
RFP/MIPC/2025-01**Provision of Design and Outreach Strategy and Plan services for the World Tourism Report****Questions and Answers****8 August 2025****Question 1:**

Is it permissible for team members to be the same across different work packages?

Answer 1:

Yes considering they would have the necessary skills and experience to implement the work packages

Question 2:

Are references required to be distinct for each work package or can they be applied to multiple work packages?

Answer 2:

The same references can be used for multiple work packages as long as they are relevant.

Question 3:

Regarding the required documents, should we create a separate set of annexes for each work package or only adjust the requirements of Annex 5: Detailed Technical Proposal? Portfolio; Team allocation; and Personal CV for each work package?

Answer 3:

Yes, please create a set of annexes for each work package.

Question 4:

In the financial proposal, it requests the 'Form for Submission of the Financial Bid' and 'Breakdown of costs'. Can we use one version of the 'Form of Submission' for all four work packages? Regarding the breakdown of costs, should we provide a lump sum for each work package, or should we itemize the costs according to the key deliverables as indicated in Point 10. Annexes" of the "DOCUMENT III: Terms of Reference"?

Answer 4:

Yes the same Submission Form can be used. Nonetheless, for each work package a breakdown of costs should be provided according to the work package and not necessarily the deliverables.

Question 5:

“Bidder's Specific Experience: each company must present evidence and references of having satisfactorily performed at least two contracts in the last year for the provision of services similar to those requested in this tender” – does this need to be submitted over and above the technical work examples?

Answer 5:

No, no need to submit over and above. This is part of the references requested (technical work examples).

Question 6:

“Proposed approach to the project – vision, project outline and proposed detailed timeline and workplan” – this needs to be submitted apart from the communication strategy?

- How many previous relevant work examples need to be submitted?

Answer 6:

Yes, this needs to be presented apart from the communication strategy and applies to the whole project. At least two relevant work examples as indicated in the Bidder's Specific Experience.

Question 7:

Could you share preliminary messaging pillars or thematic priorities that UN Tourism envisions for the World Tourism Report? This would help ensure early alignment between the visual identity, narrative structure, and communication tone.

Answer 7:

The Report will focus on the need for and importance of ensuring tourism's progress towards a transformation led by targeted policy in the following four areas: People, Planet, Prosperity and Governance. It will benchmark current policy enablers for countries around the world on these four pillars as well as on their current performance in tourism (ie actual results). The Report will further include a Foresight Chapter with Scenarios and a Thematic Chapter on Tourism's Transformation.

Question 8:

Beyond visibility, are there specific behavioural or policy outcomes UN Tourism is hoping to influence through the Report's communications and outreach? For example, improved policymaker engagement, donor interest, or private-sector investment?

Answer 8:

Yes, improve and promote targeted policies that promote sustainability, inclusion and resilience in the sector making a strong point on the importance and impact that targeted policy enablers can and should have in the transformation of the sector.

Question 9:

The target media for the five and above media placement deliverables - will these be mutually pre-decided with the partner

Answer 9:

Yes, upon proposal of the bidder.

Question 10:

Will the launch event be virtual, hybrid, or in-person only — and will the agency be expected to contribute to broader event branding and AV planning?

Answer 10:

The event is expected to be hybrid (only streaming) but the agency is not expected to contribute to any of the AV planning. Yes, the agency will be responsible for the event branding as part of the communication pieces as well as all pieces requested for the event (screens, launch video, etc)

Question 11:

For the outreach plan, is there flexibility to propose integrated elements beyond traditional earned media and social (e.g., stakeholder newsletters, partnerships with influencers in travel & policy)?

Answer 11:

Yes, there is full flexibility to propose the most impactful approach.

Question 12:

For media outreach and social media, is there preference for regional tailoring (e.g., APAC, LATAM, MENA), or should the strategy aim for unified global messaging?

Answer 12:

The strategy aims to be global with a focus on most relevant markets and economies.

Question 13:

Is there a desired emotional or thematic tone for the promotional video content (e.g., inspirational, data-driven, human-centered)? Also, should the videos focus more on institutional narrative or thematic storytelling across countries?

Answer 13:

The tone should be aligned with the objectives of the report yet have the desired impact on the target audience. The narrative will be of global nature without specific reference to country cases. It should be data driven yet inspirational and human center in the sense that policies can and should support positive change.

Question 14:

Is there a preferred or approved visual toolkit (e.g., motion graphics guidelines, video openers, PowerPoint template specs) that must be adhered to for the launch event visuals and screen presentations?

Answer 14:

There are no specific guidelines for motion graphics. However, all visual materials should align with the UN Tourism branding guidelines, which will be shared in full with the company selected for this assignment.

The overall look, feel, and tone can also be observed by visiting the UN Tourism website (unwto.org), which reflects the organization's visual identity and communication style.

In addition to the branding guidelines, we will provide relevant templates (e.g., PowerPoint) and other examples. However, the selected company is also expected to propose creative formats that align with the UN Tourism branding guidelines.

Question 15:

Are there specific accessibility standards for videos and social content (e.g., captions, multi-language subtitles, WCAG compliance)?

Answer 15:

Captions and subtitles, as well as multi-language content where relevant, are expected for visuals and social media content. Detailed specifications will be provided to the selected company, including the accessibility components to be applied to each material.

Question 16:

Will the selected partner be given access to the existing CMS or be expected to propose a separate subdomain structure for the interactive data visualizations? Is there a preferred tech stack or constraint (e.g., Drupal, WordPress, React)?

Answer 16:

Coordination meetings with the UN Tourism ICT and Communications departments will be held to determine the most effective approach for integrating the interactive data visualizations within the organization's existing web architecture.

A subdomain structure is acceptable, especially if it enhances the exploration experience and visual impact of the infographics, provided it fully complies with UN Tourism's technical, security, and branding requirements, and is developed in close alignment with the organization's established web frameworks and infrastructure. The selected partner will be expected to ensure compatibility, scalability, and optimal performance across devices and browsers. Any technology stack may be proposed, as long as it satisfies these requirements, which will be shared and coordinated with the relevant UN Tourism teams.

Question 17:

Given the scale of country factsheets and case studies, is there a plan to share pre-processed datasets or metadata schemas that would allow for scalable dashboard development or automated infographic generation?

Answer 17:

Yes, all data will be shared in tabular formats (csv, xlsx) with metadata and dictionaries to enable scalability and automation in the generation of infographics and other visual outputs and to ensure repeatable production workflows.

Question 18:

Are there pre-defined KPIs or a preferred measurement framework for media, social media, and stakeholder impact that the selected agency is expected to align with (e.g., AVE, share of voice, engagement rates, policy citations)?

Answer 18:

Baseline metrics such as audience size, reach, and impact are expected. Proposals for additional KPIs and measurement methodologies are valued.

Question 19:

For the media and social media impact reports (Dec 2025–June 2026), will UN Tourism provide media monitoring tools/logins, or is it expected that the agency will use their own platforms and subscriptions for tracking global coverage

Answer 19:

General overall media and social media tracking will be conducted by UN Tourism. Nevertheless, the selected company is expected to provide dedicated monitoring and reporting for the specific content, deliverables, and actions produced under this consultancy.