



**REQUEST FOR PROPOSAL  
(RFP)**

**Destination Branding  
Guesthouse Magazine  
Annual Guesthouse Expo & Guesthouse Conference  
Annual Corporate & Award Night**

**Guesthouse Association of  
Maldives (GAM)**

## **PROPOSAL REQUEST**

GAM is seeking proposals from professional firms with experience in working with organizations interested in guesthouse sector branding, advertising, and public relations, Guesthouse Magazine, Annual GH Expo & Conference, and Corporate & Award night. This request is for a proposal for such consulting services, that can execute the necessary processes and achieving our goal of creating a successful imaging and branding campaign.

## **BACKGROUND**

Guesthouse Association of Maldives (GAM) is a non-profitable NGO established in 2014, registered at the Ministry of Youth & Sports. We are representing and working as a Parental body of the Local Tourism Sector. The association has evolved over the years to be the leading NGO in the industry and is the only voice of the Local-Island based tourism. GAM Coordinates with the government policy-making bodies in providing the utmost assistance to develop and sustain the Local Tourism Sector which benefits the government and the local community of the Maldives. The association cooperates with all the guesthouses of the Maldives, conducts research-based works, raising awareness, and as well as promoting the local tourism sector.

## **SCOPE OF SERVICES**

### **1. Destination Branding of Guesthouse Sector of Maldives**

The purpose of this initiative is to differentiate GAM from other organizations in the area by developing a brand that can be used to market the Guesthouse sector of Maldives to prospective businesses, overseas markets, and visitors. The chosen agency shall provide GAM with a market research study to determine the view of GAM in the international marketplace.

The agency must create an image for the guesthouse sector of the Maldives that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage, social media marketing materials, websites, and trending print and digital marketing.

The proposer should be able to develop a comprehensive guesthouse sector branding and marketing campaign, whereas the goal is to enhance the image of the guesthouse sector as the great local island destinations and unforgettable visitor experiences. The brand should represent the varied economic sectors of the direct

and indirect contributors to the guesthouse sector. A branding campaign will help instill a sense of pride for GAM as well as create design standards for future marketing and communication materials.

GAM is also concurrently doing a Comprehensive Marketing Plan. They both (branding, planning, and development stage of the products in scope) will cooperate and coordinate branding related meetings.

## 1. SCOPE OF BRANDING

- a. **Uniformity** – The brand should convey a common message and image to audiences both within and outside of Maldives.
- b. **Community Identity/ Pride** – Identify and promote what makes the guesthouse sector distinct and appealing in the global competitive environment for national and international hospitality and tourism entities and visitors to the Maldives.
- c. **Community and Local Island-based Tourism Promotion** – promote a healthy community tourism concept, attract private investment, new visitors and sector professionals, retain existing international players and to find new players attracted to community tourism in the Maldives. A defined message that will market guesthouse sector locally, atoll-wide, nationally, and internationally as a great way to enjoy, relax, adventure and do business; the right place for tourism experiences, redevelopment, and investment; the perfect mix for a business-friendly community.
- d. **Flexibility** – The brand must be flexible and adaptable to meet the needs of a variety of departments and municipal functions within the guesthouse sector as well as groups and businesses within the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market trends.
- e. **Endorsement** – The brand must be authentic and resonate with GAM members, businesses and stakeholders, government entities, employees, and community groups within the guesthouse sector and throughout the region to gain the broadest possible support for the initiatives. It must be relevant to the guesthouse sector, but also reflect the desire to move forward.
- f. **Creative/Development of Brand** – The firm will develop creative elements that may include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected

logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:

- Print and electronic advertising
- Website design and development
- Media placements
- Public Relations
- Outdoor signage and brand recognition

## **2. SCOPE OF GUESTHOUSE MAGAZINE**

- An annual Guesthouse Magazine needs to be published and distributed (online and hard copies) twice a year for summer and winter. The first issue should be published before the end of the year 2020.
- The concept and layout of the magazine should be like a guide, user friendly, and easy to understand by the viewers.
- The magazine should have details of Guesthouse in different regions and atolls, highlighting their unique attractions such as; ‘Hanifaru Bay’ in Baa Atoll or Whale Shark in Ari Atoll or Tiger Shark point in Fuvahmulah or historical places like Utheemu and Kaashidhoo.
- The Guesthouse Magazine should ensure free listing to all Guesthouses.
- The magazine should ensure GOLD/Silver members listing structure on a discount basis
- Other listing structures (featured articles, advertorials, etc.)
- The retainer fee is negotiable based on the annual royalty fee basis.
- There should be a minimum of at least five thousand copies per issue.
- Delivery of issues shall be audited by an external party.
- The duration of the contract is a minimum of three (3) years subject to annual review based on performance and deliverables.

## **3. GUESTHOUSE EXPO & GUESTHOUSE CONFERENCE**

- A One-day conference/seminar to be organized with the key stakeholders to facilitate discussions and ensure a smooth operation of the Guesthouse Sector.
- Ensure an exhibition of a minimum of 30 international participants (tour agents and operators) from the top 10 markets to the Maldives.
- Ensure exhibition of local participants (airlines, tour agents and operators, banks, and other related supporting businesses).
- Ensure an exhibition of a minimum of 100 guesthouses nationwide.

- The conference should be held with a broad theme every year, with further discussions towards the end of the seminar.
- A 3 days Expo including Guesthouses, local agents and operators, and international agents and operators.
- First two days strictly B2B and invitees. 3rd-day public open day with special offers and special lucky draws.
- The retainer fee is negotiable based on an annual royalty fee basis.

#### **4. ANNUAL CORPORATE & AWARD NIGHT**

- A gala dinner to be arranged with corporate business partners to appreciate & award the recognition of services delivered by the guesthouses.
- An online poll is to be conducted for the selection of various categories of nominations and awards.
- Reputed professional judging panel should be established.
- Inspection of nominated guesthouses should be executed by judging panel.
- SMS or other voting mechanisms should be arranged to maximize public interactions across Maldives.
- The retainer fee is negotiable based on annual royalty fee basis.
- Introduction of Atoll awards
- Introduction of Island awards
- Continuation of Guesthouse Awards
- Introduction of Best Experience awards
- Introduction of Support Services awards

#### **DELIVERABLES**

- Minimum monthly reports outlining significant meetings, discussions, actions, and results.
- Qualitative and quantitative analyses of brand image and positioning with the scope of work.
- Recommended positioning of logo and brand guidelines with the scope of work.
- Implementation matrix for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule with dates of proposals for each scope.

- Estimated costs/budget associated with the implementation process.
- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above.

NOTE: The detailed scope of services will be negotiated at the time of contract development.

## **ELIGIBILITY**

The firm should specialize in tourism, travel & hospitality marketing and promotional project management, research, marketing, and creative design as it relates to the development of a community brand. To be eligible to respond to the RFP, the firm must demonstrate that it is a firm that has significant experience with guesthouse sector branding initiatives. Priority will be given to those firms that have experience with local governments.

GAM desires to issue a contract to a single qualified firm to lead the project.

The proposals from the firm should specialize in tourism, travel & hospitality marketing and promotional project management, research, marketing, and creative design as it relates to the development of the guesthouse sector brand. The proposal should also entail destination branding for the guesthouse sector of Maldives.

## **CONTENT OF PROPOSAL**

The following information of the proposer should be included in the Proposal.

1. Full Name
2. Permanent and Residential Address
3. Contact Details of the business (Contact number, email, and website)
4. Tax Identification Number (TIN number)
5. Name and contact details of the authorized focal point

Proposers should submit the proposal along with a cover letter with details of the following information:

1. Introduction (transmittal letter)
2. Background and Experience
3. Personnel/Professional Qualifications of the team
4. Approach
5. Project Schedule and project management framework for each scope
6. Proposed contract pricing
7. Minimum 5 Testimonials from customers (big companies in Maldives)

## **SELECTION CRITERIA**

GAM reserves the right to accept or reject any or all proposals, if there is any conflict of interest. All proposals become the property of GAM. GAM shall evaluate each potential contractor in terms of the following criteria's with a total of 100 points.

<b>Criteria</b>	<b>Points</b>
1. Similar Experience and Qualifications	30
2. Strength of the team proposed for this project	15
3. Current capacity and assurance to accomplish the work in the required time	10
4. Reference from other clients attesting to firms	10
5. Reasonableness of the Proposal	15
6. Royalty Value to GAM	20

NOTE: GAM will ensure that there is no Conflict of Interest with existing projects carried out by the firm.

## **FINAL SELECTION**

The following information of the proposer should be included in the Proposal. The pre-bid meeting will be arranged for 11<sup>th</sup> July 2020.

The deadline for submission of proposals is 18th July 2020.

Upon receipt of the submission of the proposal, GAM's Corporate and Planning team will review the application and determine a shortlist of three finalists.

Evaluation of proposals will be carried out by GAM's evaluation committee together with reputed hospitality and tourism professional external advisors.

To determine the finalist GAM admin will call representatives of the application for clarification, information, or additional details.

The three finalists will be required to make a presentation to GAM's Corporate and Planning team.

The 3 finalists will be presented to the Board of GAM Board Meeting for approval.

## **PRODUCT**

This contract will result in an implementable brand image and marketing campaign that will draw out the unique character and advantages of the guesthouse sector.

The brand image shall positively change the perception of the guesthouse sector and create GAM's pride.

## **COMPLIANCE WITH LAWS**

The selected firm agrees to be bind by all applicable laws, regulations, and directives as they pertain to the performance of the contract.

The right is reserved to reject any and all of the proposals or to accept the Proposal which is deemed by the GAM to be in its' best interest. GAM also reserves the right to waive any irregularities and/or informalities in the bid process.

