



Procurement of Services

Under Limited International Bidding Method

Invitation for Bids

Procurement of

Appointing an Agency for PR & Digital Campaign in Australia

File No: SLTPB/PROC/2026/S/40

Sri Lanka Tourism Promotion Bureau

Section I : Invitation for Bids

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau

Invitation for Bids to Appointing an Agency for PR & Digital Campaign in Australia

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced Public Relations, Media , Marketing and Digital Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting Limited International Bidding Method under National Procurement Guideline 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel.
4. **Eligibility Criteria**
 - Be legally registered and operating in Australia
 - Have a minimum of 5 years' experience in PR, Media, Marketing and Digital Relations

5. Campaign Period & Budget

Campaign Period: Six (06) months (2026/2027) (Expected to start June 2026)

Budget: LKR 100 million Approximately AUD 465,000. (This figure has been calculated considering 1AUD LKR 215)

Budget Allocation: The bidder may allocate the above budget between PR and digital campaigns based on their expert judgment. Out of the allocation for digital campaigns, 80% of the budget should be dedicated to media buying.

6. 1. If a bidder possesses both PR and digital capabilities and relevant experience, a single company may submit a proposal.

2. If a company possesses expertise in only one area—PR or Digital—it may form a Joint Venture (JV) with another company that has experience in PR or Digital capabilities. The JV details must be submitted along with the bid. One company should act as the main bidder and submit the bid on behalf of the JV. The Sri Lanka Tourism Promotion Bureau (SLTPB) will communicate exclusively with the main bidder. During the evaluation stage, the experience of both companies will be considered, and all relevant information must be clearly submitted in the requested format.
7. Late bids will be rejected.
8. Bids shall be submitted by courier, register post, hand delivered or deposited at the tender box

(can be used any method) at **the Sri Lanka Tourism Promotion Bureau, Procurement Division** on **19/05/2026** at **11.30 am (SL time)**. Bids will be opened immediately after the bid closing time at the above address in presence of the bidder's representatives who choose to attend in person.

Chairman,
Department Procurement Committee,
Sri Lanka Tourism Promotion Bureau,
No 35 D.R Wijewardana Mawatha,
Colombo 10
Sri Lanka

Section II - Instructions to Bidders (ITB)

ITB shall be read in conjunction with the section III -Bidding Data Sheet (BDS)

A: General	
1. Scope of Bid	1 The Purchaser named in the Data Sheet invites you to submit a bid for the supply of Goods as specified in Section III Schedule of Requirements. Upon receipt of this invitation, you are requested to acknowledge the receipt of this invitation and your intention to submit bid. The Purchaser may not consider you for inviting bid in the future, if you failed to acknowledge the receipt of this invitation or not submitting a bid after expressing the intention as above.
B: Contents of Documents	
2. Contents of Documents	<p>2.1 The documents consist of the Sections indicated below.</p> <ul style="list-style-type: none"> • Section I. Invitation for Bid • Section II. Instructions to Bidders (ITB) • Section III. Data Sheet • Section IV. Schedule of Requirements • Section V. Bid Submission form(s) • Section VI. Price Schedule
C: Preparation of Bid	
3. Documents Comprising your Bid	<p>3.1 The Bid shall comprise the following:</p> <p style="margin-left: 40px;">(a) Bid Submission Form and the Price Schedules;</p> <p style="margin-left: 40px;">(b) Technical Specifications & Compliance with Specifications</p>
4. Bid Submission Form and Price Schedules	<p>4.1 The vendor shall submit the Bid Submission Form using the form furnished in Section V. This form must be completed without any alterations to its format, and no substitutes shall be accepted. All blank spaces shall be filled in with the information requested.</p> <p>4.2 Alternative offers shall not be considered. The vendors are advised not to quote different options for the same item but furnish the most competitive among the options available to the bidder.</p>
5. Prices and Discounts	<p>5.1 Unless specifically stated in Data Sheet, all items must be priced separately in the Price Schedules.</p> <p>5.2 The price to be quoted in the Bid Submission Form shall be the total price of the bid, including any discounts offered.</p>

	<p>5.3 The applicable VAT shall be indicated separately.</p> <p>5.4 Prices quoted by the vendor shall be fixed during the vendor's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price shall be treated as non-responsive and may be rejected.</p>
6. Currency	6.1 The vendors shall quote only in Sri Lanka Rupees.
7. Documents to establish the Conformity of the Goods	<p>7.1 The vendor shall furnish as part of its bid the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications & Compliance with Specifications".</p> <p>7.2 The documentary evidence may be in the form of literature, drawings or data, and shall consist of a detailed item by item description of the essential technical and performance characteristics of the Goods, demonstrating substantial responsiveness of the Goods to the technical specifications, and if applicable, a statement of deviations and exceptions to the provisions of the Technical Specifications given.</p> <p>7.3 If stated in the Data Sheet the vendor shall submit a certificate from the manufacturer to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods or service to supply these Goods in Sri Lanka.</p>
8. Period of Validity of Bid	<p>8.1 Bid shall remain valid for the period specified in the Bidding Data.</p> <p>8.2 In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security or execution of its Bid Securing Declaration. A Bidder agreeing to the request shall not be required or permitted to modify it.</p>
9. Format and Signing of Bid	a. The bid shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.
D: Submission and Opening of Bid	
10. Submission of Bid	<p>101 Vendors may submit their bid by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number.</p> <p>102 If the bid is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the bid.</p>

11. Deadline for Submission of Bid	a. Bid must be received by the Purchaser at the address set out in Section II, "Data Sheet", and no later than the date and time as specified in the Data Sheet.
12. Late Bid	12.1 The Purchaser shall reject any bid that arrives after the deadline for submission of bids, in accordance with ITB Clause 11.1 above

13. Opening of Bids	<p>13.1 The Purchaser shall conduct the opening of bid in public at the address, date and time specified in the Data Sheet.</p> <p>13.2 A representative of the bidders may be present and mark its attendance.</p>
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E: Evaluation and Comparison of Bid

14. Clarifications	<p>14.1 To assist in the examination, evaluation and comparison of the bids, the Purchaser may, at its discretion, ask any vendor for a clarification of its bid. Any clarification submitted by a vendor in respect to its bid which is not in response to a request by the Purchaser shall not be considered.</p> <p>14.2 The Purchaser's request for clarification and the response shall be in writing.</p>
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15. Responsiveness of Bid	<p>15.1 The Purchaser will determine the responsiveness of the bid to the documents based on the contents of the bid received.</p> <p>15.2 If a bid is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.</p>
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16. Evaluation of bid	<p>16.1 The Purchaser shall evaluate each bid that has been determined, to be substantially responsive.</p> <p>16.2 To evaluate a bid, the Purchaser may consider the following:</p> <ul style="list-style-type: none"> (a) the Price as quoted; (b) price adjustment for correction of arithmetical errors; (a) price adjustment due to discounts offered. <p>16.3 The Purchaser's evaluation of a bid may require the consideration of other factors, in addition to the Price quoted if stated in Section II, Data Sheet. These factors may be related to the characteristics, performance, and terms and conditions of purchase of the Goods.</p>
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17. Purchaser's Right to Accept any Bid, and to Reject any or all bids	17.1 The Purchaser reserves the right to accept or reject any bid, and to annul the process and reject all bids at any time prior to Acceptance, without thereby incurring any liability to bidders.
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F: Award of Contract	
18. Acceptance of the bid	18.1 The Purchaser will accept the bid of the vendor whose Offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.
19. Notification of acceptance	19.1 Prior to the expiration of the period of validity of bid, the Purchaser will notify the successful vendor, in writing, that its Bid has been accepted.
20. Performance Security	If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form (Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract.

Section III: Bidding Data Sheet

The following specific data for the services to be procured shall complement supplement, or amend the provisions in the Instruction to Bidder (ITB) whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Clause Reference	
1.1	The Purchaser is: Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10, Sri Lanka
1.1	Name of the contract Appointing an Agency for PR & Digital Campaign in Australia
1.1	Identification No of the Contract - SLTPB/PROC/2026/S/40
2.1	<p>The documents consist of the Sections indicated below.</p> <ul style="list-style-type: none"> • Section I. Invitation for Bids • Section II. Instructions to Bidders (ITB) • Section III. Bidding Data Sheet • Section IV. Form of bid qualification, information, Letter of Acceptance, Contract • Section V. General Condition of Contract • Section VI. Contract data • Section VII. <p>Appendix A: Schedule of Requirement (SOR) Appendix B: Schedule of Payments and Reporting Requirement Appendix C: Services and Facilities Provided by the Employer (SLTPB</p> <ul style="list-style-type: none"> • Section VIII. Activity schedule • Section IX: Form of security <p>Annexure A - Format for Bid Security Declaration Annexure B - Performance Bank Guarantee Annexure C - Advance Bank Guarantee for Advance Payment</p>
6.1	The Bidders shall quote only in AUD
7.3	Manufacture's Authorization is not relevant.
8.1	Bid Valid 77days from bid opening date
10.2	Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and " Appointing an Agency for PR & Digital Campaign in Australia " on the top left-hand corner of the envelope. Both envelopes shall together be enclosed in one envelope and enclosed Contract No and Contract Name on the top left-hand corner.
11.1	<p>Address for submission of Bid</p> <p>Bids shall be Addressed to</p> <p>Chairman, Department Procurement committee Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10 Sri Lanka</p>

	<p style="text-align: center;">And</p> <p>Bid shall be submitted by courier, hand deliver , registered post or deposited of the tender box at,</p> <p>Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10. Sri Lanka.</p>																																
13.1	<p>The bid shall be opened at the following address:</p> <p>Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10. Sri Lanka Email:</p> <p>Deadline for submission of bid is on 19/05/2026 at 11.30 am (SL time) and the Bids will be opened immediately after the bid closing time at the above address.</p>																																
14.1	<p>Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel prior to twenty (20) days of closing date.</p>																																
16	<p>In addition to section 16.1,16.2 and 16.3 in SOR, following Evaluation criteria will be considered to select the bidder.</p> <p>Evaluation Criteria</p> <table border="1"> <thead> <tr> <th>.S/ N</th> <th>Evaluation Criteria</th> <th>Maximum Points</th> <th>Minimum Points</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Experience in similar assignments - PR Campaign (Refer Schedule A2 -A3) (Value of over AUD 100,000 projects)</td> <td>20</td> <td>10</td> </tr> <tr> <td>2</td> <td>Experience in similar assignments – Digital Campaign (Refer Schedule A4- A5) (Value of over AUD 100,000 projects)</td> <td>20</td> <td>10</td> </tr> <tr> <td>3</td> <td>Work Plan and Methodology = PR Campaign - (Refer Schedule B -1)</td> <td>25</td> <td>15</td> </tr> <tr> <td>4</td> <td>Work Plan and Methodology = Digital Campaign - (Refer Schedule B -2)</td> <td>25</td> <td>15</td> </tr> <tr> <td>5</td> <td>Key Staff (Refer Schedule C1)</td> <td>05</td> <td>2.5</td> </tr> <tr> <td>6</td> <td>Financial Capability (Refer Schedule C2) (Minimum Annual Turnover AUD 350,000 or above)</td> <td>05</td> <td>2.5</td> </tr> <tr> <td></td> <td style="text-align: center;">Total</td> <td style="text-align: center;">*100</td> <td style="text-align: center;">55</td> </tr> </tbody> </table>	.S/ N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience in similar assignments - PR Campaign (Refer Schedule A2 -A3) (Value of over AUD 100,000 projects)	20	10	2	Experience in similar assignments – Digital Campaign (Refer Schedule A4- A5) (Value of over AUD 100,000 projects)	20	10	3	Work Plan and Methodology = PR Campaign - (Refer Schedule B -1)	25	15	4	Work Plan and Methodology = Digital Campaign - (Refer Schedule B -2)	25	15	5	Key Staff (Refer Schedule C1)	05	2.5	6	Financial Capability (Refer Schedule C2) (Minimum Annual Turnover AUD 350,000 or above)	05	2.5		Total	*100	55
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1	Experience in similar assignments - PR Campaign (Refer Schedule A2 -A3) (Value of over AUD 100,000 projects)	20	10																														
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	Total	*100	55																														
16.3	<p>The bidder shall submit the following additional documents</p> <p>Copy of Business registration (Evidence to prove company registered as a legal entity)</p> <p>All Submission Forms</p> <p>Annexure 1 - The Bid Security Declaration</p>																																

20	<p>The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the Annex B</p> <p>Performance Bank Guarantee (Unconditional and on demand) issued by a bank based in Australia, backed by a commercial bank operating in Sri Lanka and approved by the Central Bank of Sri Lanka</p>
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Section 1V

Forms of Bid, Qualification Information, Letter of Acceptance, and Contract

BID SUBMISSION FORM

[The Vendor shall fill in this Form in accordance with the instructions indicated.

No alterations to its format shall be permitted and no substitutions will be accepted.]

[The bidder shall fill in this Form and it is compulsory to submit with signature.]

[date]

Chairman
Department Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road,
Colombo 03
Sri Lanka

Having examined the bidding documents, we offer to provide the Services for “**Appointing an Agency for PR & Digital Campaign in Australia 2026/2027**” bearing Bid Number: SLTPB/PROC/S/78 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of AUD (words) (AUD.....) (figure) or any other sum derived in accordance with the said documents.

This Bid and your written acceptance of it shall constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Bid you receive.

We hereby confirm that this Bid complies with the Bid validity required by the bidding documents and specified in the Bidding Data.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

LETTER OF ACCEPTANCE

[Letterhead of the Employer]

[This is applicable for the selected supplier.]

Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders.

This Standard Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and identification number] for the Contract Price of [amount in numbers and words], as corrected and modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

FORM OF CONTRACT

This CONTRACT (hereinafter called the “Contract”) is made the [day] day of the month of [month], [year], between, on the one hand, [name of Employer] (hereinafter called the “Employer”) and, on the other hand, [name of Service Provider] (hereinafter called the “Service Provider”).

WHEREAS

- a. the Employer has requested the Service Provider to provide certain Services as defined in the Conditions of Contract and Contract Data attached to this Contract (hereinafter called the “Services”);
- b. the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of.....;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- a. This Contract Agreement
- b. Letter of Acceptance
- c. The Conditions of Contract
- d. The Contract Data
- e. The Form of Bid
- f. Schedule A to F
- g. Price schedule, Master price schedule and Rate Card
- h. The Employer’s Requirements
- i. The following Appendices: [Note: If any of these Appendices are not used, the words “Not Used” should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]

Appendix A: Description of the Services (Schedule of Requirements (SOR))

Appendix B: Schedule of Payments and Reporting Requirements

Appendix C: Key Personnel

Appendix D: Services & Facilities provided by Employer (SLTPB)

2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:

- a. The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
- b. the Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]

Section V

General Conditions of the Contract

1. General Provisions	
1.1 Definitions	<p>Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:</p> <p>(a) “Price List ” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid;</p> <p>(d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer</p> <p>(c) “Contract” means the Contract signed by the Parties, to which these General Conditions of Contract (CC) are attached, together with all the documents listed in Clause 1 of such signed Contract;</p> <p>(d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;</p> <p>(e) “Employer” means the party who employs the Service Provider</p> <p>(f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them;</p> <p>(g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof;</p> <p>(h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;</p> <p>(i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer</p> <p>(j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document (Section III) submitted by the Service Provider to the Employer</p> <p>(k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Section III in the SOR and Schedule of Activities included in the Service Provider’s Bid.</p> <p>(l) “Provisional Sum” means a sum which is specified as an additional sum for the execution of any part of the contract as specified under sub Clause 6.5</p>
1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Democratic Socialist Republic of Sri Lanka
1.3 Language	This Contract shall be executed in English Language
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, to such Party at the address specified in the Contract Data.
1.5 Location	The Services shall be performed at such locations as are specified in Section IV , in the Schedule of Requirements and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.

1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the Contract Data.
2. Commencement, Completion, Modification, and Termination of Contract	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services within seven (07) days of the date effective of the Contract, or at such other date as may be specified in the Contract Data.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the Contract Data. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.4 Force Majeure	
2.4.1 Definition	For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.4.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
2.4.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure
2.4.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
2.5 Termination	
2.5.1 By the Employer	The Employer may terminate this Contract, by not less than Fourteen (14) days’ written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days’ in the case of the event referred to in (f):

	(a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;
	(b) if the Service Provider become insolvent or bankrupt;
	(c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
	(d) if the Service Provider's Performance Security is not in compliance with Clause 3.9
	(e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;
	(f) if the Employer, in its sole discretion, decides to terminate this Contract.
2.5.2 By the Service Provider	The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:
	(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or
	(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty-six (56) days.
2.5.3 Payment upon Termination	Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:
	(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
	(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.
3. Obligations of the Service Provider	
3.1 General	The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.
3.2 Confidentiality	The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the

	Employer’s business or operations without the prior written consent of the Employer
3.3 Service Providers’ Actions Requiring Employer’s Prior Approval	The Service Providers shall obtain the Employer’s prior approval in writing before taking any of the following actions:
	(a) entering into a subcontract for the performance of any part of the Services,
	(b) appointing such members of the Personnel not listed by name in Appendix C (“Key Personnel and Subcontractors”),
	(c) changing the Program of activities; and
	(d) any other action that may be specified in the Contract Data
3.4 Reporting Obligations	The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.
3.5 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer’s Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data
3.6 Liquidated Damages	
3.6.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider’s liabilities.
3.6.2 Correction for Overpayment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall pay interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.7 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.
4. Service Provider’s Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider’s Key Personnel are described in Appendix c. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer

4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
5. Obligations of the Employer	
5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the Contract Data.
5.2 Change in the Applicable Law	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be.
5.3 Services and Facilities	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
6. Payments to the Service Provider	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3
6.2 Contract Price	The Contract Price is set forth in the Contract Data, breakdown of which is provided in Appendix D.
6.3 Payment for Additional Services, and Performance Incentive Compensation	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
6.3.1	For the purpose of determining the remuneration due for additional Services.
6.4 Terms and Conditions of Payment	Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be

	valid for the period stated in the Contract Data. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.
6.5 Provisional Sum	<p>Each Provisional Sum shall only be used, in whole or in part, in accordance with the instructions of SLTPB, and the Contract Price shall be adjusted accordingly. The total sum paid to the Contractor shall include only such amounts, for the work, supplies or services to which the Provisional Sum relates, as the SLTPB shall have instructed. For each Provisional Sum, the SLTPB may instruct:</p> <p>(a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor.</p> <p>(b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price:</p> <p>(i) the actual amounts paid (or due to be paid) by the Contractor, and</p> <p>(ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied.</p> <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, bids, invoices, vouchers and accounts or receipts in substantiation.</p>
7. Quality Control	
7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	(a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.
	(b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.
	(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8
8. Settlement of Disputes	
8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
8.2.1	Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
8.2.2	The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
8.2.3	The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such

	nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof.
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Schedule A –Experience in Similar Assignments

(Qualification and Experience Information of the Bidder)

Submission Form A1 – Agency Profile

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Number	Office: Mobile:
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the Agency (Full name and Designation and contact no)	
Business Registration Number (Copy of the Certificate to be attached)	

Submission Form A2 – Proven track records in handling Public Relation Campaign in non-Travel & Tourism sector from 2015 to 2025 (Value of over AUD 100,000 projects)

Period	Employer	Description of Works	Value of the Project	Client References / URL (Proof to be submitted along with the Bid proposal Yes=Y, No= N)
Total				

Submission Form A3 – Proven track records in conducting PR campaigns /events in Travel & Tourism sector (including National Tourism Organizations,) from 2015 to 2025 (Value of over AUD 100,000 projects)

S/ N	Period	Employer /Client	Description of Works	Client References /URL (Proof to be submitted along with the Bid proposal Yes=Y, No= N)
1				
2				

3				
4				
5				
6				
7				

Proof of Previous works and awards for similar projects shall be provided, including testimonials and contact details for references in hard copy.

Submission Form A4 – Digital Media Contracts Non-Travel and Tourism sector from 2015 to 2025 (Value of over AUD 100,000 projects)

Period	Client	Description of Works	Value of the Project AUD.	Client Reference / URL(Proof to be submitted along with the Bid proposal Yes=Y, No= N)

Submission Form A5 – Digital Media Experience in Travel and Tourism Sector from 2015 to 2025 (Value of over AUD 100,000 projects)

Period	Employer	Description of Works	Value of the Project. AUD.	Client Reference /URL(Proof to be submitted along with the Bid proposal Yes=Y, No= N)

Schedule B – Work Plan and Methodology

B1..PR Campaign

The scope of the PR Campaign is to assist Sri Lanka Tourism over a period of six months , for the effective execution of the proposed PR Campaign in Australia, by developing a comprehensive PR Strategy and successful implementation of the action plan for the campaign with the overarching focus of enhancing Sri Lanka’s positive PR footprint in the Australian market.

Detailed requirements of the Work Plan and Methodology is provided under SOR 12 (Scope of Work) of this bid proposal. The bidder should submit a detail proposal for point Nos: 12.1- 12.7 for the scope of work under each topic, separately.

B1: Proposed PR Campaign Strategy for the Australian Market 2026/2027

1.Public Relations Strategy for the Proposed PR Campaign for the Australia.

PR Strategy/ Proposal to be included the following.

- The proposal shall be informed by a comprehensive situational analysis of the Australian market. This analysis should be supported by relevant market research and surveys, ground-level studies, market projections, air connectivity assessments, consumer behavior insights, outbound travel projections from Australia, , competitor analysis, emerging travel trends, and credible data sources. The proposal must clearly present the research findings along with a consolidated market analysis.
- Proposed Methodology for the requested deliverables in 12 to 12.46
- Proposed Target audiences and method of driving the target audiences for the deliverables in 12 to 12.46
- Proposed Message strategy for the Campaign and sub messages for the identified target audiences
- Call to action points for the campaign connecting deliverables
- Target KPI’s
- Justification for the Strategy

2.Proposed Action Plans based on the deliverables in 12 to 12.46

- Proposed Methodology
- Proposed activities
- KPIs
- Time lines
- Case studies

B2.Digital Campaign

Detailed requirements of the Work Plan and Methodology is provided under SOR 14(Scope of Work) of this bid proposal. The bidder should submit a detail proposal for point Nos:14.1- 14.8 for the scope of work under each topic, separately.

The scope of the Agency is to assist Sri Lanka Tourism over a period of Six months, for the effective execution of the proposed Digital Advertising Campaign in Australia, by developing the Digital Strategy and successful implementation of digital media activities with the overarching focus of enhancing Sri Lanka’s positive digital foot print

1.Proposed Digital Advertising Strategy for the Australia Market 2026/2027

Important : This strategy should follow the main tasks in point 14.7 and should be included in this proposal. Digital Marketing Strategy proposed for Digital Advertising Campaign in Australia include the following;

1. Conducting a Digital Audit (contextual Research) of the Australia Market.
 - The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from Australia market, Pre-& Post Covid market trends, competitor analysis, New travel trends and data sources etc.
2. Proposed Digital Advertising Strategy for Australia Market.
 - Proposed Target audiences and method of driving the target audiences and sub messages for the identified target audiences.
 - Proposed Digital Creatives for the campaign.
 - Proposed Message strategy for the campaign and sub messages for the identified target audiences
 - Digital Media strategies proposed (Owned and Earned)
 - Call to action points for the campaign

2. Proposed Action plan for Digital Advertising Campaign in Australia

In developing time bound action plan (Posting Plan) , projected actions, ROI for each activity and key performance indicators (KPIs) have to be included for the campaign implementation period for the key actions proposed under Description of Services .

3. Following Digital Campaign objectives are to be achieved by the bidders,

- Identifying key digital channels that can influence potential travelers to Sri Lanka and develop the identified digital channels for the Campaign
- Increase online awareness of Sri Lanka Tourism covering aspects of key words, SEOs monitoring, channel management, etc. and thereby the digital share of voice.
- Increase online engagement in terms of activities online following, conversion and real time response.
- Create a sense of urgency across digital platforms to visit the island increasing the conversion rate.
- Monitor, evaluate and analyze digital media and to provide real time analytics and data for campaign designing.
- Enhance the effectiveness of digital strategy with emphasis to the geographical channel segmentation across the target market.

Schedule C – Key Staff

Submission Form C1 - Composition of the proposed team for handling the Sri Lanka Tourism Account.

S/ N	Position in the team	Full name of the member	Whether operating full-time or not	Tasks to be performed in the team
1	Account Director			
2	PR & Trade specialist			
3	Digital Marketing Specialist			
4	Digital Media Buying Manager			
5	Content Specialist			
6	Senior Executive			

The agency shall attach the curriculum vitae (CV) of each team member mentioned in the above section separately, along with their education and work experience.

Schedule D – Clients References

(Qualification and Experience Information of the Bidder)

Please attach the relevant certificates in letter format given by the clients, making references on each and every activity executed by the bidder for the projects undertaken by the Agency including testimonials and contact details for references. . The URL should be submitted. Only sites that are live will qualify during evaluation.

Schedule E– Financial Information (In AUD)

Item	2018	2019	2022	2023	2024	2025
Information from Balance sheet						
Total Assets						
Total Liabilities						
Current Assets						
Current Liabilities						
Information from Income Statement						
Annual Turnover						
Profit After Tax						

Note : Provide Audited Annual Accounts in Digital Format (PDF) in a Flash drive

Schedule F- Checklist for submission of Bid

All the bidders are kindly requested to follow the undermentioned checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the bidding Document. Please include the below filled checked-list into the bid document.

Submission Documents - Qualification, Experience and Bid price Information

Form Number	Item	Submission Status	
		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A	Submission Form A1 - Agency Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A2 – Proven track records in handling Public Relation Campaign in non-Travel & Tourism sector from 2015 to 2025	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A3 – Proven track records in conducting PR campaigns /events in Travel & Tourism sector (including National Tourism Organizations,) from 2015 to 2025	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A4 – Digital Media Contracts Non-Travel and Tourism sector from 2015 to 2025	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A5 – Digital Media Experience in Travel and Tourism Sector from 2015 to 2025	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule B	Work Plan and Methodology	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C1	Composition of the proposed team for handling the Sri Lanka Tourism Account.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule D	Client's References	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule E	Financial Information		
	Annual Turn-over (Financial Information)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Audited Annual Accounts in Digital Format (PDF) in a Flash drive	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule F	Bid Submission Check List	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section III	Bid Submission Forms	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VII	Price Schedule & Master Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VIII			
Annexure A	Bid Security declaration form	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Section VI

CONTRACT DATA

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Lake House Building (DFCC Bank Entrance) No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka</p> <p>Attention (Contact Person): Managing Director Tel: 01129009030 Ext 903 e-mail: md@srilanka.travel</p> <p>Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:</p>
1.6	<p>The Authorized Representatives is: For the Employer: Managing Director For the Service Provider:.....</p>
2.1	<p>The date on which this Contract shall come into effect is [date]. 14 days after the Letter of Acceptance issued</p> <p>[Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]</p>
2.2	<p>The Starting Date for the commencement of Services is : Date of Agreement Execution.</p>
2.3	<p>The Intended Completion Date is 379 days (One Year + 14 days) from the date of the Letter of Acceptance</p> <p>In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.3(d)	<p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation</p>
3.4	<p>Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.</p>
3.5	<ul style="list-style-type: none"> ● Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB ● Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright transfer note. If the agency purchased images or video clips from third parties the copyrights transfer note shall submitted by original owner of the content ● All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to

	<p>another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB.</p> <ul style="list-style-type: none"> ● Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract
3.6.1	<p>The liquidated damages rate is 0.1% per day The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>
3.7	<p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>
4.1	<p>Appendix C- Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.</p>
5.1	<p>Not Applicable</p>
5.3	<p>Appendix D - Services and facilities provided by the Employer - applicable</p>
6.1	<p>Appendix A - Description of the Services (Schedule of Requirements (SOR))</p>
6.2	<p>The amount is [Insert amount]. (Refer: Section VII- Activity Schedule</p>
6.3	<p>Appendix C – Key Personnel</p>
6.3.1.	<p>Remuneration due for additional services shall be in accordance with the rate card (Section Vii) (section Viii)</p>
6.4	<p>Payments shall be made work completion.</p> <p>(a) Payments will be made in accordance with subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule. (Section IV). (section Viii)</p> <p>(b). Proportionately payment deductions will be applied for the non-performed campaign deliverables</p> <p>© Payment will not be processed for the any on-going activities.</p> <p>Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:.</p> <p>1. If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years.</p> <p>2.SLTPB shall be deemed to be the sole owner of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.".</p> <p>Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.</p>
6.5 Budget allocation for Rate card	<p>From the total budget of 10% will be allocated for creative & production listed in the Rate card to obtain required services, in addition to the creative provided by the SLTPB’s creative agency and within the PR Agency’s campaign scope. This will be utilized for on need basis as per the conditions laid under General conditions of the contract No: 6.5)</p>

Section VII

Appendices

Appendix A

Schedule of Requirement (SOR)

Selection of an Agency to Execute a PR and Digital Marketing Campaign in the Australian Market (2026/2027)

1. Background

The Sri Lanka Tourism Promotion Bureau (SLTPB) is responsible for promoting Sri Lanka as a tourist destination globally. Established under the Tourism Act No. 38 of 2005, SLTPB carries out marketing campaigns targeting both trade and consumer segments to support the Government of Sri Lanka's tourism arrival and revenue targets.

SLTPB intends to execute a PR and Digital Marketing campaign in Australia over six months to deploy next-generation digital and media platforms, create high user engagement, and complement public relations efforts to ensure maximum visibility of Sri Lanka Tourism in Australia.

Australia's online travel market is one of the largest in Oceania, with high digital adoption among travelers, making it a key market for Sri Lanka Tourism's post-pandemic recovery.

2. Rationale for the Campaign

Sri Lanka Tourism aims to **reposition and promoting its brand** in the Australian market The campaign seeks to,

- Build strong destination awareness and brand recall in Australia.
- Promote Sri Lanka Tourism branding: **"Sri Lanka – You'll Come Back for More"**.
- Engage target audiences with content-driven storytelling.
- Complement PR campaigns with high-impact digital presence.
- Ensure measurable impact on arrivals, repeat visits, and high-value tourism segments.

3. Objectives

3.1PR Campaign Objectives

- Generate media coverage in print, online, and broadcast channels.
- Secure influencer and journalist engagement for earned media.
- Highlight unique Sri Lankan experiences and niche offerings (eco-tourism, luxury, adventure, culture).
- Trade awareness among the Australian travel trade
- Support the rollout of the new destination branding.

In achieving the above objectives, SLTPB will also look at the following operational goals out of the campaign;

- Establishing a fully-fledged strategic PR campaign in the Australia market for a period of one year.

- Create a country specific platform to connect with Australia travel media to enhance brand reputation.
- Develop strong network with the leading media houses, journalists and the travel fraternity.
- Disseminate updated destination content and existing and new tourism products.
- Establish a strong PR Network and carry out regular public relations activities.
- Develop consistent communication materials across global channels to ensure integrated communication.
- Carry out the PR campaign through different media channels & matrix with customized content.

3.2 Digital Marketing Objectives

- Develop a full-fledged digital marketing strategy for the Australia market.
- Create targeted digital content (microsite, social media, email, EDM, SEM).
- Drive engagement through paid, owned, and earned media.
- Real-time monitoring of campaign performance and sentiment management.
- Optimize the campaign based on KPIs and data analytics.

In achieving above objectives, SLTPB will also look at the following operational goals out of the campaign;

- Source a reputed Digital Marketing & PR Agency to carry out the proposed campaign in Australia for Sri Lanka Tourism.
- To develop a country-specific Digital Marketing strategy for Australia market based on content and channel strategy to optimize the digital presence of the destination.
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding in all digital platforms.

4. Target Audience

4.1 Digital Campaign

1. Young, Experience-Driven Travelers (Millennials & Gen Z) (Age Group: roughly 18–35.)
2. Wellness & Lifestyle Enthusiasts
3. Nature, Culture & Adventure Seekers
4. Affluent or Aspirational Travelers (Luxury & Leisure)
5. social media & Digital Audiences
5. Plan travel around school holidays and summer

4.2 PR campaign

1. Travel and media Journalist
2. Travel Trade professionals (Travel agents, Tour Operator & Industry leaders in Australia)
4. Opinion leader & Frequent Travelers
5. Core Traveler segments (Younger, Experience-Driven Travelers, Adventure, Nature & Wellness Enthusiasts, Cultural & Heritage Seekers, Affluent & Luxury Travelers, Social Media Followers & Influencer Audiences)

5. Eligibility Criteria

1. Be legally registered and operating in Australia
2. Have a minimum of 5 years' experience in PR, media and digital relations

Important Note:

1. If a bidder possesses both PR and digital capabilities and relevant experience, a single company may submit a proposal.
2. If a company possesses expertise in only one area—PR or Digital—it may form a Joint Venture (JV) with another company that has complementary PR or Digital capabilities. The JV details must be submitted along with the bid. One company should act as the main bidder and submit the bid on behalf of the JV. The Sri Lanka Tourism Promotion Bureau (SLTPB) will communicate exclusively with the main bidder. During the evaluation stage, the experience of both companies will be considered, and all relevant information must be clearly submitted in the requested format.

6. Campaign Period & Budget

- **Campaign Period:** Six (06) months (2026/2027) (Expected to start June 2026)
- **Budget:** LKR 100 million (Approximately AUD 465,000. This figure has taken into considering 1 AUD = LKR 215)
- **Budget Allocation:** The bidder may allocate the above budget between PR and digital campaigns based on their expert judgment. For the portion allocated to digital campaigns, 80% of the budget should be dedicated to media buying.
- **Termination:**
 - SLTPB may terminate the agreement with 30 days' written notice
 - All materials produced up to termination shall become the property of SLTPB

7. Brand & Messaging Framework

The Agency must align all activities with SLTPB's official branding:

- **Brand Taglines** : “Sri Lanka – You’ll Come Back for More”
- **Key Brand Pillars:**
 - Authenticity
 - Diversity
 - Compactness

Sri Lanka' generic brand identity for different segments can be seen as below,

Consumer	“Sri Lanka is an Island – Sri Lanka has a wide variety of places/ sights to visit and experience (Diversity), it is convenient to visit all locations in a shorter period of time (Compactness)” . In this context, Sri Lanka stands out as a compact destination delivering a wide variety of experiences in one journey.
Travel Agents	“A great destination to recommend for our clients”
Tour operator	“A destination which we can easily be sold ‘
Journalists/influencer	“Discover the unexplored sites and experiences before every one goes there”

8. Scope of Services

8.1 PR Campaign Scope

- **Media Relations:** Develop press kits, press releases, and organize media trips.

- Influencer & Blogger Engagement: Partner with Australian travel influencers for content generation, arrange a fam trip .
- Trade Relation: Arrange trade awareness program, Familiarization tour etc.
- Media Coverage Monitoring: Track coverage, sentiment, and reach.
- Distributing news letters
- Reporting: Monthly coverage reports, media insights, trade insight and recommendations.
- The proposed PR campaign should cover both B2C and B2B segments in the Australia travel trade and consumer.

8.2 Digital Campaign Scope

- Campaign strategy and planning
- Content & Channel Strategy: Develop campaigns across social media, search engines, email marketing, and microsite.
- Digital Media Buying: Google, YouTube, Tok-tok, Instagram, Facebook, LinkedIn,
- Campaign Microsite: Design, develop, and host; track conversions; integrate with PR content.
- Response Management for Campaign – generated inquires
- Real -Time Monitoring & Dash Board access
- Real Time Monitoring of Paid digital Advertising activities
- Coordination & Compliance
- Campaign Monitoring: KPIs, Evaluation and Reporting Mechanism

9. Target Audience Segmentation

Segment	Demographics & Psychographics	Preferences
Adventure Seekers	Young individuals/families; adrenaline seekers	Hiking, safaris, surfing
Luxury Travellers	Affluent adults/couples	5-star and Boutique hotels, gourmet dining, exclusive tours
Cultural Explorers	All ages, culturally curious	Museums, festivals, heritage sites
Family Vacationers	Families with children	Beaches, wildlife, theme parks
Nature & Eco-tourists	Environmentally conscious	National parks, eco-resorts, wildlife sanctuaries
Food & Wine Enthusiasts	Varied	Culinary experiences, wine tours, cooking classes
Business Travelers	Professionals	Business-friendly hotels, conference facilities
Senior Travelers	Retirees	Relaxed tours, cruises, accessible accommodation

10. Campaign Channels

Digital Channels: Facebook, Instagram, TikTok, YouTube, Google, LinkedIn and campaign microsite.

PR Channels: Trade participant, Print, online news portals, broadcast media, influencer and blogger platforms.

Integration: All PR-generated content should feed into digital channels to maximize reach and

engagement.

11. Public Relation (PR) Strategy & Campaign Management

All the requirements set in the Scope of Work should be achieved and fulfilled in an effective and efficient manner complying with the Sri Lanka Tourism branding guidelines, market strategy, and consumer segmentation and by giving prominence to achieving the key campaign objectives set out in this document.

12. Scope of works. (Key Deliverables) - PR Campaign

12.1 Media Relations & Earned Publicity

12.1.1 Disseminating information for Media

The bidder shall coordinate with SLTPB on disseminating information requested by the Media within Australia and for content placement. The Bidder should maintain a database including key facts, figures, statistics and information of all details for Media and Trade. The bidder shall compile a dedicated media database including Telephone, and Email register of media and update and share it with SLTPB regularly.

12.2 Media Familiarization (FAM) Programs

12.2.1 Visiting Travel Journalists/Bloggers (VJP/VBP) – Media FAM Tours

The Agency shall identify, select, and facilitate visiting media familiarization (FAM) tours involving senior travel journalists, editors, bloggers, vloggers, and electronic media representatives from the Australian market, with the objective of generating high-quality public relations content for Sri Lanka Tourism.

The selection of journalists and content creators visiting Sri Lanka shall be carefully vetted and fairly distributed across diverse destination themes.

Key targets for this activity include

- A minimum of three (03) media visits, including senior travel writers and editors from travel magazines, newspapers, radio, TV and online media platforms.
- Ten (10) bloggers, vloggers, or digital content creators with a well-established and relevant follower base in key travel segments.
- **Audience Size** – Upper Range (1m)+, Mid-Range (100k to 1m)
- **Category** – Instagrammers, Bloggers & Vloggers, Podcasters
- **Segment** – Wellness, Adventure/Outdoor, culinary, culture, festivities etc.

Agency Responsibilities in Arranging Media Tours

The Agency shall be responsible for the following:

- Coordinating closely with the Sri Lanka Tourism Promotion Bureau (SLTPB) on the vetting process, media selection, and determination of optimal timings for the media tours.

- Utilizing evaluation forms developed by SLTPB for Media FAM Tours and Blogger FAM Tours to screen and assess potential participants.
- Negotiating media coverage that positively positions Sri Lanka as a destination, including appropriate mentions of contributing trade partners, airlines, and other relevant stakeholders.
- Ensuring agreed media coverage is delivered within two (02) months of completion of the tour. For media , content should be delivered in real time, and for bloggers, within one (01) month of the tour.
 - An administration/coordination/ any payment for the media house, bloggers, content creator for arrangements should be quoted in the proposal.
 - SLTPB will manage all the logistical arrangements. (Air Ticket ,Accommodation, ground transportation and entry tickets to tourist attractions in Sri Lanka , approvals etc.) for the participating Journalist/ blogger/ content creators .

12.2.2 Video/Documentary Production Featuring Sri Lanka on Leading Australian Media Channels

Sri Lanka Tourism anticipates the production of high-quality video content or documentary showcasing Sri Lanka on prominent Australian television channels, such as ABC, Channel 7, SBS, Seven Network, Channel 9, and others.

The objective is to feature Sri Lanka in widely viewed programs that align with specific content themes, including but not limited to,

Morning Shows – Travel Segments: Examples: *Sunrise* (Seven Network), *Today Show* (Nine Network)

Cooking / Food Travel Specials:Examples: SBS Food programs, Seven Network, 10 Play

Wildlife and Nature Documentaries:Examples: ABC, National Geographic (Foxtel)

These examples are illustrative. Bidders are encouraged to propose the most suitable and high-profile programs that effectively promote Sri Lanka to the Australian audience.

Bidder should propose TV channel, Name of Program etc.

An administration/coordination/ any payment for the TV channel for arrangements should be quoted in the proposal.

SLTPB will manage all the logistical arrangements. (Air Ticket ,Accommodation, ground transportation and entry tickets to tourist attractions in Sri Lanka , approvals etc.) for the participating TV crew.

12.3 Publishing Feature Articles, Documentaries & Online Content

The Agency shall ensure the placement of a minimum of **one (1)** feature article, and two (2) online articles on a bi-monthly basis. Each article should be at least 500 words with images, and. Content shall be published across high-profile daily newspapers, business, fashion, lifestyle magazines, consumer and trade travel publications, as well as electronic and digital media platforms.

- All earned media content should be generated through proactive media pitching and press visits.
- The focus shall be on engaging and inspiring destination content to attract both new and repeat visitors.
- Media coverage shall be quantified using Advertising Value Equivalences (AVE) and delivered promptly. A monthly report on all published articles and documentaries shall be submitted to the SLTPB.
- Footage and images will be provided by SLTPB, while content development remains the responsibility of the Agency.

All expenses related to this activity shall be borne by the bidder.

12.4 Trade Relations & B2B Activities

The agency shall maintain regular communication with Tour operators and Travel agents and devise a mixed approach of virtual and in person trainings to ensure sales teams will be educated on the destination and to bridge the product knowledge gaps.

12.4.1 Destination Training for Travel Agents & Tour Operators

Networking and Promotional Events Series Boosting Sri Lankan Tourism in Australia's Key Secondary Cities – (physical event)

- The Agency shall facilitate and conduct at least nine (09) travel agent and wholesaler training/awareness sessions/workshops /B2B in Key secondary cities such as
 3. Queensland - Gold Coast, Carins, Sunshine coast
 4. New south Wales – Newcastle, Maitland, Wollongong
 5. Canberra,
 6. Victoria - Geelong, Ballarat.
- Target of minimum 25 Tour operators / Travel agents
- Selection of the trade partners for the training sessions should include product managers and agents who are selling Asia but not Sri Lanka and the new agents.
- Existing agents and TO's can come aboard to educate themselves on new products, update on existing products and expand Sri Lanka offers to drive more volume sales.
- The list of the Tour Operators/ Travel Agents that attended the sessions should be submitted to SLTPB after the event. (Name of the company. Company web address, , company telephone number, Name of participant for the event, his or her Email address, his or her designation and Contact telephone number)
- At the end of each event appointed agency shall be entitled to claim the all the cost (logistic cost, venue booking, refreshments, food, AV equipment, compeer, Promotional Material etc event management/coordination fee) agreed in the price schedule.
- Impact of Trade Events will be measured by the participation of the agents and new business contact.
- Refreshments, AV, branding, venue selection, etc. will be done by the bidder.
- Promotional materials (brochures, maps) will be sent by SLTPB

Note : All relevant expenses related to this activity shall be borne by the bidder.

12.4.2 An online Training Tool has to be established for virtual meetings and as an E-learning platform to help educate and engage more number of Tour Operators and agents.

- The Agency shall facilitate and conduct at least three (03) travel agent and wholesaler training/awareness sessions/workshops .
- The training should focus both Australia and New Zealand Travel Agents & TO's.
- Target of 300 Tour operators and Agents to be trained during the contract period from Australia and New Zealand market.
- Selection of the trade partners for the training sessions should include product managers and agents who are selling Asia but not Sri Lanka and the new agents.
- Existing agents and TO's can come aboard to educate themselves on new products, update on existing products and expand Sri Lanka offers to drive more volume sales.
- The list of the Tour Operators/ Travel Agents that attended the sessions should be submitted to SLTPB after the event. (Name of the company. Company web address, , company telephone number, Name of participant for the event, his or her Email address, his or her designation and Contact telephone number)

All expenses related to this activity shall be borne by the bidder.

12.4.3 Trade Familiarization Tours (FAM) to Sri Lanka - Tour Operator and Travel Agent Familiarization Tour

-The bidder shall organize at least one (01) travel agent/tour operator group visit to Sri Lanka in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka. Group should consist Twenty (20) participants.

-The bidder needs to ensure the agents are currently promoting the Asian regions (Asian market focus strategy) and also need to ensure the Agents have no established business links with local tour operators/Destination Management Companies (DMC's) at the time of selection. The idea is to generate new business through regionally focused agents.

-Selection of the trade partners for the Fam Tour should include decision making levels and agents who are selling Asia but not Sri Lanka and the new agents.

-SLTPB has established evaluation criteria that bidders must use when selecting participants

-The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours. The Agency should work closely with Airlines to obtain tickets for the agents. The payments will be made based on the number of agents visited on per head basis.

-The logistic cost within Sri Lanka (Accommodation, Transport, guide service , site visits Etc.) shall be bear by SLTPB

12.4.4. VIP Tour Operator tour

-The bidder shall organize at least three (03) High level Tour Operator (EX Hallow world, Flight Center, Expedia, Ready rooms, viva holidays, TCC group, Contiki etc,) group visits. It should be include CEO/ Managing Director / Chairman of the company in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka.

-The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours, developing an itinerary etc. The payments will be made based on the number of agents visited on per head basis.

-International Air ticket and the logistic cost within Sri Lanka (Accommodation, Transport, Airfare, site visits Etc.) shall be bear by SLTPB.

12.4.5 Distribution of Bi - Monthly E-News Letter (Trade)

- Develop & distribute the bi-monthly e-newsletter of SLTPB targeting trade. The trade partners including agencies (Travel agent & Tour Operators) , existing trade database and to key tourism association databases in Australia.
- The circulated database should be submitted to the SLTPB at the stage of payment
- Newsletters will be developed, created, and written by the agency. Required images will be provided by SLTPB.

Note : All expenses related to this activity shall be borne by the bidder.

12.4.6. Annual General Meeting / Conference with Main Tour Operator Associations in Australia (e.g., CATO, ATIA)

Discuss and negotiate with the relevant authorities to host their annual general meeting in Sri Lanka.

The selected bidder will be entitled to claim a management fee, as quoted in the price schedule of this bidding document, for coordinating the entire event.

All logistics within Sri Lanka, including accommodation, transport, and meeting venues, will be covered by SLTPB. Only the international air tickets will be paid by the associations/ participant.

Sri Lanka Tourism can arrange the tour within Sri Lanka according to the associations' preferences.

13. Campaign monitoring, Evaluation and Reporting Mechanism

13.1 Agency will deliver monthly performance reports to SLTPB to review campaign performance to date and easily export reports based on mutually determined KPIs. along with optimization recommendations.

- Real-time monitoring of campaign sentiment, engagement, and crisis response.
- Upon completion of each activity, the relevant reports detailing the scope of work shall be submitted

13.2 Final Campaign Report

Agency Submit a final comprehensive campaign report at the end of the campaign including

1. Key achievements
2. Market-level impact
3. Booking trend insights (where applicable)
4. Recommendations for sustained recovery marketing

5. Recommendation for future advertising, PR, and marketing activities to increase the demand for Sri Lanka tourism in Australia.

14. Digital Campaign Strategy & Campaign Management

The appointed agency will be responsible for planning, , executing, and managing all digital marketing and social media activities under the six months Digital Marketing Campaign to reach Australian travelers and boost tourism bookings . The agency must ensure fast, accurate, and visually compelling communication across SLTPB’s dedicated social media channels and aligned digital platforms

SLTPB Social media channels

Sri Lanka Tourism Web Site: www.srilanka.travel

Facebook: <https://www.facebook.com/tourismsrilanka.gov.lk>

Instagram: https://www.instagram.com/destination_srilanka/

YouTube: <https://www.youtube.com/user/srilankatravelvideo>

Twitter: <https://twitter.com/tourismlk>

TikTok: <https://www.tiktok.com/@destinationsrilanka>

Pinterest: <https://www.pinterest.com/DestinationSriLankaOfficial/>

4. Scope of works. (Key Deliverables) - Digital Campaign

14.. Campaign Strategy and Planning

14.1 Carryout a digital Audit and Situational analysis.

- Provide data-led consumer.
- Competitive and industry insights.
- Industry best practices and relevant global trends in digital marketing.
- Analytical Analysis of all metrics from the target market to get more engagement and interactions.

14.2 Develop the Digital Marketing Strategy of Campaign for a period of six months.

14.3 Develop action plans for digital activations in the market.

14.4 Real-time monitoring of the Sri Lanka Tourism campaigns executed in the specified markets and the trends and topics (favorable/unfavorable) circulated around Digital Media and responding accordingly while reporting the progress to the SLTPB. (This will include the digital media monitoring & social listening)

14.5 Providing a commercial grade Digital Asset and Campaign Management Tool for monitoring peruse.

14.6 Design and develop a “Campaign Microsite” in, serving as a landing page, to optimize conversions and deliver the campaign message effectively for enhanced efficacy.

It should be included

- Comprehensive information on Sri Lanka, including a minimum of 75 key attractions.
- Official information about the Sri Lanka Tourism Promotion Bureau.
- Information on Sri Lankan service providers (maximum of 75 providers), including a brief company description, company name, company logo, and contact details.

14.7 Carryout Digital media advertising in accordance with the following media schedule agree with SLTPB.

S/N	Media Channel/ Advertising Method	Estimated KPI UNIT	KPI Target
1	Instagram	Impressions	
		Video Views	
		Reach	
		Clicks	
		Website Conversions	
		Engagement	
2	Google	Impressions	
		Clicks	
		Video views	
		Website Conversions	
3	Facebook	Impressions	
		Clicks	
		Video views	
		Website Conversions	
		Engagement	
5	LinkedIn	Impression	
		Video Views	
		Reach	
		Clicks	
		Website Conversions	
6	YouTube	Impressions	
		Video Views	
		Clicks	
		Website Conversions	
Rea 7	TikTok	Impression	
		Video Views	
		Reach	
		Website Conversions	

14.8 Response Management for Campaign-Generated Inquiries

The selected agency shall be responsible for managing and responding to all inquiries and messages received through the social media channels activated under this campaign.

The agency must:

- Provide timely, professional, and accurate responses to all queries.
- Reach out to the nominated SLTPB officer for any clarification required to provide correct information.
- Maintain a record of all inquiries and responses handled during the reporting period. Submit a Bi - weekly report to SLTPB summarizing the inquiries received, response timelines, actions taken, and any follow-up required

15. Real-Time Monitoring and Dashboard Access

The selected agency shall provide SLTPB and the nominated officer with real-time access to all digital advertising platforms used in the campaign (Meta, YouTube, Google, TikTok). This access must allow viewing of campaign setups, budgets, targeting, performance metrics, and optimizations.

The agency shall also provide a real-time campaign performance dashboard for SLTPB to update internal and external stakeholders. Any major changes to campaign settings, budgets, or targeting must be communicated to SLTPB in advance.

16. Real-Time Monitoring of Paid Digital Advertising Activities

The selected agency shall provide SLTPB with full real-time access to all paid digital advertising platforms used for the campaign, including but not limited to Meta Ads (Facebook and Instagram), YouTube TrueView and Shorts Ads, Google Display and Search Ads, and TikTok Ads (where applicable).

The agency must grant **analyst-level access** to the SLTPB-nominated officer, enabling the officer to independently monitor.

- Campaign structures and ad setups
- Budget allocations and spending patterns
- Targeting parameters
- Performance metrics and analytics

Delivery status and optimization activities This nominated SLTPB member should be able to view all dashboards without requiring agency mediation. The agency is also required to notify SLTPB in advance of any major changes made to campaign settings, targeting, budgets, or creatives.

17. Coordination and Compliance

- Work closely with SLTPB teams to ensure content accuracy and quick approval cycles.
- Ensure all communications follow global crisis communication best practices.
- Maintain data confidentiality and adhere to SLTPB policies, branding standards, and legal requirements.

Appendix B

Schedule of Payments and Reporting Requirement

14. Budget allocation and cost distribution

- **Budget:** LKR 100 million (Approximately AUD 465,000. This figure has taken into considering 1 AUD = LKR 215)
- **Budget Allocation:** The bidder may allocate the above budget between PR and digital campaigns based on their expert judgment. For the portion allocated to digital campaigns, 80% of the budget should be dedicated to media buying.

14.1 Schedule of Payments & Reporting Requirements

1. Payment for the deliverables

- **Submission of Invoice**
 1. Invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, “**Lake House Building**”, 3rd Floor No 35 D.R Wijewardana Mawatha, Colombo 10, giving breakdown of expenses as per the price schedule.
 2. Payment will be made on actual basis on submission of invoices along with a supporting document (work completion and other requested report under the deliverables) Reports on monthly/weekly basis.
 3. Payments will be made only upon completion of the relevant activities. No payments will be made for ongoing or incomplete activities

Option 01

No Advance Payment included; Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.

Proportionately payment deductions will be applied for the non-performed campaign deliverables

Option 02

S/N	Activity	Payment Structure	Time Period
13.1	Advance Payment	20%	<ul style="list-style-type: none">– Mobilization advance of 20% of the contract amount will be paid after signing the agreement based on submission of an advance payments guarantee– Advance payment will be recovered within first six months of period.
13.2	Payments on progress	80%	<ul style="list-style-type: none">– Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.– Proportionately payment deductions will be applied for the non-performed campaign deliverables.

14.2 Submission of Reports – For Digital Campaign

1. Agency should deliver monthly performance reports to SLTPB to review campaign performance (Covering reach, engagement, Sentiment analytics, website traffic and ad performance) to date and easily export reports based on mutually determined KPIs. along with optimization recommendations.

1. Submit a Bi- weekly report to SLTPB summarizing the inquiries received, response timelines, actions taken, and any follow-up required

2. Software used (submissions should include reports from Facebook Business Manager, Google Analytics, Instagram for business, and any 3rd party monitoring tool)

3. Proposed methodology for the performance monitoring and reporting mechanism should be submitted with the bid.

4. Real-time monitoring of campaign sentiment, engagement, and crisis response.

14.3 Submission of Reports – For PR Campaign

1. Submit a report at the end of each activity

2. Every two months, prepare a PR report showing activities, progress, trends, and market insights

14.4 Submit a final comprehensive campaign report including (PR& Digital)

1. Key achievements

2. Market-level impact

3. Booking trend insights (where applicable)

4. Recommendations for sustained recovery marketing

5. Future Recommendation etc.

14.5. Progress Presentations:

The Agency must give updates on campaign progress and status when requested, at least every two months.

Appendix C

Services and Facilities Provided by the Employer (SLTPB)

During the campaign, SLTPB will provide the following services and support:

1. **Campaign Monitoring:** SLTPB will supervise the overall campaign to make sure it meets its goals. The PR agency should update SLTPB with progress and activity reports.
2. **Project Support:** SLTPB will help coordinate, monitor, and guide project activities. They will act as a link between the PR Agency, Creative Agency, Digital Agency, and Production Agency. (See: Campaign Implementation Structure No: 16.0)
3. **Liaison with PR Agency:** SLTPB will work with the PR Agency to:
 - Provide overall support to ensure the agreement is carried out effectively.
 - Recommend PRC campaign action plans.
 - Review PRC invoices and assist with payment processes.
 - Evaluate PRC performance regularly and suggest improvements to ensure smooth implementation of strategies and action plans.
4. **Creative Support:** SLTPB will provide creative materials and production support for the campaign, including trends and insights about Sri Lanka.
5. **Creative Delivery:** SLTPB will ensure that all creative concepts and productions from the Creative Agency are delivered to the Agency including, not limited to Images, Videos, Written content, web banners, graphics, on-the-ground live coverage of special events in Sri Lanka (When SLTPB requests) etc.
6. **List of Content Provide by SLTPB**

No.	Items	Description	Nos
Master Destination Film			
1.	Master Destination Film	90 Sec.	1
2.	Master Destination Film– Cut down versions/ edits	60 Sec.	1
		30 Sec.	1
		15 Sec.	1
		6 Sec.	1
3.	Static Social Media posts	The post will be arranged based on the master film content.	35
Experience-Based Short Video Assets			
4.	Beaches	30 Sec	2
5.	Wildlife	30 Sec	2
6.	Culture and heritage	30 Sec	2
7.	Wellness and Ayurveda	30 Sec	2
8.	Adventure and nature	30 Sec	2
9.	Culinary experiences	30 Sec	2
10.	Luxury and experiential travel	30 Sec	2
High-Quality Destination Image Library			
11.	Beaches	Images for each respective category should include the following types of visuals within each category: • Experience-based imagery	20
12.	Wildlife		20
13.	Culture and heritage		20

14.	Wellness and Ayurveda	<ul style="list-style-type: none"> • Product-based imagery • Location-based imagery • Lifestyle and people-centric visuals 	20
15.	Adventure and nature		20
16.	Culinary experiences		20
17.	Luxury and experiential travel		20

All video and image content deliverables shall be provided in the following formats, as per the agency's requirements.

- Landscape (16:9)
- Square (1:1)
- Vertical (9:16)

Section VIII- Activity Schedule

1. Price Schedule

Media Relations

Disseminating information for media

SOR	Item	Cost (AUD)
12.1.1	Disseminating Information for Australian Media	FOC
	Total	

Selection of Visiting Travel Journalists/Bloggers (VJP/VBP) for Media FAM Tours

SOR	Item	Nos	Rate (AUD)	Cost (AUD)
12.2.1	Media visits (03 Agencies) including senior travel writers, editors of travel magazines, newspapers, Radio, online media etc.	03		
	Arranging 10 numbers of Influencers based on size, category and appealing to different product segments. <ul style="list-style-type: none"> - Audience Size – Upper Range (1m)+ , Mid-Range (100k to 1m) - Category – Instagrammers, Bloggers & Vloggers, Podcasters - Segment – Wellness, Adventure/Outdoor, culinary, culture, festivities etc. 	10		
	Total			

Video/Documentary Production Featuring Sri Lanka on Leading Australian Media Channels

SOR	Item	Nos	Rate (AUD)	Cost (AUD)
12.2.2	Video/Documentary Production Featuring Sri Lanka on Leading Australian Media Channels	01		
	Total			

Publishing feature articles and Documentaries & Online Articles

SOR	Item	Nos	Rate (AUD)	Cost (AUD)
12.3	Publishing Feature Articles in Australia	03		
	Publishing Online-Articles in Australia	06		
	Total			

Trade Relation

Destination Training for Travel Agents & Tour Operators

SOR	Item	Nos	Rate (AUD)	Cost (AUD)
12.4.1	The Event Management, Coordination and facilitate fees for conduct to Networking and Promotional Events Series Boosting Sri Lankan Tourism in Australia's Key Secondary Cities	-	-	-
	1. Queensland - Gold Coast (25 Tour operator/Travel Agents)	01		
	2. Queensland - Carins (25 Tour operator/Travel Agents)	01		
	3. Queensland - Sunshine coast (25 Tour operator/Travel Agents)	01		
	4. New south Wales – Newcastle (25 Tour operator/Travel Agents)	01		
	5. New south Wales – Maitland (25 Tour operator/Travel Agents)	01		
	6. New south Wales – Wollongong (25 Tour operator/Travel Agents)	01		
	7. Canberra-Queanbeyan Australian Capital Territory, (25 Tour operator/Travel Agents)	01		
	8. Victoria - Geelong, (25 Tour operator/Travel Agents)	01		
	9. Victoria - Geelong, Ballarat. (25 Tour operator/Travel Agents)	01		
12.4.2	An online Training Tool has to be established for virtual meetings and as an E-learning platform to help educate and engage a greater number of agents. The training should focus both Australia and New Zealand Travel Agents & TO's. (03 sessions and 300 participants. 100 per sessions)	03		
	Total			

Trade Familiarization Tours (FAM) to Sri Lanka

SOR	Item	No of agents	Rate (AUD)	Cost (AUD)
12.4.3	The bidder shall organize at least one (01) travel agent/tour operator group visit to Sri Lanka in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka. Group should consist Twenty (20) participant.	20		
	Total			

VIP Tour Operator

SOR	Item	No of agents	Rate (AUD)	Cost (AUD)
12.4.4	At least three (03) High level Tour Operator group visits. It should be included CEO/ Managing Director / Chairman of the company.	03		
	Total			

Distribution of Bi-Monthly E-newsletter of SLTPB (Trade targeted)

SOR	Item	Nos	Rate (AUD)	Cost (AUD)
12.4.5	Develop & distribute the bi-monthly e-newsletter of SLTPB targeting trade. The trade partners including agencies (Travel agent & Tour Operators) , existing trade database and to key tourism association databases in Australia.	3		
	Total			

Annual General Meeting / Conference with Main Tour Operator Associations in Australia (e.g., CATO, ATIA)

SOR	Item	Nos of Event	Rate (AUD)	Cost (AUD)
12.4.6	The agency shall discuss and negotiate with the relevant authorities to host their annual general meeting in Sri Lanka.	01		
	Total			

PR campaign -Summary of Price Schedule

No	Master Price Schedule	Cost AUD
1	Media Relations Disseminating information for media	FOC
2	Selection of Visiting Travel Journalists/Bloggers (VJP/VBP) for Media FAM Tours	
3	Video/Documentary Production Featuring Sri Lanka on Leading Australian Media Channels	
4	Publishing feature articles and Documentaries & Online Articles	
5	Trade Relation Destination Training for Travel Agents & Tour Operators	
6	Trade Familiarization Tours (FAM) to Sri Lanka	
7	VIP Tour Operator tour	
8	Distribution of News Releases & Bi-Monthly E-newsletter of SLTPB (Trade targeted)	
9	Annual General Meeting / Conference with Main Tour Operator Associations in Australia (e.g., CATO, ATIA)	
	Total	
	Taxes (If applicable)	
	Grand Total	

Note : Breakdown of Price schedule should be tally with the Master price schedule.

Digital campaign

Price schedules

Digital audit to bench mark pre campaign scenario and conduct a situational analysis.

SOR	Item	Cost (AUD)
14.1	Digital audit and situational analysis.	

Development of digital marketing strategy

SOR	Item	Cost (AUD)
14.2	Development of digital marketing strategy	

Development of country specific action plan

SOR	Item	Cost (AUD)
14.3	Development of country specific action plan	

Digital media monitoring and social listening.

SOR	Item	Cost (AUD)
14.4	Digital media monitoring and listening	

Digital asset management tool.

SOR	Item	Cost (AUD)
14.5	Digital Asset and Campaign Management Tool	

Creation of Micro site

SOR	Item	Cost (AUD)
14.6	Design & Development & maintain of Micro site	

14.7 Digital Media Advertising

S/N	Media Channel/ Advertising Method	Estimated KPI UNIT	KPI Target	Cost
1	Instagram	Impressions		
		Video Views		
		Reach		
		Clicks		
		Website Conversions		
		Engagement		
2	Google	Impressions		
		Clicks		
		Video views		
		Website Conversions		
3	Facebook	Impressions		
		Clicks		
		Video views		
		Website Conversions		
		Engagement		
		Impression		

5	LinkedIn	Video Views		
		Reach		
		Clicks		
		Website Conversions		
6	YouTube	Impressions		
		Video Views		
		Clicks		
		Website Conversions		
Rea 7	TikTok	Impression		
		Video Views		
		Reach		
		Website Conversions		

Note: For the budget allocated of Digital campaign, 80% of the budget should be dedicated to media buying.

14.8 Response Management for Campaign-Generated Inquiries

SOR	Item	Cost (AUD)
14.8	Response Management for Campaign-Generated Inquiries	

Price Schedule- Summary (Digital campaign)

Item	AUD
Digital audit and situation analysis.	
Development of digital marketing strategy	
Development of country specific action plan	
Digital media monitoring and social listening.	
Digital asset and campaign management tool.	
Design & Development of Campaign Micro Site .	
Digital Media Advertising	
Response Management for Campaign-Generated Inquiries	
Management Fee (For 6 months)	
Sub Total	
Taxes (If applicable)	
Grand Total	

MASTER PRICE SCHEDULE

	Cost item	Cost (AUD)
1	Total cost for the PR Campaign	
2	Total cost for the Digital Campaign	
	Total cost before Tax	
	Tax	
	Grand Total	

Section IX : Form of Securities

Annexure A - Format for Bid Security Declaration

[The Bidder shall fill in this Form and compulsory to submit with signature.]

Format for Bid Security Declaration	
<i>[If required, the Bidder shall fill in this form in accordance with the instructions indicated in brackets]</i>	
Date:.....[insert date by bidder]	
Name of Contract:.....[insert name by PE]	
Contract Identification No: SLTPB/PROC/2026/S/40	
Invitation for Bid No: SLTPB/PROC/2026/S/40	
To:...Managing Director, Lake House Building ,No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka	
1.We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration;	
2.We accept that we shall be suspended from being eligible for contract award in any contract where bids have been invited by any of the Procuring Entity as defined in the Procurement Guidelines published by National Procurement Agency of Sri Lanka, for the period of time of <i>three years starting on the latest date set for closing of bids of this bid</i> , if we:	
a) withdraw our Bid during the period of bid validity period specified; or	
(b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or	
(c) having been notified of the acceptance of our Bid by you, during the period of bid validity,	
(i.)fail or refuse to execute the Contract Form, if required, or (ii.) fail or refuse to furnish the performance security, in accordance with the ITB.	
3.We understand this bid securing shall expire if we are not the successful bidder, upon the earlier of (i.) our receipt of a copy of your notification to the Bidder that the bidder was unsuccessful; or	
(ii.) twenty-eight days after the expiration of our bid.	
4.We understand that if we are a JV, the Bid Securing Declaration must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Securing Declaration shall be in the names of all future partners as named in the letter of intent.	
Signed <i>[insert signature(s) of authorized representative]</i> in the Capacity of <i>[insert title]</i>	
Name <i>[insert printed or typed name]</i>	
Duly authorized to sign the bid for and on behalf of <i>[insert authorizing entity]</i>	
Dated on <i>[insert day]</i> day of <i>[insert month]</i> , <i>[insert year]</i>	

Annexure B - Performance Bank Guarantee (On-demand Unconditional)
(Fill and submit only for the selected bidder)

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor

.....

Name of Bank

.....

..... Address

.....

..... Date

Annexure C - Advance Bank Guarantee for Advance Payment (If required)
(Fill and submit only for the selected bidder)

.....(Name and address of agency and address of issuing branch or office)

Beneficiary:..... [insert legal name and address of Purchaser]

Date :

ADVANCE PAYMENT GUARANTEE No.....: [insert Advance Payment Guarantee no.]

We have been informed that[insert name of the contractor /supplier) hereinafter call "the contractor " has entered into Contract No **SLTPB /PROC/.....** [reference number of the contract] dated..... with you, for the(insert construction or supply) of(name of contract and brief description) (hereinafter called the contract ") supply of [insert types of Goods to be delivered] (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, an advance payment in the sum(amount in figures).....(amount in words) is to be made against an advance payment guarantee .

At the request of the Supplier, we.....name of the issuing agency hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of[insert amount in figures)..... amount of words] upon receipt by us of your first demand in writing declaring that the Supplier is in breach of its obligation under the Contract.

The maximum amount of this guarantee shall be progressively reduced by the amount of the advance payment repaid by the contractor.

This Guarantee shall expire , insert the date 28 days beyond the expected expiration date of the contract Consequently ,any demand for payment under this guarantee must be received by us at this office on or before that date .

[signature(s)]

