

RFP/IEI/2023-01
“Marketing Plan elaboration and implementation for UNWTO Tourism Online
Academy”

QUESTIONS AND ANSWERS

3rd March 2023

Question 1

What are the key markets for this initiative?

Answer 1

The marketing plan is aimed to be global.

Question 2

Will the marketing only be in English or also other languages? b. If so which ones?

Answer 2

In accordance with the TORs, the marketing plan should be developed in English. The ability to provide the services in another UNWTO's official language is a plus (as per section 8 General Requirements of the TORs).

Question 3

Can you describe the target audience in more detail? What is the target to which the campaigns are directed (markets, age, socioeconomic profile)?

Answer 3

The target audience is divided in two: firstly, people who are not yet involved in the tourism industry and are interested in working in the tourism sector in the future. Our introduction courses fit to this type of audience. Secondly, professionals of the sector who want to improve their current skillset. We have more in depth and specific courses that can help the users gain knowledge about niche thematic. Age between 18-45 is the key range for us.

Question 4

Do you have past marketing plans you can share? Could you send us a copy of it please?

Answer 4

At this moment we don't have any marketing plans developed to share.

Question 5

Is there a budget? b. If so, what is it? euros (VAT included)

Answer 5

The maximum budget is 70,000 euros. Please note that the maximum number of points will be allotted to the lowest price proposal.

Question 6

When will all questions and answers be published? b. Will they be published on this page of your website? <https://www.unwto.org/node/13383>

Answer 6

Yes, answers to all questions received by the due date will be posted on the UNWTO procurement website. The answers to the questions will be published at least ten (10) days before the deadline for submission of the bid.

Question 7

In document III in point 3, reference is made to objectives. As for the goal: increase leads and increase sales. Is there an exact % or number? Do we have previous data with similar investments? If so, could we have access to a history to evaluate the investment and ROI?

Answer 7

No, we don't have that data available.

Question 8

In document III, in point 4, reference is made to Optimize the content for the website. In order to know about the SEO strategy and valuable content, do you mean optimizing all the current and new content on the web or the new ones that are being created?

Answer 8

We mean optimizing the current content and the new ones that are being created.

Question 9

In document III at point 4, reference is made to Edit and publish content, videos, podcasts and audio content on online sites. Will the podcasts be recorded at the UNWTO offices or in a studio? In Madrid or where?

Answer 9

When recording a podcasts, a studio in Madrid will be needed. UNWTO doesn't own a studio for that activity.

Question 10

Have an established track record in Marketing, communications, branding and knowledge management, including web management, video and graphic development and editing, proofreading and copy editing. Referring to this track record, is track record in branding, proofreading and copy editing, required in English?

Answer 10

Indeed, is required in English.

Question 11

According to Document I, section 4.1.1, the submission is to be done by email. Could you please inform us of the maximum size in mb that your email accepts? Taking into account the

"1) General and administrative documentation" requested, this information is important to know if we can send "File A" in a single email, or if not, we must distribute it in different emails.

Answer 11

Our email supports a maximum message size of 150MB. Documents included in File A may be distributed in different emails if needed. Please make sure to name the files and documents so they are easily identifiable.

Question 12

Should we name the files File A and File B, or is it just a guideline that they should be clearly differentiated?

Answer 12

We recommend including that denomination (File A and File B) or reference to the technical or economic proposals to avoid any misunderstanding that could lead to the rejection of the proposal. Please note that in accordance with UNWTO procurement policies proposals that do not comply with the requirement of submitting their technical and financial offers separately in two different files, which will be opened at different times, shall be rejected and not considered for evaluation.

Question 13

Document I, section 3.3.1, 1)b requests the Identity Card of legal representative. Please note that the ID is personal information and therefore is sensitive information of special protection in European and Spanish legislation. Therefore, sending a copy of the ID may be problematic. Taking into account the documentation you are requesting, could it be considered valid to send our powers of signature where it can be verified that the signature of our legal representative and the signature on the requested documents are the same?

Answer 13

Yes, it could be valid if we can verify that the signatory of the offer has sufficient powers of representation to submit the bid.

Question 14

Could you specify the budget allocated for the project or is there a budget limitation?

Answer 14

The maximum budget is between 70,000 euros. Please note that the maximum number of points will be allotted to the lowest price proposal.

Question 15

Regarding the eligibility is there a limitation about being a consortium? Or country limitation?

Answer 15

Requirements included in section 1.2.1 of Document I Bidding information need to be fulfilled and one form of Annex 1 (Document IV) should be provided for each company forming part of the partnership.

Question 16

What is the specific number of experts that must be involved.

Answer 16

There is no specific number.

Question 17

Is there a specific format for the technical/financial/and experts profile proposal? If so, could you please share the templates

Answer 17

No, there is no specific format or templates to be provided.

Question 18

Does the financial and technical proposal need to be password protected?

Answer 18

No, documents do not need to be password protected.

Question 19

The tender document mentions the following requirement: “• Have an established track record in Marketing, communications, branding and knowledge management, including web management, video and graphic development and editing, proofreading and copy editing.”. Our question is: what are the mandatory languages for these track records especially editing, proofreading, editing?

Answer 19

In accordance with the TORs, the marketing plan should be developed in English. The ability to provide the services in another UNWTO's official language is a plus (as per section 8 General Requirements of the TORs).

Question 20

What are the key markets for this initiative given the new situation of the sector after the pandemic years?

Answer 20

The marketing plan is aimed to be global.

Question 21

Are there any specific courses that you are particularly interested in disseminating? If so, please specify the courses and the reason.

Answer 21

No, we would need to promote all.

Question 22

Are there any new courses that have been created as a result of the new situation in the sector? If so, which ones?

Answer 22

Yes, the following ones:

- 1- Branding and Innovation
- 2- Sustainable Destination Management

Question 23

What is the budget for the marketing plan, and how should it be allocated across different channels and tactics?

Answer 23

The maximum budget allocated for this project is 70,000 Euros. The decision to allocate the budget across the channels and tactics are yours to make, as bidders are the ones responsible to develop the marketing plan.

Question 24

What are all the communication channels we will have access to in order to reach a larger number of users?

Answer 24

All type of Social Media and paid promotion activities and possibly press releases.

Question 25

What are the SDG values in the 12-month campaign that you would be most interested in promoting?

Answer 25

SDG 4: Quality Education

SDG 5: Gender Equality

SDG 8: Good job and Economic Growth

Question 26

Would it be possible to contact customers directly to send email marketing and build customer loyalty through valuable content, promotional discounts, etc? We would like to create content pieces to showcase the success stories of UNWTO clients; can this option be considered?

Answer 26

Yes, this option can be considered.

Question 27

How can the marketing plan be integrated with other marketing and communication efforts by the UNWTO?

Answer 27

Depending on the marketing plan proposed by the awarded company as result of this tender process, this option can be considered and further discussed. We cannot assure anything at this stage.