REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

Republic of Armenia

Local Economy and Infrastructure Development (LEID) Project

Loan No.: P150327

**Assignment Title:** Tourism markets research and analysis in Germany, France, Russia and UAE countries

**Reference No**.: LEID-QBS-MRA-01

The Government of Armenia has received financing from the World Bank toward the cost of the Local Economy and Infrastructure Development (LEID) Project, and intends to apply part of the proceeds for consulting services.

The objective of this assignment is to create data to increase the exposure of Armenia as a tourist destination and assist the Tourism Committee of RA to overcome the negative impact of the COVID-19 pandemic and hostilities in 2020 on the tourism sector in the country.

**The consultant shall:**

Task 1. Tourism market research and analysis of customer data

1.1 Analyze Overall Outbound Tourism Trends by Country

1.1.1 Define market segment(s)

1.1.2 Identify Customer Needs/Interests

 Task 2. Demand analysis

2.1 Evaluate target segments

2.1.1 Define Customer lifecycle targeting with suggested marketing measures

2.1.2 Customer lifecycle targeting

 Task 3. Competitor and internal analysis

3.1 Identify proposition for each segment

3.1.1 Core product/experience proposition according to competitors best-practice

3.1.2 Online/offline marketing mix

3.1.3 Lifecycle product development and messaging

Task 4. Suggestion of marketing measures for online and offline campaigning

4.1 Suggestion of marketing channels to best reach defined target audience(s)

4.2 Suggestion of best-practices according to learnings

4.3 Further suggestions regarding target audience(s) and identified market segment(s)

The implementation period is three months after signing the contract.

The budget of the assignment is USD 125, 748.

The Armenian Territorial Development Fund (ATDF) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

The contractor should:

1. *Demonstrate track record and minimum 5-year work experience in market research and analysis 30 points*
2. *Proven track record to conduct tourism and travel market research and analysis minimum 5 years 50 points*
3. *Have experience in selected target markets 20 points*

*Examples of similar work samples from previous projects; brief description, duration, name of the client (beneficiary) should be presented. If the results of the service are available online, the relevant link must be presented.*

*The contractor best complying with all the qualification criteria, must present in the Technical Proposal the methodology of services and describe how the relevant professional and organizational standards will be met during the implementation.*

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans by World Bank Borrowers (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. The consortium of maximum 3 different members is allowed.

A Consultant will be selected in accordance with the Quality-Based Selection (QBS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from **09:00 to 17:00 (Yerevan time).**

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **September 30, 2022, at 17:00 (Yerevan time).**

Armenian Territorial Development Fund

Attn: Mr. Gurgen Matsoyan

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