

Belgium-Brussels: Marketing services
OJ S 70/2022 08/04/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Travel Commission / Commission Européenne du Tourisme

National registration number: BE0408138386

Postal address: Rue du Marché aux Herbes 61

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: info@visiteurope.com

Telephone: +32 25490000

Internet address(es):

Main address: www.etc-corporate.org

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reboot Nordic Tourism in the US 2022

Reference number: JPP3 - 1 - Nordic US

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

ETC intends to commission the development and execution of a promotional campaign targeted towards the US market to a marketing agency. The overall purpose of the project is to increase the share of sustainable tourists into the Nordic region in order to help reboot Nordic tourism in a sustainable way. The project will consist of multiple communication channels, including digital, in-person and print.

The promotional campaign is targeted at High-spending Free Independent Travellers Explorers and must be well-suited for the niche community of travellers with a specific interest

in adventure & nature and outdoor as well as urban experiences. These travellers seek out personalised and meaningful experiences, including private tours, outdoor activities, unique accommodations and engaging with the locals as well as local gastronomy and traditions.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 385 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

DELIVERABLES

1) Engagement of US Travel Trade Networks and Associations

In the US travel trade market, networking is essential for successful product development and strategic campaign work. Due to the size of the US market, it is essential to network with a selected, relevant group of tour operators. The contractor is therefore expected to negotiate and implement communication campaigns with 3 travel trade networks and associations which will help to raise awareness about the Nordic countries among the US travel trade.

These networks and associations are:

1. Adventure Travel Trade Association (ATTA)

2. Signature Travel Network

3. Virtuoso Travel Network

2) Nordic FAM trip

The contractor must plan at least one or more Nordic familiarization (FAM) trips to represent the region and all Nordic countries involved. If the contractor organises multiple FAM trips, each FAM trip should include at least 2 (two) Nordic countries. The contractor shall come up with relevant options and discuss them with Nordic Consortium's US project group. The contractor is expected to recruit and invite relevant tour operators, buyers and advisors and shall be responsible for flights and land arrangements. The contractor must liaise with the relevant tourism board(s) to contact the relevant suppliers in the featured countries. These suppliers often have to be involved in covering/helping with land arrangements.

3) Nordic Tour Operator Campaign

The contractor must design, plan and implement an awareness-raising campaign together with multiple US tour operators, to be identified by the contractor. The campaign shall target both B2B and B2C audiences across various relevant digital channels and include at least 3 (three) transnational tours in the Nordic countries, representing all countries. The campaign must include a call-to-action, i.e. with products on the websites of the operators in order to guide the traveller through the region.

4) Engagement of US Trade Media in the Nordic Project

The contractor is expected to develop and enhance communication with the US trade media in order to raise awareness of the Nordic project in the US trade media. This may include the promotion of campaign elements through various relevant techniques and channels as well as raising awareness about new travel routes in the Nordic countries. The contractor must take care of all aspects to implement and manage the assignment.

5) Engagement of US B2C Media in the Nordic Project

The contractor must design and implement at least one B2C campaign to raise awareness about the Nordic countries to the target audience as described in 1.2 Project description. The

campaign should be distributed through paid and/or earned media in relevant US travel media outlets. The B2C campaign must showcase all Nordic countries and highlight new travel routes to encourage the target audience to travel to the Nordic countries in a more sustainable way.

KPIs

The contractor shall include in the proposal any estimated outputs and campaign deliverables. The proposal should describe and define in detail the Key Performance Indicators (KPIs) that will be used, their related target values and how they will be verified for the campaign as a whole in the final campaign report. These include but are not limited to:

- Campaign impressions;
- Engagement rate;
- Clicks and click-through-rate;
- Page views and unique visitors;
- Number of campaign assets;
- Media publications and reach;
- Consumer reach;
- Number of established trade contacts;
- Records of all details of the familiarization trip(s) and related visibility;
- Overview of products sold during the campaign or included in the portfolio of participating buyers in the familiarization trips

II.2.5. Award criteria

Quality criterion - Name: Relevance of the proposed solution / Weighting: 42

Quality criterion - Name: Project management and methodology / Weighting: 21

Quality criterion - Name: Company profile, experience and qualifications of the project team / Weighting: 7

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Contract SI2.861424 grant number 320/G/GRO/SME/21/12100.

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 246-650379](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: JPP3 - 1 - Nordic US CONTRACT

Title:

Reboot Nordic Tourism in the US 2022

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/03/2022

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Preferred Hotel Group Inc. dba PHG Consulting

Town: Newport Beach

NUTS code: US United States

Country: United States

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 402 000,00 EUR

Total value of the contract/lot: 385 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

VI.5. Date of dispatch of this notice

05/04/2022