ASEAN Seeks Consultant to Create Tourism Marketing Strategy 2017-2020

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The Association of Southeast Asian Nations (ASEAN) is calling for bids from experienced consultants to create the ASEAN Tourism Marketing Strategy 2017-2020.

An overall budget of US$30,000 will be assigned. The deadline for the submission of proposals is 19 August 2016, with the service agreement being signed by 9 September.

The presentation and adoption of the final version of the marketing strategy is scheduled to take place mid 2017 in front of ASEAN Head of National Tourism Organizations in Viet Nam.

The tourism marketing strategy will follow on from the Visit ASEAN@50: Golden Celebration campaign that will be rolled out in 2017 to mark 50 years of ASEAN. The tourism marketing strategy will also sit within the framework of the already adopted ASEAN Tourism Strategic Plan 2016-2025.

The scope of work for the marketing plan includes a market research program that will analyse ASEAN's current market positioning and confirm likely future patterns and trends in visiting the region.

Specific deliverables of the marketing plan include a competitive analysis of tourism in ASEAN; vision, objectives, goals and targets; market research findings on aspects such as purpose of trip and length of stay; branding, logo and tagline; action plans; budget requirements and resourcing; monitoring and evaluation; an implementation timetable, and more.

"ASEAN is looking forward to hearing from highly experienced consultants with a proven track record in preparing tourism marketing plans," said Mr Tran Phu Cuong, the Acting Director General, Vietnam National Administration of Tourism, and coordinator of the bids for the marketing strategy. "The consultant will be experienced in working across multi-cultural settings, and be willing to think and act creatively and strategically, and produce innovative tourism solutions."

The full terms of reference for bidding for the ASEAN Tourism Marketing Strategy 2017-2020 are available at http://www.aseantourism.travel/pdf/TOR%20Consultant%20ATMS%202017-2020.pdf.

Interested consultancies must submit a letter of interest and a proposal to the ASEAN Secretariat at eddy@asean.org and cc the ASEAN Tourism Marketing Coordinator at atmcwg@gmail.com by 19 August 2016.

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For editors, images of ASEAN destinations and tourism leaders can be downloaded at http://www.scottasia.net/clients/asean/media/.

Further information
Visit www.aseantourism.travel

ASEAN Tourism Competitiveness Committee:
contact: atmcwg@gmail.com

ASEAN Secretariat:
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