

**BERMUDA**  
TOURISM AUTHORITY

Request for Proposal

# Request for Proposal

Bermuda Tourism Authority  
In-Market Representation: United Kingdom/Europe  
March 1, 2021 to December 31, 2022

## About Bermuda Tourism Authority

The Bermuda Tourism Authority (BTA) is the official Destination Marketing Organisation of Bermuda and an accredited member of Destinations International.

## The Scenario

The BTA actively focuses its leisure tourism marketing in North American cities where there is direct air service to the island, either year-round or seasonally. Outlined in the Bermuda National Tourism Plan 2025, the five focus cities of importance are New York City, Boston, Washington, D.C., Philadelphia, and Toronto. These markets make up the bulk of the visitors to Bermuda, particularly travellers from New York City and Boston.

Meantime, the UK has strong ties to Bermuda with direct air service on British Airways from London Gatwick. Multiyear leisure travel performance from the U.K. market has lagged, representing just six to nine percent of total air arrivals and only five percent of leisure air arrivals (pre-COVID). Performance has remained flat. Most leisure travellers have been from the south of England. The underperformance of the market has meant London is not on Bermuda's list of National Tourism Plan focus cities for leisure travellers, despite direct air service.

In October 2020, Bermuda and British Airways agreed a deal to switch non-stop air service from Gatwick to Heathrow at a minimum of four days per week, beginning March 28, 2021. This presents a golden opportunity for the island to grow leisure visits from the U.K., while at the same time, leveraging flight connections from European cities.

Based on this new opportunity, beginning in March, London will be elevated to a focus city in the Bermuda National Tourism Plan. The goal is ambitious: In 2021, Bermuda aspires to double, from 7 percent to 14 percent, the share of total leisure air visitors from the United Kingdom and Europe when compared to 2019.

## Request for Proposal Overview

This Request for Proposal (RFP) seeks a single agency or a consortium of professionals to represent Bermuda as a travel destination primarily in the U.K. market (with the ability to reach designated European cities secondarily) in the following disciplines: public relations, consumer marketing, media buying, event planning and travel trade activities.

The primary function of this representation is to increase tourism to, and general awareness of, Bermuda. The ideal candidate should have extensive experience in destination marketing. Expertise in the areas below is of special importance to Bermuda:

- direct to consumer sales;
- generating earned media coverage in key digital and print publications;
- tour operator and travel agent relationships;
- superyacht tourism;
- MICE, social and sports groups;
- and other key sectors that can positively impact tourism.

Specific experience working with an island destination is a critical asset, including the ability to effectively respect and represent cultural differences, work directly with on-island stakeholders when necessary, and collaborate constructively with affiliated Bermuda agencies and partners in North America.

In addition to the primary work in the United Kingdom, the BTA plans to explore at least some of the following European markets for leisure travel potential due to the convenient connections through Heathrow:

- Germany
  - Berlin, Dusseldorf, Munich, Frankfurt, Hamburg, Hannover
- France
  - Paris, Nice, Lyon, Toulouse
- Italy
  - Milan, Rome, Pisa, Bologna
- Switzerland
  - Geneva, Zurich, Basel
- Ireland
  - Dublin

## Requested Scope of Work

1. Develop a strategic marketing plan across media channels recommended to reach the BTA's existing target consumer segmentation (provided after a signed intent to bid is submitted). The strategic plan should include:
  - a. A detailed work plan;
  - b. An email marketing strategy. The BTA has a UK/Europe email database of 10,000, segmented by target persona types.
2. Conduct media relations services, including, but not limited to:
  - a. Creating a target list of high-potential media outlets and journalists/writers, including print, broadcast, and social media;
  - b. Generating media familiarisation tours to the destination for qualified candidates;
  - c. Scheduling a prescribed number of media appointments for BTA during sales trips and/or trade shows in UK/Europe;
  - d. Providing consultative services to BTA and its constituents on media relations issues and media buys;
  - e. Representing BTA to the media in UK/Europe and facilitating contacts with BTA when appropriate;
  - f. Creating and maintaining a media database which is the property of BTA;
  - g. Proposing relevant and timely story ideas to targeted media;
  - h. Liaising with BTA's social media agency of record on social media content and messaging for the UK/Europe market;
  - i. Tracking media clippings coverage and providing a regular clipping analysis report to BTA with a brief translation of coverage, including circulation, author, date, headline, and advertising equivalency;
  - j. Identifying cooperative marketing strategies for BTA;
  - k. Achieving a mutually agreed upon annual goal of earned media coverage.
3. Conduct travel trade services, including, but not limited to:
  - a. Contacting, on a regular basis, tour operators and travel agencies in UK/Europe that sell Bermuda or have the potential to develop new product;
  - b. Generating travel trade familiarisation tours to the destination for qualified candidates;
  - c. Scheduling travel trade appointments for BTA and facilitating agendas during sales trips and/or tradeshows in UK/Europe;
  - d. Identifying cooperative marketing strategies for BTA, including participation in road shows, trade and consumer fairs, advertising, sales training, direct mail, etc.;
  - e. Maintaining a database of travel trade and providing them with regular updates about the destination. This database is the property of BTA;
  - f. Keep BTA apprised of current travel trends and issues and make strategic recommendations for promotional programs based on new market trends.
4. Create a stakeholder communication strategy for productive engagement with key U.K. and European partners around:
  - a. Commercial aviation with British Airways and other potential commercial airline partners;
  - b. Private aviation partners to further leverage travel growth trends in this area;
  - c. Superyacht brokers, captains and owners to leverage new Bermuda policies designed to attract this audience segment to the island.
5. Create and distribute monthly and quarterly reports that detail progress on all items in the scope of work directly above as well as and a summary of UK/Europe travel trends.

## Proposals Must Include the Following:

### 1. Cover Letter (maximum two pages)

- a. Be clear about how your company's or consortium's background, qualifications, experience, specific areas of expertise, affiliations with industry groups, etc. meet the requirements of the RFP;
- b. A minimum of two references (with a key contact, phone number and email for each);
- c. An executive summary of overarching strategy for accomplishing BTA's objectives in the UK/Europe market;
- d. Signature by an official with the authority to enter into a contractual relationship.

### 2. Proposed Strategy for BTA, UK/Europe (maximum of five pages)

- a. Outline overall market approach, including key strategies and audiences/demographics;
- b. Prioritise and briefly describe strategy as it relates to items in the request for proposal overview above;
- c. Indicate how existing strengths of Bermuda would be leveraged to influence UK/Europe consumers;
- d. Include a detailed outline of proposed activities to accomplish Bermuda's tourism objectives in the UK/Europe market;
- e. Include proposed metrics for measuring your submission's success in the UK/Europe market. This should incorporate measurement of earned media, development of available product through travel trade, and tracking of direct-to-consumer campaigns.

### 3. Industry Experience (maximum of five pages)

- a. Describe experience in developing and managing direct-to-consumer campaigns. Please include an example of a past campaign that was particularly successful for a current or past client. Please ensure it is applicable to Bermuda's objectives and budget;
- b. Outline key travel trade that will be important to BTA's success in the UK/Europe market. Provide an example of a past marketing campaign with a travel trade partner that was particularly successful for a current or past client. Please ensure it is applicable to Bermuda's objectives and budget;
- c. Indicate key media that will be important to Bermuda's success in the UK/Europe market. Please provide an example of how you successfully earned a current or past client particularly impressive coverage in a key media outlet;
- d. Describe ability to produce innovative and engaging destination-focused events that attract highly influential media, travel trade, and/or consumers. Please include an example of a successful event for a current or past client, including objective, budget, and results;
- e. Although not required in the Scope of Work, indicate any experience within the MICE, social and sports group markets that may be valuable;
- f. Please include any other experiences or areas of expertise that BTA should consider.

### 4. Proposed Key Account Staff and Managers (maximum two pages)

- a. Provide a brief bio or resume for all key personnel assigned to managing BTA's account on a day-to-day basis;
- b. A team reflecting the diversity of the destination and its consumers is preferred;
- c. Please include any supporting staff, specialty services/personnel, and executive-level management that would supplement the day-to-day account manager(s).

**Proposals Must Include the Following (continued):**

5. Destination Knowledge (maximum one page)

- a. Describe your team's overall knowledge of Bermuda;
- b. Where are the perceived do you see opportunities;

6. Proposed Budget (maximum one page)

It is estimated this scope of work will operate with \$900,000 USD budget for the UK/Europe market in 2021, from March 1, 2021 to December 31, 2021, considered year one of the budget agreement (see additional details in "Funding and Contract Period" section below). Budget for the 12 months of year two will be determined at a later date. The submitted year-one budget should include all fees associated with the following areas of work, with an associated budget figure for each of these four areas:

- a. **Creative services:** including creative strategy, briefings, design, etc., as well as translation services, needed to fulfil the media placements associated with this SOW;
- b. **Media buying:** Traditional media buying (integrated packages, linear TV, print, digital, OOH), tracking, implementation, etc.;
- c. **Marketing & PR:** including all media relations services mentioned in SOW;
- d. **Media placements:** all media and technology research, ad serving, verification, etc.

Please be clear about:

- e. Creative development fees, project management fees, copy writing fees, etc.;
- f. What you believe it will cost to work with your team including breakdown of hourly rates per team member function;
- g. Outline how you handle passing on to the BTA any outside costs incurred.

Notes:

- h. Budget should exclude any familiarisation trip hosting, which is funded separately, from a different budget;
- i. Identify any in-kind savings or added value offered.

## **Funding and Contract Period**

It is anticipated the contract rewarded as result of this RFP will be valid for a 22-month period, March 1, 2021 through December 31, 2022., However the applicant is requested to submit a budget and plan for only the first ten months of the agreement at this time. The final value/budget associated with this RFP will be agreed upon by both BTA and the contractor.

## **Ownership of Materials**

If you decide to participate and present in the process, BTA will own all of the ideas, intellectual property, concept boards and materials you share with us, whether you are eventually hired or not. If chosen for this project, all of the creative work completed or proposed during the term of the agreement will ultimately be the sole property of BTA.

If selected as the agency of choice, any artwork you supply to us must be cleared and appropriate for ownership by BTA. We cannot be responsible for model or talent residuals of any kind. If your company is signatory to any contracts that conflict with this policy, we are not and will not be bound by those contracts. Make certain your affiliated bring suppliers and partners to the table than understand and agree to these terms.

## **Proposal Submission**

Proposals must be submitted in typewritten form and signed by an authorised representative of the organisation. Hard copies are not accepted, only an electronic submission is acceptable.

Bermuda Tourism Authority is not responsible for any costs incurred by a candidate in submitting their proposal. Anyone responding to this RFP does so at their own expense.

## **Official Contact**

RFP Official Contact:  
Bermuda Tourism Authority Assistant Director of Sports Marketing  
**Alastair Jack**  
ajack@bermudatoursim.com

All correspondence and communication should be made through the official contact including proposal submissions, intent to bid and questions.

## Notice of Intent to Bid

### Instructions

Notice of Intent to Bid must be received by January 19, 2021 (due by 5 pm EST). The notice shall be signed and sent via email to the official contact. The Notice of Intent to Bid, is nonbinding; however, it allows the BTA to plan appropriately. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.

Dear Mr. Jack,

Please take note of my Intent to Bid for Bermuda Tourism Authority In-Market Representation: United Kingdom/Europe, March 1, 2021 to December 31, 2022.

NAME OF BIDDER / COMPANY:

CONTACT PERSON:

MAILING ADDRESS:

TELEPHONE:

E-MAIL ADDRESS:

SIGNED:

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### Project Timeline\*

January 11, 2021	BTA publishes RFP
January 19, 2021	Submit signed intent to bid by 5pm eastern
January 22, 2021	Deadline for the submission of questions to official contact
January 25, 2021	Question responses due to applicant no later than this date
February 1, 2021	RFP submissions due to BTA by 5pm eastern
February 10, 2021	Finalists notified/confirm virtual interview dates/times
February 16-18, 2021	Finalists' presentations and interviews conducted
February 22, 2021	Successful candidate notified
March 1, 2021	Negotiations completed; agreement finalised; services commence

\*Subject to change