



Procurement of Services

Under Limited International Bidding Method

Invitation of Quotations

For

Procurement of

Appointing an Agency for PR & Digital Campaign in UK

File No: SLTPB/PROC/2026/S/39

Sri Lanka Tourism Promotion Bureau

Section 1- 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 UK

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced Public Relation Agencies.. 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
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

4.1 Legal Registration

- The agency must be a legally registered entity in United Kingdom holding a valid, Companies House Business Registration certificate issued by UK Government.
- The company must have completed at least 5 years or above business presence from the initial company registration date.
- If the Agency is working with a sub-agency formulating a JV to cover part of the campaign the details of the partnering agency should be furnished under submissions forms of this tender. (The main agency should present/submit the tender in this scenario). (Refer point 06 below).

4.2 Industry Experience

The agency must demonstrate a proven record of activity in the field of PR & Digital promotions during the period 2018 to 2025 in the United Kingdom. The Agency shall have conducted at least 02 digital media marketing campaigns for international brands/ destination marketing or tourism-related products and documentary evidence of at least 04 PR projects executed.

4.3 Financial Stability

The agency shall be required to submit audited financial statements for past three (3) years, demonstrating a positive balance. This showcases the agency's financial stability and its capacity to effectively manage this tender.

5. Campaign Period & Budget

Budget Allocation : 100 million Sri Lankan Rupees| GBP 235,000 approx.(Digital & PR).

Campaign Period : 08 (months) period during 2026/2027

(May- Dec within this time-frames | Campaign is expected to commence June 2026).

Termination : 07 days prior notice by the SLTPB

Budget Allocation: The bidder may distribute the above budget between Digital & PR campaigns based the ratio 60% (Digital) & 40% (PR) .Out of the allocation for digital campaign, 80% of the budget should be dedicated to media buying.

6. **6.1** - If a bidder possesses both PR and digital capabilities and relevant experience, a single company may submit a proposal.

6.2 - 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 formats.

7. Late bids will be rejected.

8. Bids shall be submitted by courier, register post, hand delivered or deposited tender box (Can be used any method) at **the Sri Lanka High Commission in United Kingdom on 01/06/2026 at 11.30 am (UK time)**. Bids will be opened immediately after the bid closing time at the above addressed 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.

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 quotation 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 quotation. The Purchaser may not consider you for inviting quotations in the future, if you failed to acknowledge the receipt of this invitation or not submitting a quotation 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. Quotation Submission form(s) • Section VI. Price Schedule
C: Preparation of Quotation	
3. Documents Comprising your Quotation	<p>3.1 The Quotation shall comprise the following:</p> <p style="margin-left: 40px;">(a) Quotation Submission Form and the Price Schedules;</p> <p style="margin-left: 40px;">(b) Technical Specifications & Compliance with Specifications</p>
4. Quotation Submission Form and Price Schedules	<p>4.1 The vendor shall submit the Quotation 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>
9. 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 Quotation Submission Form shall be the total price of the Quotation, 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 Quotation 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 quotation 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 to supply these Goods in Sri Lanka.</p>
10. Period of Validity of quotation	<p>8.1 Quotations 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>
11. Format and Signing of Quotation	<p>11.1 The quotation shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.</p>
D: Submission and Opening of Quotation	
12. Submission of Quotation	<p>101 Vendors may submit their quotations 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 quotation is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the quotation.</p>

13. Deadline for Submission of Quotation	13.1 Quotation 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	12.1 The Purchaser shall reject any quotation that arrives after the

Quotation	deadline for submission of quotations, in accordance with ITB Clause 11.1 above.
13. Opening of Quotations	13.1 The Purchaser shall conduct the opening of quotation in public at the address, date and time specified in the Data Sheet. 13.2 A representative of the bidders may be present and mark its attendance.

E: Evaluation and Comparison of Quotation

14. Clarifications	14.1 To assist in the examination, evaluation and comparison of the quotations, the Purchaser may, at its discretion, ask any vendor for a clarification of its quotation. Any clarification submitted by a vendor in respect to its quotation which is not in response to a request by the Purchaser shall not be considered. 14.2 The Purchaser’s request for clarification and the response shall be in writing.
15. Responsiveness of Quotations	15.1 The Purchaser will determine the responsiveness of the quotation to the documents based on the contents of the quotation received. 15.2 If a quotation is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.
16. Evaluation of quotation	16.1 The Purchaser shall evaluate each quotation that has been determined, to be substantially responsive. 16.2 To evaluate a quotation, the Purchaser may consider the following: (a) the Price as quoted; (b) price adjustment for correction of arithmetical errors; (a) price adjustment due to discounts offered. 16.3 The Purchaser’s evaluation of a quotation 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>17. Purchaser's Right to Accept any Quotation, and to Reject any or all Quotations</p>	<p>17.1 The Purchaser reserves the right to accept or reject any quotation, and to annul the process and reject all quotations at any time prior to Acceptance, without thereby incurring any liability to bidders.</p>
<p>F: Award of Contract</p>	
<p>18. Acceptance of the Quotation</p>	<p>18.1 The Purchaser will accept the quotation of the vendor whose Offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.</p>
<p>19. Notification of acceptance</p>	<p>19.1 Prior to the expiration of the period of validity of quotation, the Purchaser will notify the successful vendor, in writing, that its Quotation has been accepted.</p>

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.
1.1	Name of the contract Appointing an Agency for PR & Digital Campaign in UK
1.1	Identification No of the Contract - SLTPB/PROC/2026/S/39
2.1	The documents consist of the Sections indicated below. <ul style="list-style-type: none"> • Section I. Invitation for Bids • Section II. Instructions to Bidders (ITB) • Section III. Bidding Data Sheet • Section IV. Schedule of Requirements • Section V. Quotation submission Form(s) • Section VI. Price Schedule • Section VII. Letter of Acceptance • Section VIII. Form of Contract • Annexure 1 - Bid Security Declaration • Annexure 2 – Advance payment guarantee
6.1	The Bidders shall quote only in GBP
7.3	Manufacture’s Authorization is not relevant.
8.1	Bid Valid 77 days 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 the two envelopes shall be enclosed in “ Appointing an Agency for PR & Digital Campaign in UK ” 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	Address for submission of Quotations Bids shall be Addressed to Chairman, Department Procurement committee Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10. And Bid shall be submitted by hand or deposited tender box at, Sri Lanka High Commission No:13, Hyde Park Gardens London W2 2LU United Kingdom

13.1	<p>The quotations shall be opened at the following address:</p> <p>Sri Lanka High Commission No:13, Hyde Park Gardens London W2 2LU United Kingdom</p> <p>Email: mail@slhc-london.co.uk / consular.london@mfa.gov.lk</p> <p>Deadline for submission of quotations is on 01/06/2026 at 11.30 am (UK time) and the Bids will be opened immediately after the bid closing time at the above address.</p>																																																								
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16	<p>In addition to section 6.0 &13.0 in SOR, following Evaluation criteria considered to select the bidder.</p> <p>Evaluation Criteria for Digital Campaign</p> <table border="1" data-bbox="355 842 1445 1234"> <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 and Expertise in handling Digital Campaigns</td> <td>20</td> <td>12</td> </tr> <tr> <td>2</td> <td>Technical Proposal</td> <td>10</td> <td>6</td> </tr> <tr> <td>3</td> <td>Creativity and Innovation</td> <td>10</td> <td>6</td> </tr> <tr> <td>4</td> <td>Paid Media Advertising</td> <td>60</td> <td>36</td> </tr> <tr> <td></td> <td style="text-align: center;">Total</td> <td>100</td> <td>60</td> </tr> </tbody> </table> <p>Evaluation Criteria for PR Campaign</p> <table border="1" data-bbox="355 1346 1445 2087"> <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 handling PR Campaigns</td> <td>10</td> <td>6</td> </tr> <tr> <td>2</td> <td>05 print media visits including senior travel writers, editors of travel magazines, newspapers & 01 Electronics media to produce a documentary</td> <td>15</td> <td>9</td> </tr> <tr> <td>3</td> <td>Arranging one (01) “A” listed celebrity visits from UK market</td> <td>5</td> <td>3</td> </tr> <tr> <td>4</td> <td>Arranging at least 4 travel influencer visits.</td> <td>10</td> <td>6</td> </tr> <tr> <td>5</td> <td>Organize at least 02 FAM tours for the key office bearers of the Associations and organizations in the UK.</td> <td>5</td> <td>3</td> </tr> <tr> <td>6</td> <td>Publishing a minimum of 01 feature article/02 online articles per month</td> <td>10</td> <td>6</td> </tr> <tr> <td>7</td> <td>Design, Develop & distribute minimum of 01 consumer news release and one 01 E news letter bi weekly for trade in UK market, (16 in total) based on major tourism initiatives in Sri Lanka / trends / news etc.</td> <td>15</td> <td>9</td> </tr> </tbody> </table>	.S/N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience and Expertise in handling Digital Campaigns	20	12	2	Technical Proposal	10	6	3	Creativity and Innovation	10	6	4	Paid Media Advertising	60	36		Total	100	60	.S/N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience in handling PR Campaigns	10	6	2	05 print media visits including senior travel writers, editors of travel magazines, newspapers & 01 Electronics media to produce a documentary	15	9	3	Arranging one (01) “A” listed celebrity visits from UK market	5	3	4	Arranging at least 4 travel influencer visits.	10	6	5	Organize at least 02 FAM tours for the key office bearers of the Associations and organizations in the UK.	5	3	6	Publishing a minimum of 01 feature article/02 online articles per month	10	6	7	Design, Develop & distribute minimum of 01 consumer news release and one 01 E news letter bi weekly for trade in UK market, (16 in total) based on major tourism initiatives in Sri Lanka / trends / news etc.	15	9
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	8	Press Clipping service, Media Monitoring, Developing Trends Analysis, competitor Analysis, Crisis Management, Trade & media Database, Counter Negative destination perceptions & adverse publicity monthly report	10	6
	9	Key Staff (Digital & PR)	10	6
	10	Financial information (Section XIII)	10	6
		Total	100	60
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>Copy of Partnering Company Business Registration (If Applicable)</p> <p>All Submission Forms</p> <p>Section X (Annexure A) - The Bid Security Declaration</p>			

Section IV

Schedule of Requirements

1. Background & Rationale

Sri Lanka Tourism Promotion Bureau (SLTPB) intends to execute a comprehensive digital & PR Marketing campaign in the UK market for a period of eight months, in order to effectively deploy next-generation digital platforms to attract potential travelers. The UK's online travel market is the largest in Europe, and the country's online travel penetration is among the highest in the world.

The proposed digital advertising campaign aims to address the long-standing need to promote the destination on digital platforms, to create a high level of user engagement and complement the public relations campaign by ensuring high standing digital presence in the UK. Popular social media networks, digital platforms related to travel industry will be the key focus.

The fully-fledged Public Relations Campaign is executed with the aim of targeting high-potential UK travelers, to amplify the growth of tourist arrivals from this key priority market. The campaign is aimed to devise a country-specific PR strategy for UK, develop and maintain a strong PR network, raise destination brand reputation and credibility by mitigating the risk of adverse publicity, crisis management and carry out regular PR initiatives across different media platforms in the UK to reposition Sri Lanka as a sought-after travel destination in Asia.

2. Eligibility Criteria

2.1 Legal Registration:

- The agency must be a legally registered entity in United Kingdom holding a valid, Companies House Business Registration certificate issued by UK Government.
- The company must have completed at least 5 years or above business presence from the initial company registration date.
- If the Agency is working with a sub-agency formulating a JV to cover part of the campaign the details of the partnering agency should be furnished under submissions forms of this tender. (The leading agency should present/submit the tender in this scenario).

2.2 Industry Experience:

The agency must demonstrate a proven record of activity in the field of PR & Digital promotions during the period 2018 to 2025 in the United Kingdom. The Agency shall have conducted at least 02 digital media marketing campaigns for international brands/ destination marketing or tourism-related products and documentary evidence of at least 04 PR projects executed.

2.3 Financial Stability:

The agency shall be required to submit audited financial statements for past three (3) years, demonstrating a positive balance. This showcases the agency's financial stability and its capacity to effectively manage this tender.

2.4 Submission of Price Schedule and Proposal:

Bidders shall fully complete all services requested in the price schedules, submission forms. The agency shall submit a completed technical proposal addressing all points mentioned under Section 5.0 & 10.0 in Scope of Work of Digital & PR campaign in this bidding document.

- **Budget Allocation** : 100 million Sri Lankan Rupees | GBP 235,000 approx.(Digital & PR).
- **Campaign Period**: 08 (months) months period covering summer and winter in 2026 /2027. (Campaign is expected to commence June 2026).
- **Termination** : 07 days prior notice by the SLTPB

3. Marketing Objectives, Strategy & Branding

3.1 Marketing Objectives

Sri Lanka Tourism Promotion Bureau intends to execute the proposed Digital Advertising Campaign and PR Campaign as a key marketing initiative in the UK market with the aim of achieving following objectives;

- Develop a fully-fledged Digital & PR Marketing Strategy for UK market for eight months period.
- Carry out targeted digital & PR marketing for potential visitors through selected agency.
- Develop an attractive, segmented content plan of the campaign together with the creatives based on the Content Strategy and required content plan to be obtained by the Digital Marketing Agency.
- Develop a fully-fledged PR Promotional plan for UK market covering major PR activities for UK .
- To challenge competitor destinations by strong digital and social media presence.
- Create a strong urge to visit Sri Lanka through top-of-the-mind brand recall.
- The gradual buildup of the Sri Lanka brand to be included in the frequent traveller 'wish list'
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding in all digital & PR platforms.
- Real-time monitoring of the Sri Lanka Tourism campaigns executed in the UK market and the trends and topics (favorable/unfavorable) circulated around Digital Media.

3.2 Product Segmentation

The key product offerings of Sri Lanka appealing to UK audience can be identified in the following categories;

- (i) Beach Holidays
- (ii) Culture & Heritage sites
- (iii) Scenic Beauty
- (iv) Sports & Adventure Tourism
- (v) People & Lifestyle
- (vii) Wildlife & Nature
- (Viii) Authentic food & Cuisine

3.2.1 Developing the niche segments/emerging segments is key in the UK Market;

- (i) Ayurveda & Wellness Tourism
- (ii) Destination Weddings
- (iii) Tea Culture & Trails
- (IV) Eco and Sustainable Tourism

3.3 Customer Segmentation

- (i) Stakeholders - All people and groups who might directly or indirectly be involved in tourism. This may include local travel agents, hotels, guesthouses, related government departments, tourist shops, Sri Lanka Missions overseas, Diaspora, Travel Associations, Media Associations, NGOs and community in the areas of tourism.
- (ii) Secondary Customers - Travel agents, Tour operators, OTA's, Airlines in the UK market.

3.4 Travel pattern/Seasonality from UK to Sri Lanka : Oct-March = winter travel
June-August = Summer Travel

3.5 Key Geographic Regions of the potential UK travelers originate from : **South East Greater London, West Midlands, North West, South West, Dublin & Cork-Ireland**

The agency needs to consider the above-mentioned segments and add possible other segments through research data and advise Sri Lanka Tourism on the development of visitor profiles of the luxury market and niche segments and other segments and target them accordingly.

4.0 Target Audience

Four main target groups have been identified in the **UK market** as follows by SLTPB, and could be considered in the strategic development of the PR communication campaign, but not limited. The bidder should propose target groups and segments on a scientific approach based on their own research data. The Campaign should aim towards these identified target group considering their visitor profile, demographics, psychographics, media habits, socioeconomic standings etc. in the UK market.

The identified target Traveller segments from the UK Market are as follows;

4.1 Millennials – (Age 25-41) – Young Professionals

Visitor Profile: Professionally employed, mainly managerial jobs, High level of social & economic freedom, living in urban areas. Heavy social-users in their day to-day life, and 90% of the bookings done online.

Popular travel activities include outdoor activities, visiting natural and historic sites, eating local cuisine, enjoying local arts and culture.

Represents Socio-economic group - ABC1 (Upper and Upper Middle Class)

4.2 Baby Boomers (Age 55+) – Empty Nesters

Visitor Profile : Retired or reaching the end of their career, High level economic freedom, living in urban and rural areas. No longer living with children.

They are adventure and culture seekers in its true traditional form. They enjoy hiking, visiting natural and historic sites, eating local and cultural cuisine, and playing sports. Comfort and security is of great importance to this audience. This audience enjoy authentic local culture but prefer to stay at well serviced hotels. This segment find their primary travel inspiration from family and friends, and they use travel agency recommendation.

Represents Socio-economic group - ABC1 (Upper and Upper Middle Class)

4.3 Mid Family Professionals-(Age 35-54)

Visitor Profile : Professionally employed, highly educated, high disposable income. Passionate travelers seeking a combination of authentic cultural experiences and family-friendly activities. This segment is likely to book their holiday with a travel agent. Seeking security

and peace of mind, a higher proportion of this group opt for package holidays, however the split is still fairly equal. Regular social media users and readers of magazines, blogs etc.

Represents Socio-economic group - ABC1 (Upper and Upper Middle Class)

Each target audience segments' travel behavior can be further enhanced by obtaining information/data and insights. The agency should work on the below areas to obtain information through market research and development statistics. This analysis includes the following:

- Holiday and travel insights, including booking preferences and in-market behavior
- Purchasing triggers, such as motivations, habits and online behavior
- Environmental attitudes and lifestyle choices
- Potential to travel to Sri Lanka, time spent in the country market and duration of stay
- Social media penetration, engagement and frequency of use
- Media consumption insights, including channel preference, exposure and brand affinity
- The common PR platforms used by the existing and potential visitors for information gathering and make travel decisions.

Agency should be able to tweak the main ideas of the new Sri Lanka Tourism branding campaign to match with the positioning of the destination in the UK market giving attention to its nuances and appealing to the target audience.

5.0 Scope of Work for Digital Activation- UK

The appointed social media agency will be responsible for planning, creating, executing, and managing all digital marketing and social media activities under the eight-Month Digital Marketing Campaign to rebuild visitor confidence and boost tourism bookings for the key seasons including summer and winter. The agency must ensure fast, accurate, and visually compelling communication across SLTPB's dedicated social media channels and aligned digital platforms.

5.1 Campaign Strategy and Planning

- Develop a comprehensive eight-month digital marketing campaign strategy aligned with SLTPB's objectives.
- Propose a content roadmap covering key themes such as beaches, wildlife, heritage, culture etc.
- Identify platform-specific tactics for each priority market.
- Present a detailed media plan with proposed budgets, targeting parameters, and expected outcomes.

5.2 Paid Media and Digital Advertising

Plan, execute, and optimize paid digital campaign targeting UK travelers.

Use platform-specific ads such as:

- Meta Ads (Facebook, Instagram)
- YouTube TrueView and Short Ads
- Google Display and Search Ads
- Tik Tok (Ads)

5.2.1 Blog Posts (Article and interactive posts) – Agency shall generate 16 blog posts to be placed on Micro-site (02 articles for a month & submissions shall be placed on the 01st two weeks of each month).

Provide ongoing optimization to maximize reach, engagement, and site conversions

5.3 Influencer & Content Partner Engagement

- Identify and collaborate with international influencers, digital travel creators, and micro-influencers aligned with target market UK.
- Curate and promote user-generated content (UGC) showcasing exciting traveler experiences in Sri Lanka. (Based on key product segments).
- Facilitate influencer-led reassurance messaging and travel updates.

5.4 Campaign Microsite Development

The selected agency shall be responsible for the design, development, and deployment of a dedicated campaign microsite, which shall function as the official **campaign landing page** for the digital advertising initiative. All core content to be featured on the microsite shall be provided by the Sri Lanka Tourism Promotion Bureau (SLTPB). This will include, but not be limited to, market-preferred Sri Lankan tourism destinations, attractions, experiential content, and a curated list of tour operators and hoteliers with dedicated promotional content.

The selected agency shall undertake the complete development of the microsite, including user experience (UX) and user interface (UI) design, technical development, testing, and deployment. The scope shall also include domain name registration and web hosting for the duration of the respective campaign period, ensuring optimal performance, accessibility, and security throughout the campaign lifecycle. Website traffic to the campaign microsite/landing page shall be considered a key performance indicator (KPI) for evaluating microsite performance and campaign conversions."

5.5 Analytics, Tracking, and Reporting

- Provide weekly performance reports covering reach, engagement, sentiment analysis, website traffic, and ad performance.
- Submit a final comprehensive campaign report including:
 - Key achievements
 - Market Impact
 - Booking trend insights /Search Trend Insights (where applicable)
 - Recommendations for increasing market visibility
 - Use industry-standard analytics tools to measure digital footprint and sentiment.

5.5.1 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 etc.). 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.

5.6 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.)

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.

5.7 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.

5.8 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 and comments and moderate the responses. (Eg: Facebook comments & responses)
- 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 weekly report to SLTPB summarizing the inquiries received, response timelines, actions taken, and any follow-up required.

6. Evaluation Criteria for Digital Campaign

6.1 Experience and Expertise: 20 Marks

- Proven track record in managing Digital & social media campaigns for similar organizations.
- Familiarity with destination marketing strategies and trends.
- Experience in handling Destination marketing, hospitality sector or tourism related products/services campaigns

6.2 Technical Proposal: 10 Marks

- The proposal should demonstrate a thorough understanding of SLTPB's requirements and present a practical, actionable plan for implementation with segmenting , targeting and posting strategies.

6.3 Creativity and Innovation: 10 Marks

- Quality of the eight-months creative strategy along with sample works attached under past experiences.
- Innovative approaches to audience engagement and campaign execution.

6.4 Paid Media Advertising: 60 Marks

- During this criterion, the overall KPIs achieved against budget utilization will be evaluated.
- Emphasis will be placed on the most efficient, effective, and engaging KPI distribution in relation to the allocated budget.

7. Copyright of the content development

Intellectual property remains vested with SLTPB for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed /provided by to the Agency by SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content, etc. with a copyright Assignment provided as follows:

- 1.1. If the agency purchases 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.

1.2. SLTPB shall be deemed to be the sole owner (exclusive rights) 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.

Note : SLTPB will provide a set of master videos, cut-down versions and static images etc. for the digital campaign. The agency has to do the text overlays for statics, posting scripts, animations and any voice and music adaptations necessary for this library of contents. Any additional content requirements other than the provided ones, need to be clearly mentioned In the bid . SLTPB will address such requirements but with limited budget. Agency should strive to accomplish all content requirements from the provided resources and within the quoted budget. (Refer **Annexure 01** for the material provided by SLTPB) .

8. Key Personnel

Key Personnel -Profiles required for the Staff Placement for handling the Sri Lanka Tourism Account are as follows :

SOR Reference	Staff Category	General Profile
	Digital Marketing Specialist	5 years of digital marketing and campaign experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Social Media Specialist	5 years of digital & social media marketing and campaign experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Digital Creative Specialist	5 years of digital marketing and creative experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Account Manager	5 years of digital marketing, client servicing and project management experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Digital Media Buying Manager	5 years of digital marketing, digital media planning and digital media buying experience preferably for global brands/campaigns and travel & tourism industry.
	Content Specialist	5 years of digital marketing and content creation experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Copy Writing Specialist	5 years of experience in digital copywriting, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.

9. Budget Allocation for the campaign

Total Campaign Budget: LKR 60 Million | GBP 235,000 approx. for Digital Campaign including all applicable taxes.

Allocation of Budget:

- Paid advertising – 90%
- Campaign Management & Strategy 10%

Important Notes:

- All social media ad placements will be on a net basis, with no commission payable to the agency. The agency shall submit all relevant documentation and communication to SLTPB for settlement of ad purchases.
- All bidders shall strictly adhere to the above percentage-based budget allocations when submitting proposals.
- The total bid price will not be considered in the final evaluation. However, any bidder whose quoted total exceeds the allocated budget of LKR 60 Million for Digital Campaign shall be deemed non-responsive and disqualified.

10. Scope of Work for PR Activation- UK

SLTPB intends to execute a fully-fledged Public Relations Campaign parallel to the Digital Campaign with the aim of targeting high-potential UK travelers for a period of 08 months, to amplify the growth of tourist arrivals from this key priority market.

The campaign is aimed to devise a country-specific PR strategy for UK, develop and maintain a strong PR network, raise destination brand reputation and credibility by mitigating the risk of adverse publicity, crisis management and carry out regular PR initiatives across different media platforms in the UK to reposition Sri Lanka as a sought-after travel destination in Asia.

- **Budget Allocation** : 40 million Sri Lankan rupees | USD 130,000 approx.
- **Campaign Period** : 08 (months) months period covering summer and winter in 2026 .
(May- Dec within this time-frames).
- **Termination** : 07 days prior notice by the SLTPB

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

10.1 Visiting Travel Journalists/Bloggers (VJP/VBP etc.) FAM Tours

The Agency shall Identify, select and arrange visiting media familiarization tours with highly influential Print & Electronic media in the UK. They agency should be able to source the senior travel writers/Editors/broadcasting media from UK market during the contract period of to generate PR content. Selection of journalists to visit Sri Lanka should be vetted and fairly distributed among different destination themes and among emerging segments identified in section 3.2 under product segmentation. Key targets for this activity include;

- 5 Print media visits including senior travel writers, editors of travel magazines, newspapers with high visibility
- 01 Electronic media stations to produce documentary /travel program on Sri Lanka with a media crew visiting Sri Lanka.

The Agency has to send the details of each and every journalist who represent different segments with the media coverage agreed with them. This will be collected by the VJP/VBP Forms issued by the SLTPB to the Agency. The SLTPB will confirm the acceptance upon internal evaluation .

Impact of the media coverage has to be measured by the advertising value equivalents. If two or more journalists visit from a single publication or channel, it will be counted as one.

An administration/coordination fee for arrangements will be paid to the Agency. SLTPB will arrange the Accommodation, ground transportation and entry tickets, approvals for the participating journalists for the FAM Tours.

10.2 Celebrity FAM Tours/ Social Media Influencers

10.2.1 Arranging Celebrity Visits

Celebrity endorsements for the destination is a vital part of shaping the perceptions of the potential travelers from UK to Sri Lanka . The agency should work on following deliverables;

- Arranging at least (01), “A” listed Celebrity visits per year from UK market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities (ex: cricket & football), Top Corporate Icons, Artists etc.) who will be appealing to the “traveler” sentiment.
- The agency should ideally arrange them a paid holiday in Sri Lanka and opt them to share their holiday experience in Sri Lanka on social media handles to endorse the destination. Targeted pitching for exclusive segments and strategic placement of content should be ensured.

The effectiveness of the Celebrity visits will be measured by the Advertising Value Equivalence of the articles published on the Celebrity Visit and the total engagement of the digital & social media publicity.

10.2.2. Arranging Social Media Influencer FAM Tours

The presence of social media channels, such as Tik-Tok, IG, Snapchat, facebook etc. influencers have a greater chance to build and connect with their audience than traditional media channels. The agency shall source influencers based on size, category and appealing to different product segments as follows;

- **Audience Size** – Upper range (1m)+ , Mid-Range (100k to 1m)
- **Category** – Instagrammers, Bloggers & Vloggers, Podcasters
- **Segment** – Wellness, Adventure/Outdoor, culinary, culture, festivities etc.

Target - Arranging at least 4 travel influencer visits from UK market based on above criteria. The influencers should ideally represent new and emerging Traveller segments for Sri Lanka from different categories.

Agency's Responsibilities in Arranging Media Tours :

- Coordinate with SLTPB for vetting process, selection and decide best timings for media tours.
- Use evaluation forms developed by SLTPB for Media FAMs and Blogger FAM Tours for screening.
- The agency shall make the highest endeavors to secure complimentary flight tickets with Sri Lankan Airlines and other Airlines for visiting journalist FAM's through Sri Lankan Airlines London office.
- In the event FOC tickets are not obtained, SLTPB will consider providing tickets based on the evaluation of the journalist/group.
- Once the Air ticket is issued, it is the responsibility of the agency to ensure the journalist participates for the FAM Tour. If they cancel the tour 50% of the ticket value will be deducted from the agency's fees.
- Agency should coordinate all ground arrangements for the tours with local official DMC /service providers in coordination with SLTPB . The cost of all ground arrangements will be paid by SLTPB.
- Develop the tour itinerary of the media FAM in consultation with SLTPB.
- The media coverage shall be negotiated to positively position Sri Lanka and include mentions of on-the contributing trade partners, Airlines and other stakeholders.
- In return appropriate media coverage has to be ensured and delivered immediately after the tour /or during the stipulated timeline given by the journalists. In case of Vloggers it should be real time . For Celebrities the social media and destination endorsement publicity is required. For bloggers and influencers relevant social media and blog publicity proofs are required.
- All FAM Tour publicity records should be maintained as hard /soft copy format by the agency and provide as deliverables to SLTPB as confirmation of publicity.
- Agency should ensure to obtain at least 10 high quality images from each photo journalists for the use of SLTPB promotions. (for non-commercial purposes with credits to the photographer).
- The prospective Agency shall be entitled to claim a management fee which will be quoted in the price schedule proposal of this bidding document for overall coordination of above FAM Tours and developing specialized itinerary for the visits .
- Costs related to airfare, accommodation, logistic cost etc. within Sri Lanka shall will be borne by SLTPB.

10.3 Trade FAM Tour for the Key Association office Bearers

The Agency shall organize 02 FAM tours for the key office bearers of the Travel Trade Associations and organizations of the Travel and Tourism Industry in the UK. Key entities would include,

- Association of British Travel Agents (ABTA)
- Irish Travel Agent Association (ITAA)
- Association of National Tourist Offices and Representatives (ANTOR)
- AITO, PATA-UK Chapter, ATOL, British Guild of Travel Writers (BGTW) etc.

The Agency should lobby the Associations to conduct at least one major of their major events in Sri Lanka in the upcoming year as a result of the FAM Tour, Ex: ABTA AGM, BGTW AGM , PATA AGM . The objective is to expose the destination to a wider segment of travel trade and media through these events. SLTPB will assist the agency in the convincing process and by conducting meetings with the office bearers in this regard.

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 logistic cost within Sri Lanka (Accommodation, Transport, Etc.) and air tickets shall be allocated under the annual budget of SLTPB. The payments will be made based on the number of agents Participated, on per head basis.

10.4 Publishing Feature Articles and & Online Articles

The Agency shall place a minimum of 01 feature article/02 online articles per month (24 in total for the contract period.). Each feature article shall be more than 200 words and the videos can be more than 01 minute) in high profile daily newspapers, business/ fashion/ lifestyle magazines, consumer travel/trade travel titles and electronic/Digital media.

- The paid media content should be generated from proactive media pitching.
- Exciting destination content should be the key focus to grab the attention of the potential consumers and the repeat visitors.
- All coverage will be measured by the advertising value equivalences and delivered in a timely manner. A report should be submitted on the published articles/documentaries monthly to SLTPB.

10.5 Distribution of News Releases of SLTPB (Consumer/Trade Targeted)

Distribute minimum of (01) consumer news release (32 in total) and one (01) E-Newsletter bi-Monthly for trade in UK market, (16 in total) based on major tourism initiatives in Sri Lanka, positive news on Sri Lanka or related to crisis communication if any and exciting product offers etc.

Trade links could be sourced from key Travel Associations such as PATA UK, ABTA, ANTOR, ITAA AITO etc . of which SLTPB holds the membership.

SLTPB can assist the agency for gathering content, however the agency should develop the releases observing market developments, news, events, products etc. and in line with the publicity requirements.

Depending on the market requirements the agency may initiate releases on special topics. The news releases should appear in high profile daily newspapers, business/fashion/lifestyle magazines, consumer travel titles and electronic media. E-newsletters should be circulated to targeted audience groups identified by the agency. Impact of published articles has to be measured by the advertising value equivalences and periodical reports should be provided to SLTPB.

10.6 Media Monitoring Service

The Agency shall provide Media Monitoring Service, which includes a dedicated press clipping service to SLTPB, that includes articles appeared on UK media on Sri Lanka (Online & offline)

competitor destination activities (eg: India, Thailand, Vietnam, Maldives etc.). updates on policy decisions, market developments impacting SLTPB’s overall destination marketing strategy the interests & practices.

The media monitoring report should include developing travel trends, potential opportunities, environmental changes, competitor activities etc. in UK which could be effectively capitalized to promote Brand “Sri Lanka”, through advertising, campaigns, PR Activities, events, etc. has to be provided by the selected Agency on monthly basis. A comprehensive media contact database of the UK & Ireland should be provided including Name, designation, media house, contact number, email etc of the key travel trade contacts and other segment specific media including print, electronic & digital/social.

The Agency shall actively monitor the UK media, flagging any potential situations, negative perceptions before they arise to a crisis level against Sri Lanka. Agency should formulate mitigation strategy and Crisis Management Action plan in a Crisis situation. Immediate communication with the SLTPB with the proposed remedial actions (within 24 - 48 hrs) to be taken on any negative perceptions about the destination Sri Lanka circulating in the media. Bidder shall implement a successful strategy to diplomatically counter negative perceptions & Adverse publicity on Sri Lanka.

Monthly Media Monitoring report should be produced by the agency in this regard.

11. Budget allocation and cost distribution

Maximum Campaign Budget: LKR 40 Million will be allocated for the PR Campaign in the UK

- 90% of the budget has to be allocated for achieving the activities/deliverables mentioned under the scope of work . The cost components related to the strategy and actions should consist of this budget.
- 10% of the budget has to be allocated for services and agency fees.

12. Key Personnel for PR Campaign

Key Personnel -Profiles required for the Staff Placement for handling the Sri Lanka Tourism Account are as follows :

	Staff Category	General Profile
01	Accounts Director	Responsible for the overall delivery of the activation within the specified market and should possess a minimum of a Bachelor’s Degree with a concentration in marketing, public relations, communications, or a related discipline with minimum 5 years of marketing & communication/campaign management experience with adequate understanding in digital marketing, market research and IT literacy with project management tools. Also, the campaign director should possess good interpersonal skills and should have a track record of project/campaign/work delivery to the deadlines and specified quality standards.

02	Senior Executive	A Bachelor's degree/Diploma or equivalent with minimum 3 years of experience managing marketing campaigns local or international level in travel and tourism or related industry with proven track record on project/campaign/work delivery to the deadlines and specified quality standards.
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13. Evaluation criteria of the PR Campaign

The evaluation points will be allocated for PR campaign will be as follows ;

.S/N	Evaluation Criteria	Maximum Points	Minimum Points
1	Experience in handling PR Campaigns	10	6
2	05 print media visits including senior travel writers, editors of travel magazines, newspapers & 01 Electronics media to produce a documentary	15	9
3	Arranging one (01) “A” listed celebrity visits from UK market	5	3
4	Arranging at least 4 travel influencer visits.	10	6
5	Organize at least 02 FAM tours for the key office bearers of the Associations and organizations in the UK.	5	3
6	Publishing a minimum of 01 feature article/02 online articles per month	10	6
7	Design, Develop & distribute minimum of 01 consumer news release and one 01 E news letter bi weekly for trade in UK market, (16 in total) based on major tourism initiatives in Sri Lanka / trends / news etc.	15	9
8	Press Clipping service, Media Monitoring, Developing Trends Analysis, competitor Analysis, Crisis Management, Trade & media Database, Counter Negative destination perceptions & adverse publicity monthly report	10	6
9	Key Staff (Digital & PR)	10	6
10	Financial information (Section XIII)	10	6
	Total	100	60

14. Schedule of Payments and Reporting Requirement

14.0 Budget allocation and cost distribution

Budget Allocation : 100 million Sri Lankan Rupees| GBP 235,000 approx.(Digital & PR).

Campaign Period : 08 (months) period during 2026/2027 (Campaign is expected to commence June 2026).

Termination : 07 days prior notice by the SLTPB

Budget Allocation: The bidder may distribute the above budget between Digital & PR campaigns based the ratio 60% (Digital) & 40% (PR) .Out of the allocation for digital campaign, 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

2. Payment 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

3. Payment 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 (on every 01st week of following month) 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 monthly 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 tools)

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)

- i. Key achievements
- ii. Market-level impact
- iii. Booking trend insights (where applicable)
- iv. Recommendations for sustained recovery marketing
- v. Future Recommendation etc.

14.5. Progress Presentations:

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

Section V

Submission Forms

A. Submission form (I) GENERAL INFORMATION

Name of the Company	
Head office address of the company	
Contact numbers of the company	
E-mail address of the company	
Name of the contact person for this project	
Contact number of the contact person	
Tax Registration Number of the company	
Business Registration Certificate number and the Issuing Authority in UK (Please attach a copy)	
Number of years in Business	
Partnering Agency of the company (If a JV is formulated) (Full name and designation)	
Business Registration Certificate and the Issuing Authority in UK of the partnering Agency in UK (Please attach a copy)	

B. Submission Form (II) - Past Experience of the Agency

List at least 05 Projects handled by the Agency in the field of Digital, PR and/or Advertising In the Non-Travel & Tourism Sector From year 2018-2025)

Period	Client	Description of Works	Value of the Project (GBP)	Client References URL/Proof to be submitted along with the Bid proposal Yes=Y, No= N)
Digital Projects				
PR & Advertising Projects				

C. Submission Form (III) - Proven track record of conducting at least 02 digital projects and 02 PR scope related to destination Marketing , Hospitality, Tourism sector during the period of 2018-2025 (Submit Client Reference /Proof) .

Period	Employer	Description of Works	Value of the Project (GBP)	Client References URL/Proof to be submitted along with the Bid proposal Yes=Y, No= N)
Digital Projects Related to Destination Marketing, Hospitality, Tourism products/Services				
PR Projects Related to Destination Marketing, Hospitality, Tourism products/Services				

If the agency is sub-contracting any activities of the campaigns to a partnering agency , the details of the partnering agency has to be provided under section 2.1 of the SOR

D. Submission Form (IV) - Details of the Partnering Agency (If Applicable)

Country	Name of the Agency and the Address	Contact Person and Designation	Contact Number	Email Address	URL of the Website

**Business Registration Certificate in of the partnering agency from UK shall be submitted by the bidder

E. Submission Form (V)- Experience of the Partnering Agency from year 2015-2005 in the relevant field of Collaboration in Digital or PR scope – (Submit Proof)

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
Digital Projects				
PR Projects				
Total (GBP)				

F. Submission Form (VI) - Composition of the proposed team for handling the Sri Lanka Tourism Account (Digital Campaign) – Please attach CV’s of Team Members

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Digital Marketing Specialist			
2	Social Media Specialist			
3	Digital Creative Specialist			
4	Account Manager			
5	Digital Media Buying Manager			
6	Content Specialist			
7	Copy Writing Specialist			

G. Submission Form (VII) - Composition of the proposed team for handling the Sri Lanka Tourism Account (PR Campaign) - Please attach CV’s of Team Members

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Account Director			
2	PR Strategist			
3	Account Manager			
4	Senior Executive			
5	Key Staff 01			
6	Key Staff 02			
7	Key Staff 03			

H. Submission Form (VIII) - Paid Social Media Campaign for 8 months Period

(Media platform	Cost in GBP	Est. Impressions	Est. Reach	Est. Total video views	Est. Clicks	Est. Engagement	Est. Microsite Visits (est. total conversions from social media)
Facebook							
Instagram							
TikTok							
YouTube							
Google							

			Estd. Site visits
Micro site			
Blog Posts		16 blog posts to be placed on Micro-site (02 articles per month placed on the 01st two weeks of each month).	
Paid Social Media Total (Before VAT) GBP			

- Est. – Estimated.
- Agency shall fill all relevant fields of above tables and please use the format given above as a template.

Section VI
Quotation Submission Form

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

[The Bidder shall fill in this Form in accordance with the instructions indicated No alterations to its format shall be permitted and no substitutions will accept.]

Date:.....

To:..... *[insert complete name of Purchaser]*

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the document issued;
- (b) We offer to supply in conformity with the documents issued and in accordance with the Delivery Schedules specified in the Schedule of Requirements the following Goods*[insert a brief description of the Goods];*
- (c) The total price of our quotation including any discounts offered is:..... *[insert the total quoted price in words and figure];*
- (d) Our quotation shall be valid for the period of time specified in ITB Sub-Clause 8.1, from the date fixed for the quotation submission deadline in accordance with ITB Sub-Clause 11.1, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (e) We understand that this quotation, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us.
- (f) We understand that you are not bound to accept the lowest evaluated quotation or any other quotation that you may receive.

Signed:..... *[insert signature of person whose name and capacity are shown]*

Name:..... *[insert complete name of person signing the Bid Submission Form]*

Dated:.....

Section VII Price Schedule

1. Cost Breakdown For Digital Media Channel Management and Paid Advertising

Please follow the format below in submission of the price proposal ;

Reference SOR No.	Cost item	Cost (GBP)
5.1	Digital Campaign Strategy & Planning	
5.2	Paid Media & Digital Advertising Posts	
5.2.1	Generating Blog Posts (16)	
5.3	Influencer, content partner engagement	
5.6 , 5.5 & 5.5.1	Analytics, Reporting, Monitoring and Real-Time Monitoring and Dashboard Access Cost	
5.4	Campaign Microsite development, including UX and UI design, domain name registration, and web hosting for the duration of 08 months	
5.6	Real-Time Monitoring of Paid Digital Advertising Activities	
5.7	Coordination and Compliance	
5.8	Response Management for Campaign Generated Inquiries	
Submission Form (IX)	Digital/Social Paid Advertising	
	Facebook	
	Instagram	
	TikTok	
	YouTube	
	Google	
SUB TOTAL		
- Cost breakdown for Digital media channel management and Paid Advertising (Before VAT)		
TOTAL COST (GBP)		

2.Submission Form (IX) – Visiting Travel Journalists/Bloggers (VJP) FAM Tours

SOR	Item	Nos Tot	Rate (GBP)	Cost (GBP)
10.1	05 Print media visits including senior travel writers, editors of travel magazines, newspapers	05		
	01 Electronic media stations to produce documentary /travel program on Sri Lanka with a media crew visiting Sri Lanka.	01		
	Total			

3. Submission Form (X) – Celebrity and Influencer FAM Tours

SOR	Item	Nos	Rate (GBP)	Cost (GBP)
10.2.1	Arranging one (01), “A” listed Celebrity visits from UK market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities (ex: cricket & football), Top Corporate Icons, Artists etc.) who will be appealing to the “traveler” sentiment.	01		
10.2.2	Arranging at least 4 travel influencer visits from UK market based on above criteria	04		
	Total			

4. Submission Form (XI) - FAM Tour for the Key Association office Bearers

SOR	Item	Nos of participants	Rate (GBP)	Cost (GBP)
10.3	The Agency shall organize at least 02 FAM tours for the key office bearers of the Associations and organizations of the Travel and Tourism Industry in the UK.	02		
	Total			

5. Submission Form (XII) - Publishing Feature Articles and Online Articles

SOR	Item	Nos of participants	Rate (GBP)	Cost (GBP)
10.4	Publishing a minimum of 01 feature article/02 online articles per month (24 in total for the contract period.)	24		
	Total			

6.Submission Form (XIII)- Distribution of News Releases & Monthly E-newsletter of SLTPB (Consumer/Media Targeted)

SOR	Item	Nos	Rate (GBP)	Cost (GBP)
10.5	Design ,Develop & distribute minimum of (01) consumer news release weekly (48 in total)	32		
	Design , Develop & distribute (01) E-Newsletter bi-Monthly for trade in UK & Ireland market, (16 in total) based on major tourism initiatives in Sri Lanka/trends/ News etc.	16		
	Total			

7.Submission form (XIV) – Media Monitoring Service

SOR	Item	Nos	Rate (GBP)	Cost (GBP)
10.6	Press Clipping Service, Media Monitoring, Developing Trends Analysis, Competitor Analysis , Crisis management, Trade & Media Database, Counter Negative destination perceptions & adverse publicity etc. Comprehensive monthly Report	08		
	Total			

8.Submission form (XV)- SUMMARY OF PR PRICE SCHEDULE

SOR	PR Price Schedule	Cost (GBP)
10.0	Public Relations Strategy & Planning	
10.1	05 Print media visits including senior travel writers, editors of travel magazines, newspapers & 01 Electronic media to produce a documentary.	
10.2.1	Arranging one (01), “A” listed Celebrity visits from UK market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities.	
10.2.2	Arranging at least 4 travel influencer visits.	
10.3	organize at least 02 FAM tours for the key office bearers of the Associations and organizations in the UK.	
10.4	Publishing a minimum of 01 feature article/02 online articles per month (24 in total for the contract period.)	
10.5	Design, Develop & distribute minimum of (01) consumer news release (48 in total) and one (01) E-Newsletter bi-weekly for trade in UK market, (16 in total) based on major tourism initiatives in Sri Lanka/trends/ News etc.	
10.6	Press Clipping Service, Media Monitoring, Developing Trends Analysis, Competitor Analysis, Crisis management, Trade & Media Database, Counter Negative destination perceptions & adverse publicity monthly report.	
	Total GBP	
	TAX (If Applicable)	
	Grand Total (GBP)	

9.Submission form (XVI)- MASTER PRICE SCHEDULE – DIGITAL & PR CAMPAIGNS

	Cost item	Cost (GBP)
1	Sub Total 01 – Total cost of PR Campaign Activities -UK (Before TAX) (As indicated under table NO: 16)	
2	Sub Total 02 – Total cost of Social Media Channel Management, Paid Advertising and Reporting cost of digital Campaign (Before TAX) (As indicated under table No:01)	
3	Campaign Management fee of the Agency (for eight months)	
Total before TAX		
TAX (If Applicable)		
Grand Total (GBP)		

Please select the payment terms (✓)

Option 01

Option 02

We submit herewith our quotation for Selecting an Agency for PR and Digital Campaign in UK according to conditions laid down in the bid document.

Our quoted price is (in figures) (In words)

GBP.....

Section VIII

LETTER OF ACCEPTANCE

(This is applicable only for selected supplier)

[Letterhead paper of the Employer]

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 19 of the Instructions to Bidders. This Standard Form of Letter of Acceptance should be filled in and sent to the successful Bidder 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	

Section IX

FORM OF CONTRACT

(This is applicable only for selected supplier)

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 schedule of requirement 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. The Submission Form
- b. The Priced Activity Schedules
- c. The Schedule of Requirements

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 IV. Conditions of Contract

Section X : Form of Securities

It is compulsory to submit this format along with the bid otherwise bid will be rejected

Annexure A - *[The Bidder shall fill in this Form and compulsory to submit signature.]*

Format for Bid Security Declaration

[If required, the Bidder shall fill in this form in accordance with the instructions indicated in brackets]

Date:.....[insert date by bidder]

Name of Contract:.....[insert name by PE]

Contract Identification No:..... [insert name by PE]

Invitation for Bid No:.....[insert number by PE]

To:.....*[insert the name of the Employer/ Purchaser preferably PE to fill before issuing the bidding document]*

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 *three years starting on the latest date set for closing of bids of this bid*, 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 *[insert signature(s) of authorized representative]* in the Capacity of *[insert title]*

Name *[insert printed or typed name]*

Duly authorized to sign the bid for and on behalf of *[insert authorizing entity]*

Dated on *[insert day]* day of *[insert month]*, *[insert year]*

Annexure –A

List of Content Produced by SLTPB and Delivered to Digital Agencies ;

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: <ul style="list-style-type: none"> • Experience-based imagery • Product-based imagery • Location-based imagery • Lifestyle and people-centric visuals 	20
12.	Wildlife		20
13.	Culture and heritage		20
14.	Wellness and Ayurveda		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)

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)]

Section (XI)- 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"/>
Section V	Submission Form (I) - General Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (II)– List of at least 05 Projects handled by the Agency in the field of Digital, PR and/or Advertising in the Non-Travel & Tourism Sector From year 2018-2025)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (III) – Proven track record of conducting at least 02 digital projects and 02 PR scope related to destination Marketing, Hospitality, Tourism sector during the period of 2018-2025 (Submit Client Reference /Proof) .	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (IV) – Details of the Partnering Agency (If Applicable)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (V) – Experience of the Partnering Agency from year 2015-2005 in the relevant field of Collaboration in Digital or PR scope	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (VI) - Composition of the proposed team for handling the Sri Lanka Tourism Account (Digital Campaign) – Please attach CV’s of Team Members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (VII) - Composition of the proposed team for handling the Sri Lanka Tourism Account (PR Campaign) - Please attach CV’s of Team Members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (VIII) -Composition of the proposed team for handling the Sri Lanka Tourism Account (PR Campaign) - Please attach CV’s of Team Members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VI	Quotation Submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VII	Price Schedule – Digital Channel Management & Paid Advertising	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (XV) – Summary of PR Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form (XVI) – Master Price Schedule (Digital & PR)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section X	Bid Security declaration form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section XI	Bid Submission Check List	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section XII	Client’s References	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section XIII	Financial Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	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"/>

Section (XII) – Clients References /Proof

(Qualification and Experience Information of the Bidder)

Please attach the relevant letters provided by the clients, making references on activities executed by the bidder for the projects undertaken by the Agency including testimonials and contact details for references. .

The URLS should be submitted. Only sites that are live will qualify during evaluation.

If no URL' can be provided , please provide hard copies of the above documents and project samples.

The proof /references should be submitted relevant to the experience you have listed under Submission forms II, III and V of this bid.

Section (XII)– Financial Information (In GBP)

Item	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