



# JAMAICA

## TOURIST BOARD

# Request for Expression of Interest

## For Hire of Consulting Services for Marketing and Sales Representation Continental Europe

**DEADLINE: June 17, 2024 at 2:00 p.m. (GMT/UTC-5 Local Time)**

The **Jamaica Tourist Board (JTB)** is reviewing the assignment of its Marketing and Sales Representation for Continental Europe and is therefore inviting expressions of interest from suitably qualified firms with a proven track record of sales and marketing representation to be considered for review. The duration of the assignment will be 36 months.

The Jamaica Tourist Board (JTB) is the national tourism agency in the Ministry of Tourism with responsibility for worldwide marketing of the tourism product to attract visitors to Jamaica - one of the world's leading vacation destinations.

The marketing and promotional efforts on the continent have been aided by representation offices mainly in Germany, Holland, Italy and Spain. While this model has been effective, the JTB is keen on having a centralized operation with branches in the German speaking markets (DACH), The Netherlands, Italy, France, Spain and Poland to enhance efficiency, coordination and uniformity in marketing the destination.

Firms interested in being considered for this assignment are invited to submit an Agency Profile which should provide the following information:

- Agency background, size, geographic coverage, agency leadership and key personnel, client list.
- Demonstrable record of minimum 5 years' experience in tourism, destination marketing and promotion as well as public relations as a prerequisite for consideration.
- Principal must have at least seven (7) years' experience as an agency lead as a prerequisite for consideration.
- Evidence of work completed for tourism client(s) within the last 5 years, with brief case histories of the work completed that demonstrates experience and proven skills in creating, planning and executing promotions and events at national, regional and local levels.
- Information should demonstrate the range and variety of both media and business contacts to which the agency has access.
- Experience with crisis management, whether as a consequence of natural disaster, war, or socio-political turbulence.
- A brief list of client and media references including names, titles and contact information
- Any other specialized or distinctive skills, resources or services which differentiate the Firm.

**Proposal submissions should be no longer than 10 pages and must be written in the English language.**

The credentials presentation is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the shortlisted firms.

The Expression of Interest submission document will be made available for download via the e-GP Procurement System at <https://www.gojep.gov.jm> on May 28, 2024. For assistance regarding registration, training on use of system, download of tender documents and upload of tender proposals, please contact the Ministry of Finance and the Public Service, Office of the Public Procurement Policy Unit Customer Care Desk at (876) 932-5220/932-5253 or email [opppcustomer@care@mof.gov.jm](mailto:opppcustomer@care@mof.gov.jm).

**Expressions of Interest must be completed using the Expression of Interest Submission Document and submitted electronically in PDF Format via the GoJ's e-GP Procurement system by 2:00 pm local time Monday, June 17, 2024.**

**For further information, please contact JTB at: [procurement@visitjamaica.com](mailto:procurement@visitjamaica.com) or 876-929-9200**