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Planning

Communication Plan for Global Tourism Marketing & Product Distribution 2022 – 2025: Lot 1 - North Wales

Welsh Government

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-007715

Procurement identifier (OCID): ocds-h6vhtk-0324bd

Published 22 March 2022, 12:56pm

Section I: Contracting authority

I.1) Name and addresses

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

Contact

Gerrard O'Neill

Email

gerrard.oneill@gov.wales

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communication Plan for Global Tourism Marketing & Product Distribution 2022 – 2025: Lot 1 - North Wales

Reference number

TBC

II.1.2) Main CPV code

- 75125000 - Administrative services related to tourism affairs

II.1.3) Type of contract

Services

II.1.4) Short description

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets.

Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc.

With the above at its heart, the successful contractors will be required to research, prepare, present and deliver an effective, deliverable regional communications plan for 2022-2025 focussed on addressing the needs of their respective area and its make-up of businesses. Detail is required within the plan for year 1 (financial year 2022/23) and a broader delivery approach outlined for years 2 and 3.

The contract will be for 3 years with an annual review break included to assess performance and outputs.

There is a 3 year proposed budget of approx. GBP 240,000 excluding VAT for the overall

contract, which will be broken down into 4 lots of GBP 60,000 excluding VAT:

Lot 1 - North Wales

Lot 2 – Mid Wales

Lot 3 – West Wales

Lot 4 - South Wales

Please respond to this PIN notice to register interest to bid for Lot 1 - North Wales. Please only respond to the lots you intend to bid for. The deadline for registering interest is the 1st April 2022.

II.1.5) Estimated total value

Value excluding VAT: £60,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

North Wales

II.2.4) Description of the procurement

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Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc.

The stakeholders to benefit from the communication plan are described below:

- Suppliers, including accommodation, attractions, tours, experiences and events need a way to connect their product seamlessly with a diverse range of channels.
- Distributors, for example, Online Travel Agencies such as Expedia and offline international tour operators such as Authentic Vacations. They need access to real-time pricing and availability, alongside content generated by local experts and supported by data.
- Destination Marketing Organisations, who need a platform that will support their efforts to digitally enable local businesses to reach new audiences and gain a clear view of market insights.
- Consumers, in particular, both domestic and international travellers interested in visiting Wales. They need to simply discover and pre-book great travel ideas and itineraries across Wales resulting from a more effective business-to-business platform offering improved product distribution.

The solution will require:

- A good understanding / experience of the tourism industry, the different regions of Wales and the Destination Management Organisations and other membership organisations within those regions, which support tourism across Wales.
- A good understanding / experience of delivering tourism destination plans. A good understanding / experience of negotiating different priorities to meet regional objectives across Wales.
- A good understanding / experience of collaborating with both Private and Public sectors including each of the local authorities' priorities for tourism and ability to effectively engage stakeholders.
- A good understanding / experience of the existing tourism industry marketing opportunities available through Welsh Government's Visit Wales team to improve economic benefits to the regions.

The project deliverables would include:

- A one-off communication delivery plan;
- A suite of deliverable and measurable KPIs for engagement and education of available platforms/opportunities through Welsh Government;
- Regular reporting mechanisms available for the client.

The successful contractor should also take into account;

- How existing regional plans can form part of a wider pan Wales communication plan.
- Identify skills needs required as a “train the trainer” approach to delivery of the plan.
- The suite of bilingual assets required for educational purposes with methods to implement

Whereas successful suppliers will need to develop the most appropriate bank of educational assets required for their region, there will be a suite of training and educational materials made available at a national level on award, including virtual educational content from leading experts of the platforms, desk instructions and best practice case studies, as part of the educational toolkits.

II.3) Estimated date of publication of contract notice

4 April 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

(WA Ref:119817)