

JAMAICA

TOURIST BOARD

The **Jamaica Tourist Board (JTB)** is reviewing the assignment of its marketing and sales representation agency in the Latin American territory and is inviting expressions of interest from suitably qualified candidates with a proven, strong track record of sales and marketing representation to be considered for review. The Jamaica Tourist Board (JTB) directs the marketing and sales activities for destination **Jamaica** - one of the world's leading tourist destinations.

Our overall objective is to find the best sales and marketing representation agency partner that will ultimately help JTB meet the company's goal of attracting more visitors from the core Latin American markets of Argentina, Brazil, Chile, Colombia, Peru and Mexico. The main responsibilities and deliverables of the consultants/firms are as follows but not limited to:

- Develop and expand relationships with tour operators, airlines, travel agents selling Jamaica and other industry partners from core Latin American markets
- Strategically grow, organize, and update travel and product databases for the territories selling Jamaica
- Develop and implement sales plans in the core Latin American markets.
- Plan and manage travel trade shows, consumer shows and exhibitions, roadshow and event coordination, to raise awareness and interest in the destination, within the travel trade industry in primary and secondary markets.
- Develop new schedule and charter air service from core markets while working closely with existing carriers to seek out new gateways.
- Develop and implement effective travel agent training and wholesale product discussions

Firms interested in being considered for this assignment are invited to submit an updated agency profile demonstrating their experience in similar assignments, which meets the minimum eligibility criteria:

- Proof that agency has been in operation no less than 5 financial years.
- Certificate of Incorporation, Partnership or Business registration

In the assessment of submissions, consideration will be given to:

- Technical competence,
- Qualifications and experience,
- Regional experience on similar assignments,
- Financial capability, and
- Commitments

It is recommended that proposals should be no longer than 10 pages. All information must be submitted in English.

The credentials presentation is the initial step in the review process. Following the assessment of submissions, a shortlist of not less than three and not more than six applicants will be provided with full terms of reference, and invited to submit Technical and Financial Proposals to undertake the assignment. JTB reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not shortlisting any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

Expressions of Interest should be received at the Jamaica Tourist Board (JTB) headquarters in Kingston by **4:00pm (local time) on Tuesday, April 30, 2019** and should be submitted in electronic format only. Submissions should be addressed to:

Latam Marketing and Sales Representation Agency Review 2019

The Jamaica Tourist Board

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Email: latam.representation2019@visitjamaica.com