name, job title, company name, product speciality, and email contact), clearly distinguishing existing and newly identified contacts

### 3.2.2 Trade communication, content activities and B2B toolkit development

The contractor is expected to plan, coordinate, and implement continuous trade communication and content activities throughout the duration of the project, with the aim of maintaining engagement and supporting knowledge transfer among relevant tour operators and travel advisors.

These activities shall include the development and distribution of targeted B2B content through appropriate channels, such as newsletters, email marketing, and professional social media platforms (e.g. LinkedIn).

As part of these activities, the contractor is required to develop a comprehensive B2B toolkit to support tour operators and travel advisors in understanding, promoting, and selling the destinations. The toolkit shall serve as a practical resource for product development, sales, and training purposes, and must be aligned with the overall project activities.

The contractor shall be responsible for the full development, design, and production of all content and toolkit materials, including the creation of original assets such as destination presentations, suggested itineraries or product concepts illustrating multi-destination travel opportunities, as well as visuals, maps, infographics, and video content. These materials shall facilitate destination understanding and support the development and sale of travel products by the target audience.

All materials must ensure consistency of messaging and high-quality standards across all outputs and must be delivered in both final and editable formats (e.g. presentation files, design files, raw video files), allowing reuse and adaptation by ETC and the project partners.

The contractor's proposal must elaborate on the trade communication and toolkit approach, including selected channels, formats, KPIs, guaranteed results, and outputs, following the structure of the table below.

<b>Channel/activity</b>	<b>KPIs</b>	<b>Outputs</b>
Email/newsletters	Number of send-outs; open rate; click-through rate; number and quality of unique relevant contacts reached	Copies of emails sent; performance reports
Social media	Number of posts; impressions; engagements; engagement rate	Links and screenshots of posts
Content and toolkit production	Number and type of content and toolkit components produced (presentations, itineraries, visuals, maps, infographics, video content, etc.); level of usability across B2B activities	Complete B2B toolkit package and all produced materials, delivered in final and editable formats

### 3.2.3 B2B engagement activities

Following and simultaneously to the communication activities (3.2.2 Trade communication, content activities and B2B toolkit development), the contractor shall engage the selected tour operators and travel advisors through targeted B2B activities designed to strengthen their knowledge of the destinations, supported by the effective use of the materials developed under the project, for future product development.

The contractor is expected to design and implement an appropriate mix of engagement formats, which may include workshops, one-to-one meetings, small group sessions, webinars, and other relevant B2B formats. The proposed

approach should reflect the specific characteristics of the Canadian market and ensure effective and meaningful interaction with the target audience.

The contractor's proposal must clearly demonstrate how these minimum requirements will be achieved.

### A) Sales missions: B2B meetings and workshops

The contractor is expected to plan, coordinate, and implement B2B meetings and workshops with selected tour operators and travel advisors. Sales missions across Canada should aim to secure the inclusion of the project destinations in their product portfolio or enhance existing offerings in line with the project's objectives.

The contractor will be responsible for all organisational aspects, including:

- Database management and participant selection, which must be approved by ETC and the project's partners.
- Planning of formats, agendas, and logistics, including sourcing and booking meeting venues as required, and taking care of all travel arrangements.
- Communication with participants before and after the activities.
- Follow-up with engaged contacts and handling of enquiries.
- Reporting, including a detailed activity report for each sales mission. This should cover the meetings held, their outcomes and potential, any new leads generated, and relevant contact details for further follow-up by the project partners.

Local tourism SMEs, intended as suppliers, may be involved and participate in these activities where relevant, in coordination with the project partners, to enhance product knowledge and market relevance. SMEs will be identified and recruited by destination partners in close coordination with the contractor, ensuring relevance, quality and alignment with campaign themes.

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

Channel	KPIs	Outputs
Workshops/group sessions	Number of workshops ( <b>minimum 2</b> ); Total number and quality of relevant tour operators and/or travel advisors participating ( <b>minimum 25</b> );	List of participants (including full name, job title, company name, product speciality, and email contact)
One-to-one meetings	Number and quality of relevant tour operators and/or travel advisors met ( <b>minimum 15</b> )	List of participants (including full name, job title, company name, product speciality, and email contact)

### B) Webinars and online B2B presentations

The contractor is expected to plan, execute and evaluate a series of high-quality webinars and online B2B presentations specifically tailored to tour operators and travel advisors aligned with the project's target audience (see 2.5 Target groups). The webinars and online B2B presentations should be consistent with the other travel trade engagement activities of the project, to ensure coherent messaging. These activities should provide structured and content-rich presentations supporting destination knowledge and product development. The contractor shall be responsible for all aspects of delivery, including:

- Conceive, develop, and manage a series of bespoke webinars and online B2B presentations, using a suitable online platform or delivery partner.
- Development of content and presentation materials.
- Promotion and participant recruitment.
- Identify and target a qualified audience.
- Management of registrations and attendance.
- Delivery and moderation of the sessions.
- Collect contact details of webinar attendees and conduct follow-ups when specific interests and leads are clear.

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

Channel	KPIs	Outputs
Webinars / online B2B presentations	Number of sessions ( <b>minimum 2</b> ); Total attendees ( <b>minimum 40</b> )	Recording of the webinar and presentations used; list of registrants and attendees (including full name, job title, company name, product speciality, and email contact)

### C) Participation in trade events (optional)

The contractor may propose participation in relevant B2B travel trade events in Canada, where such participation is deemed beneficial for achieving the project objectives.

If proposed, the contractor shall be responsible for managing all aspects of participation, including coordination with event organisers, scheduling of meetings, logistics, and reporting.

The contractor's proposal must clearly justify the selection of events and define the expected KPIs, guaranteed results, and outputs.

## 3.3 Activities evaluation

Following the implementation of the 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 tour operators and travel advisors.

The evaluation must assess the effectiveness of the activities in terms of engagement, knowledge transfer, and future business potential. In particular, it shall measure:

- the extent to which engaged tour operators and travel advisors have increased their knowledge and understanding of the destinations;
- their level of confidence in promoting and selling the destinations;
- their interest in developing or expanding travel products featuring the destinations;
- the number and quality of leads generated and follow-up actions initiated.

The contractor is expected to aim for the following results:

- at least 60% of survey respondents report improved knowledge of the destinations and their tourism offer;
- at least 40% of survey respondents report increased confidence in promoting and selling the destinations;

- at least 30% of engaged tour operators and travel advisors express intent to include the destinations in future travel programmes;
- at least 5 new or revised itineraries featuring the destinations are under development or discussion as a result of the project.

The evaluation shall also include a qualitative assessment of the involvement of local tourism SMEs in the activities. This must cover their participation in B2B engagement formats, their contribution to product understanding and market relevance, and feedback regarding lead quality and business potential.

The evaluation shall include an assessment of the overall performance of the activities against the defined KPIs, as well as insights into the relevance and effectiveness of the formats used.

The results of the evaluation must be clearly presented and supported by data, including survey findings, participation records, engagement and lead reports. The evaluation should also provide actionable insights and recommendations for future activities and market development.

### 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, images/video of the meetings, media coverage, and include the results for all the KPIs and the outputs outlined above for each activity and channel, as well as the activities evaluation results (3.3 Activities evaluation).

The **financial report** should encompass a detailed breakdown of all costs of the project, 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 **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



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.

### 3.8 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 **100,000.00 EUR** (one-hundred 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 statement report, i.e. financial report (see 3.5 Reporting), of the actual expenses incurred on behalf of ETC and the project partners (including all expenses, fees and applicable taxes) and duly justified based on supporting documents (e.g. invoices from third parties; proof of run, breakdown of KPIs reached). ETC reserves the right to ask for further explanations and supporting documents. Third-party costs and travel expenses are estimated in advance and will be adjusted and reimbursed based on the actual expenses proven through supporting documents and invoices, and respecting the maximum project budget.

As part of the proposal, the contractor must submit a detailed budget breakdown per activity of the project, where:

- The **fixed agency fee** of the contractor must be clearly distinguished from third-party costs and travel expenses.
- **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.
- The estimated travel expenses budget allocation should be broken down and clearly itemised as follows:
  - **Flights:** return economy-class long-haul flights to the sales missions' destinations in Canada for each staff member involved.
  - **All other travel expenses:** these must be calculated based on the number of nights spent on each sales mission in Canada (determined by flights and the dates of deployed activities and meetings), using a fixed rate of EUR 230.00 per person per night.

At the campaign's completion, the financial report must include a detailed breakdown of all travel costs following the above distinction, along with all supporting documents, i.e. flight tickets and related invoices. Travel expenses shall apply exclusively to the contractor. Travel costs related to partners and participating SMEs shall not be covered under the project budget.

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

<b>Fixed agency fee</b>	In EUR
<b>Costs per activity (specify if third-party costs)</b>	
TRADE COMMUNICATION, CONTENT ACTIVITIES AND B2B TOOLKIT DEVELOPMENT	In EUR
e.g. content production	In EUR
e.g. paid distribution activities	In EUR
SALES MISSIONS: B2B MEETINGS AND WORKSHOPS	In EUR
e.g. venue rental	In EUR
e.g. catering	In EUR
WEBINARS AND ONLINE B2B PRESENTATIONS	In EUR
e.g. software	In EUR
Others (specify)	In EUR
e.g. survey	In EUR
<b>Travel expenses</b>	
Flights	In EUR
All other travel expenses (number of nights * fixed rate)	In EUR
<b>Total</b>	Maximum 100,000.00 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 15 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, 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 submitted in a different format, or partially providing the information requested in Annex 1 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 "**Travel Trade Campaign for the Alps-Adriatic Region in Canada**".

Proposals must be received by **27 April 2026 at 16:00 (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: Travel Trade Campaign for the Alps-Adriatic Region in Canada**" until **22 April 2026 at 16:00 (CEST)**.

ETC will publish the answers to all the questions received in due course on this page <https://etc-corporate.org/rfp-travel-trade-campaign-alps-adriatic-qa/> by **23 April 2026 at 16:00 (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><b>Company profile, experience, and qualifications of the project team</b></p> <p>This criterion is assessed based on the following:</p> <ul style="list-style-type: none"> <li>- The extent to which the degree of specialisation and expertise of the contractor and proven references are relevant and appropriate for the project, including knowledge of the Alps-Adriatic region’s travel products, experience and expertise in responsible travel, and understanding of the Canadian travel trade</li> </ul>	20
<p><b>Project management and methodology</b></p> <p>The quality of the methodology for executing and managing the project is assessed based on:</p> <ul style="list-style-type: none"> <li>- The extent to which the methodology is appropriate and clearly structured (10)</li> <li>- The extent to which quality, efficiency, achievement of expected results against set KPIs and timely delivery of services can be ensured (10)</li> </ul>	20
<p><b>Relevance of the proposed solution</b></p> <ul style="list-style-type: none"> <li>- The extent to which the proposed solution is innovative and appropriate to the scope of work, including: <ul style="list-style-type: none"> <li>o The methodology for identifying relevant travel advisors and tour operators (10)</li> <li>o The proposed tactics of the trade communication, content activities and B2B toolkit development (15)</li> <li>o The travel trade engagement concept and the appropriateness of the proposed activities and related tactics (15);</li> </ul> </li> <li>- The extent to which human and financial resources are efficiently allocated. (10)</li> <li>- The extent to which the proposal presents accountable, verifiable, and well-defined KPIs and guarantees the expected results. (10)</li> </ul>	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. 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.

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.

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 Contractor's remuneration beyond what is considered standard market practice. ETC reserves the right to assess whether proposed rates for

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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.

## **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, 13/04/2026**

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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.