



# JAMAICA

## TOURIST BOARD

# Request for EXTENDED Expression of Interest

## For Hire of Consulting Services for Public Relations Representation in Canada

**DEADLINE: May 31, 2024, at 1:00 p.m. (GMT/UTC-5 Local Time)**

The **Jamaica Tourist Board (JTB)** is reviewing the assignment of its public relations representation in Canada and is inviting expressions of interest from suitably qualified Public Relations (PR) firms with demonstrated capabilities in strategic media relations and a proven record of success in developing and implementing fully integrated, dynamic public relations plans with government entities in the travel and tourism industry, to be considered for review.

The JTB directs the marketing of brand JAMAICA – one of the world’s leading destinations, through all applicable channels including above the line mainstream media and new media channels to position Destination JAMAICA strategically and prominently in travel markets worldwide. The deliverables include but are not limited to the elevation of the destination in the Canadian market and developing of strategic tourism public relations efforts by targeting national and international communities in the Canadian market.

The JTB is interested in securing a committed and reliable partner that will fulfil the above objectives and align with the core business of attracting more visitors to drive economic benefits for the destination. Firms interested in being considered for this assignment are invited to submit an agency profile which meets the minimum eligibility criteria and provides the relevant information as outlined below:

- Demonstrable record of minimum 5 years’ experience in tourism, destination marketing and communications, and related activities as a prerequisite for consideration.
- Principal must have at least seven (7) years’ experience as an agency lead as a prerequisite for consideration.
- Demonstrable specialist skill sets and experience of key personnel.
- Demonstrable knowledge of the travel and tourism industry, and appreciation of Jamaica’s competitive set.
- Comprehensive agency profile should include client list and the proposed account management office located in Toronto, Canada.
- Evidence of work completed for tourism client(s) within the last 5 years, among other successful PR campaigns with brief case histories of the work completed.
- Demonstrated PR capabilities in dealing with government entities in the travel and tourism industry, with measurable success.

**Proposal submissions should be no longer than 10 pages.**

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 01, 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 at <https://www.gojep.gov.jm> by 1:00 pm local time Friday, May 31, 2024. For further information, please contact JTB at: [procurement@visitjamaica.com](mailto:procurement@visitjamaica.com) or 876-929-9200.