



**Ministry of Finance**  
**Bureau of Public Service System**  
3<sup>rd</sup> Floor, Executive Building, National Capitol, Ngerulmud  
P.O. Box 6011, Melekeok, Republic of Palau 96940  
Telephone: (680) 767-2415 Fax: (680) 767-2416 E-Mail: [bpss@palaugov.net](mailto:bpss@palaugov.net)  
Website: <http://www.palaugov.net/mof>

## REQUEST FOR PROPOSALS

**Date of Issue: June 23, 2009**

**RFP No.: PCS-2009-009**

---

The Bureau of Public Service System on behalf of the Government of Palau is soliciting proposals from interested individuals or vendors to provide services for the *Palau Visitors Authority as a MARKETING AND SALES Representative for the Europe Region*. Interested vendors may obtain copies of specifications by contacting the Office of the **Bureau of Public Service System, at the address above.**

Award of contract is subject to the availability of funds. Offers or proposals may be rejected and no contract may be awarded by the Procurement Officer pursuant to Republic of Palau Procurement laws.

Offeror acknowledges that the submission of a proposal provides the Republic of Palau the right to inspect at reasonable time the part of the plant or place of business of a contractor or subcontractor which is related to the performance of any contract awarded by the government. Failure to allow inspection may result in the rejection of the proposal/offer.

A successful contractor must comply with local business laws and shall be subject to applicable Republic of Palau taxes and fees.

Proposals must be submitted in 2 copies (one original and one copy). Proposals must be enclosed in an envelope and addressed to the above address with the RFP No. indicated on the envelope. Proposals must be received by the Bureau of Public Service System by **4:00pm (Palau Time) on July 22, 2009** which is the closing date of this RFP.

Proposals received before the issuance date and after the closing date of this RFP will not be considered.

---

Director, Bureau of Public Service System

## SPECIFICATIONS

**Date of Issue: June 23, 2009**

**RFP No.: PCS-2009-009**

---

### **OBJECTIVES**

- a. Capitalize on the strength of Palau's products and natural beauty to strengthen Palau's position as a tourist destination
- b. To increase the number of visitors from the European countries to Palau

### **STRATEGY**

Present Palau to tour operators and travel agents as a "Last Paradise" niche destination with intriguing culture and environment

#### **Mission Statement of the Palau Visitors Authority**

We are committed to promote our heritage and unique attractions of Palau through sustainable tourism development and the encouragement of responsible practices.

### **SCOPE OF WORK**

#### **Palau Visitors Authority Tourist Office**

- Fulfill the general duties of a tourist office through representation service in selected target markets throughout Europe
- Distribution of collateral and promotional materials
- Take care of phone, fax, and E-mail requests

#### **Market Research**

- Conduct market surveys of the target markets
- Support and advice for an efficient web presence for Germany and other selected target markets
- Conduct a market survey for all selected outgoing markets in Europe
- Research alternative, cost effective and convenient airline routes to Palau via major cities in the Asian/Pacific region

#### **Develop Other Special Interest Business**

- Target Markets, Diving as well as other than Diving
  - Upscale leisure travelers
  - Venue finders
  - Incentive houses

## SPECIFICATIONS

**Date of Issue: June 23, 2009**

**RFP No.: PCS-2009-009**

---

- Deluxe specialized travel agencies
- Cruise ships
- Upscale tour operators & niche market tour operators

### **Building Industry Relationships**

- Between tour operators, travel agents, airlines, and special interest organizations
- Telemarketing and sales calls to Tour Operators specializing in special interest groups (diving, sport fishing, and other target markets)
- Develop other special interest business to Palau in addition to diving
- Strike strategic alliances with large companies or retailers in Europe
- Collaborating with airlines, hotels, incoming agencies, diving centers both in Palau and Europe
- Elaboration of packets offered to Tour Operators or FIT
- Organization of one mailing per year, focusing on 2 selected target markets (divers and another activity)

### **Marketing & Sales Missions**

Undertake regular marketing and sales missions, as well as marketing approaches to enhance the image of Palau in the European outbound market

- Public Relations
  - Issue news releases about Palau as needed.
  - Respond to media requests by supplying information, photography, press kits and story ideas. Serve as the "front line" for the Palau Visitors Authority in qualifying media so as to ensure that they are properly credentialed, on assignment and requesting appropriate assistance and broadcast/video/film.
  - Review and update press materials contained in the Palau Visitors Authority press kit as needed, and make these press kits available on-line for European media.

### **Reporting**

- Maintain a weekly activity logbook to be consolidated into a quarterly report
- Quarterly report to be submitted to indicate completed, pending and in-progress projects or activities

## SPECIFICATIONS

**Date of Issue: June 23, 2009**

**RFP No.: PCS-2009-009**

---

### **Itemized Activities**

- **Sales Mission**
  - One annual travel agent / operator sales mission by PVA depending on budget availability
  - Arrange travel industry interviews with a spokesperson from PVA to cover background products, news announcements, and information about Palau
  
- **Familiarization Tours**
  - One Group 5-8 pax - coordinate arrangements, solicit airlines sponsorship for air transportation and provide escort for the trip.
  - Familiarization Tour - inviting key travel agents and tour operators to personally visit Palau.
  - Guarantee that all participants will sell Palau as a desired destination
  
- **Travel & Tradeshows**
  - Assist PVA Representative in trade shows (BOOT, Düsseldorf and ITB, Berlin) with booth arrangements and setting up connections with travel agents and tour operators.
  
- **Crisis Management**
  - For international events that have a significant impact on world tourism.
  - With approval of PVA Managing Director, create and implement plans immediately.

### **SUBMISSION OF PROPOSALS**

Interested individuals or firms may submit their proposals with accompanying documents, submitted either through sealed envelope, e-mail (Microsoft Applications attachments acceptable), or faxed to the Procurement Officer at the address provided on page one.

### **CONDITIONS**

- Proposals must include all staffing and execution of activities carried out on the contract, all to be covered by the annual fee.
- Proposal must also include references from previous clientele, or a resume showing experience in sales & marketing in the travel media field.
- Term of initial contract to be awarded will not exceed one year; however, should the individual or firm display significant job performance, the Palau Visitors Authority will extend the service term to two years or more.

## SPECIFICATIONS

**Date of Issue: June 23, 2009**

**RFP No.: PCS-2009-009**

---

### **SERVICE FEES**

- Annual service fee not to exceed \$42,000 and must include use of office space, electricity, water, local communications, and all applicable handling fees in accomplishing scope of work.
- Out of Pocket expenses [mailing/petrol (gas)/entertainment] including handling fees not to exceed \$350 in any given month and all expenses must be supported by invoices/receipts as in compliance with Republic of Palau's procurement process.
- Any single Out of Pocket expense exceeding \$350 requires PVA Managing Director's approval in advance.
- Travel [airline, hotel, car rental, train tickets, business lunches] and Tradeshows [printing and mailing of collaterals, cost of booths, seminars and workshops] expenses to approved tradeshows covered by PVA; handling fees not applicable.

### **TERMS OF PAYMENT**

Monthly compensation will be executed upon submission of monthly invoices during the full term of the contract.

### **EVALUATION CRITERIA**

- Demonstrable Competence and Qualifications
- Fees and other cost; and
- Experience in the performance of the same or related services.