



Experience Turks and Caicos' Request for Proposal (RFP) Digital Marketing, Branding, and Web Design/Development Agency

Request for Proposal

Experience Turks and Caicos is seeking a highly qualified Digital Marketing, Branding, and Web Design/Development Agency to elevate the profile of the Turks and Caicos Islands as a premier luxury multi-island destination. This RFP outlines the requirements for developing a high-performance website, and enhancing the overall brand awareness and visitor engagement for the Turks and Caicos Islands.

The selected agency will be responsible for creating and managing a world-class website that attracts and converts visitors from our primary source markets, including the USA, Canada, and the United Kingdom.

Experience Turks and Caicos aims to leverage data-driven insights and advanced marketing techniques to strengthen its competitive position in the global tourism market. We invite agencies with a proven track record in luxury tourism, digital marketing, and web development to submit proposals that detail their approach, methodology, and capabilities in delivering outstanding results for this project.

Proposals must be submitted by email with the subject line "RFP Submission for Experience Turks and Caicos - Website." The deadline for receipt of proposals is Sunday, July 21st at 11:59 PM EST.

For more details on the submission requirements and evaluation criteria, please refer to the sections outlined below.

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Section I - Destination Overview

The Turks and Caicos Islands, a premier luxury destination, is a multi-island paradise located southeast of the Bahamas and north of Hispaniola. Approximately 575 miles from Miami, these idyllic islands are easily accessible from major international gateways.

Comprised of 40 islands and cays, the Turks and Caicos Islands are divided into the Turks Islands and the Caicos Islands. The Turks Islands include Grand Turk, home to the capital Cockburn Town, and Salt Cay. The Caicos Islands encompass Providenciales (Provo), South Caicos, North Caicos, Middle Caicos, East Caicos, and West Caicos. Providenciales, the tourism hub, is renowned for Grace Bay Beach, celebrated as 'the World's Best Beach'. Smaller cays such as Parrot Cay, Pine Cay, Ambergris Cay, Dellis Cay, Water Cay, and Little Water Cay offer unique experiences and stunning natural beauty.

Since 2012, the Turks and Caicos Islands has been recognized as the Caribbean's Leading Beach Destination and, every year since 2019, the Caribbean's Most Romantic Destination by the World Travel Awards. This acclaim underscores the islands' world-class beaches and romantic appeal, making them a sought-after location for honeymooners and couples.

In 1969, the Turks and Caicos Islands strategically chose to pursue tourism as an industry, developing a high-end model that attracts discerning travellers from around the globe. This emphasis on luxury is evident in upscale resorts, fine dining, and exclusive offerings set against the backdrop of some of the most beautiful beaches in the world.

Whether visitors seek relaxation on serene beaches, adventures in crystal-clear waters, or intimate romantic getaways, the Turks and Caicos Islands offers unparalleled experiences that cater to the desires of sophisticated travellers.

Section II – Experience Turks and Caicos' Duties and Responsibilities

Experience Turks and Caicos, established on May 23, 2023, as the Turks and Caicos Tourism Destination Management Organization, is the official tourism authority responsible for the marketing, promotion, and general destination management of the Turks and Caicos Islands. This organization replaced the Turks and Caicos Tourist Board to better align with modern tourism demands and strategic goals.

Designed to be a SMART organization, Experience Turks and Caicos relies on market analysis, innovative marketing, and product development intelligence to enhance decision-making for both existing and new source markets. The USA is the primary source market, followed by Canada and the United Kingdom. Our marketing strategies are innovative and data-driven, aimed at bolstering the islands' competitive advantage as a premier luxury and lifestyle destination.

While Providenciales is the most well-known island in the Turks and Caicos Islands, our goal is to build significant brand awareness of the sister islands and cays. We aim to highlight diverse tourism opportunities such as eco-tourism, dive tourism, heritage/historical tourism, culinary tourism, and cultural tourism. These areas will be seamlessly integrated with the overall luxury tourism appeal, ensuring that both Providenciales and the sister islands are recognized for their unique offerings within a luxury context.

Experience Turks and Caicos is dedicated to improving every customer touchpoint within the visitor journey—from education and information gathering to organizing, booking, experiencing, and post-visit engagement. By leveraging data, we aim to make informed decisions that continuously enhance all aspects of tourism. This includes encouraging tourists to spend more time in the Turks and Caicos Islands, explore the full destination, and experience a broader range of activities and attractions.

Section III – Agency Criteria/Capabilities

1. Expertise in Website Management and Development:

- **Strong Brand Identity:** Create consistent branding with fonts and colours that complement the brand image and logo.
- **User Experience (UX):** Design an engaging, easy-to-navigate interface that enhances the research process for tourists.
- **Content Quality:** Produce high-quality, keyword-rich content that reflects the destination's authenticity.
- **Technical Excellence:** Ensure fast loading times, an SEO-friendly structure, a robust content management system, and GDPR compliance.
- **Mobile Functionality:** Develop a fully responsive design for optimal performance across all mobile devices.
- **Live Chat Integration:** Provide real-time user interaction and support to enhance customer engagement and satisfaction.
- **Direct Booking System:** Facilitate direct bookings for vendors.
- **Vendor Listings:** Provide comprehensive listings for different vendors.
- **Travel Itinerary Planner Tool:** Enable users to create accounts, save trips and itineraries, and receive personalized recommendations.
- **Search Feature:** Implement effective search functionality.
- **Analytics and Tracking:** Track and analyze visitor engagement, conversions, and other key metrics.
- **Social Media Integration:** Ensure seamless integration with social media platforms.

2. **Proven Experience in Digital Marketing Strategy:** Develop a strategic digital marketing plan, including website management, SEO, SEM, and email marketing. Experience in luxury tourism is essential, and experience in eco-tourism, dive tourism, heritage/historical tourism, culinary tourism, cultural tourism, and MICE tourism—especially where intersecting with luxury tourism—is a major plus.

3. **Creative Digital Support:** Create digital content needed for Experience Turks and Caicos' marketing and promotional efforts, including visual and written content.

4. **Proficiency in Content Creation and Copywriting:** Develop high-quality web content and marketing materials tailored to luxury travelers.
5. **Capability for Diverse Content Creation:** Manage a blog with diverse themes to engage various tourist segments.
6. **Brand Development Skills:** Develop brand guidelines and maintain a repository of photographs and videos for consistent digital representation.
7. **Experience in Event and Campaign Support:** Create digital content for events, trade shows, and media functions to be promoted through the website.
8. **Promotion of Sister Islands and Destination Management:** Demonstrate successful experience in creating and executing digital marketing strategies for destination management organizations and local tourism stakeholders, resulting in increased air and cruise arrivals and average daily spend. Utilize the website to highlight and promote the unique offerings of the sister islands. Experience with multi-island destinations is a major plus.
9. **Measurement and ROI Methodology:** Utilize proven methods for measuring ROI on digital marketing investments, including website analytics and visitor behaviour tracking.
10. **Use of Marketing Intelligence Platforms:** Use marketing intelligence platforms and data to support the CEO, CMO, and Marketing and Public Relations Departments in implementing and developing tactical marketing strategies visible on the website.
11. **Experienced and Diverse Team:** Showcase a cohesive team with a proven track record of working well together, highlighting diversity in team composition. The team should have the expertise necessary to consistently identify and fulfill key roles, ensuring the website's success through effective collaboration and execution.

Section IV – Scope of Work

The strengthening and enhancing of the Turks and Caicos Islands' brand is the responsibility of Experience Turks and Caicos. Experience Turks and Caicos requires a Digital Marketing, Branding, and Web Design/Development Agency that can elevate the destination's profile among High-Net-Worth Individuals (HNWIs) in source markets, build brand awareness as a luxury multi-island destination, support current partnerships and facilitate new ones, increase visitation, and boost average daily spend by visitors.

The selected agency will report directly to the Chief Executive Officer (CEO), Chief Marketing Officer (CMO), and other members of the Marketing and Public Relations Departments.

Scope of Work:

1. **Website Development and Optimization:**
 - o Develop a high-performing, attractive, and user-friendly website optimized for significant traffic and conversion rates from our main source markets: the USA, Canada, and the United Kingdom.
 - o Create and optimize vendor listings and profiles to be visually appealing and highly ranked, driving more bookings and revenue to local vendors.
 - o Implement SEO strategies to ensure the website ranks highly on search engines for relevant Turks and Caicos Islands keywords and search queries.
2. **Traffic and Engagement:**

- Develop strategies to attract and convert guests from untapped source markets, expanding beyond our current reach.
 - Enhance the website's effectiveness in encouraging guests to extend their stays, increase their average daily spend, and explore the sister islands.
- 3. Digital Presence and References:**
- Develop strategies to position the website as the most referenced tourism and travel resource for the Turks and Caicos Islands in digital publications, blogs, and other media.
- 4. Brand Awareness and Positioning:**
- Develop and execute a comprehensive website strategy that supports our positioning as a luxury travel destination and enhances overall brand awareness.
 - Highlight and promote the unique offerings of the sister islands, building significant brand awareness of the Turks and Caicos Islands as a multi-island destination.
 - Showcase native culture, food, music, and festivals of the Turks and Caicos Islands.
 - Create and implement strategies to reach and influence key opinion formers within the global tourism industry.
- 5. Tourism Segments Focus:**
- Strengthen the Turks and Caicos Islands' position in eco-tourism, dive tourism, heritage/historical tourism, culinary tourism, cultural tourism, and meetings, incentives, conferences, and exhibitions (MICE) tourism—especially in ways that intersect with luxury tourism.
 - Develop tailored content and campaigns for these segments, ensuring they are well-represented on the website.
- 6. Competitor Analysis and Strategic Recommendations:**
- Conduct a thorough analysis of websites from strong tourism destinations that attract similar clientele, especially those in the Caribbean region. The primary goal of this analysis is to inform the creation of the best possible website for the Turks and Caicos Islands.
 - Analyze websites specifically focused on the Turks and Caicos Islands and propose whether to compete with or acquire any of these websites. Conduct a cost-benefit analysis for each option and provide a recommended path forward.
- 7. Analytics and Performance Tracking:**
- Develop and utilize a comprehensive analytics framework to track website performance, visitor engagement, conversions, and ROI.
 - Provide regular reports and insights to inform strategic decisions and ongoing optimization efforts.
- 8. Training and Support:**
- Train Experience Turks and Caicos staff to manage the website, ensuring they are equipped for daily operations and updates.
 - Offer ongoing support and consultation to maintain and improve website performance.

Section V – Structure of Proposals

Proposals should specify exactly how each element of the scope of work will be approached and completed and should incorporate the following:

- **Description and History of the Agency:** Provide a brief overview of the agency, including its history and mission.
- **Understanding of the Scope of Work and Objectives:** Demonstrate your understanding of the scope of work outlined in Section IV and the objectives Experience Turks and Caicos aims to achieve.
- **Project Approach and Methodology:** Detail your approach to carrying out the scope of work, including specific strategies, tools, and methodologies. Include a detailed project timeline with key milestones.
- **Relevant Experience and Team Expertise:** Highlight your past projects that are similar in scope and objectives, especially those related to luxury travel and tourism. Include detailed profiles of the team members who will be working on the project, showcasing their relevant expertise and experience.
- **Detailed Financials:** Provide a detailed budget breakdown, quoted in United States Dollars, covering all costs associated with the project. This should include fixed and variable costs, as well as any potential additional charges.

Proposals should be divided into two distinct elements – a creative/technical proposal and a financial proposal – details of which are specified as follows:

a) Creative/Technical Proposal:

- **Approach and Program Recommendations:** Outline your understanding of the assignment and how you intend to approach it, including the breakdown of work, staffing, and service delivery.
- **Suitability and Expertise:** Provide examples that demonstrate why your agency is the best fit for this project, including case studies of relevant past projects.
- **Competitor Website Analysis:** Provide a SWOT analysis of websites from strong tourism destinations, including countries and cities that attract similar clientele, especially those in the Caribbean region. This analysis should inform the creation of the best possible website for the Turks and Caicos Islands.
- **Strategic Recommendations:** Analyze websites specifically focused on the Turks and Caicos Islands to inform our web strategy. Based on this analysis, propose whether we should compete with or seek to acquire any of the analyzed Turks and Caicos Islands-focused websites. Conduct a cost-benefit analysis for each option and provide a recommended path forward.

b) Financial Proposal:

- **Fees and Cost Structure:** Provide a detailed outline of the fees, reflecting the creative/technical proposal. All costs should be in United States Dollars.
- **Sample Invoice:** Include a sample invoice with standard accompanying information (e.g., activity report, itemization).

- **Financial Policies:** Include any relevant policies related to billing, invoicing, and financial management.

As part of your proposal, please answer the following questions:

1. **Agency Fit:** What unique strengths and capabilities does your agency bring to this project that differentiate you from other potential candidates?
2. **Account Team and Contact:** Who will be our account team and main point of contact? Describe what an engagement with your agency would be like and how your agency charges for its services.
3. **Project Management:** What is your agency's approach to project management and campaign execution? Provide specific examples of past projects.
4. **Client Collaboration:** How does your agency ensure effective collaboration and communication with clients throughout the project?
5. **Challenges and Mitigation:** What potential challenges do you foresee in this project, and how does your agency plan to address them?
6. **Cultural Fit:** How will your agency ensure that its strategies and campaigns align with the cultural values and unique aspects of the Turks and Caicos Islands?
7. **Customization and Personalization:** What strategies do you employ to customize and personalize digital experiences for different target audiences?
8. **Innovation in Practice:** Provide examples of innovative solutions your agency has implemented in previous projects that could be relevant to our needs.
9. **Creative Ideas for the Website:** What three creative ideas or strategies does your agency suggest for utilizing the website to increase brand awareness of the Turks and Caicos Islands as a multi-island destination, visitation to the sister islands, and average daily spend by visitors?
10. **Driving Bookings:** What approaches will you use to drive bookings on our website for local hospitality entities?
11. **Innovation and Technology:** How does your agency incorporate the latest innovations and technology into its digital marketing and web development strategies?
12. **Multilingual Capabilities:** How does your agency handle multilingual content and international SEO to cater to a global audience?

Section VI – Evaluation of Proposals

Proposals will be evaluated by Experience Turks and Caicos based on the following criteria:

1. **Understanding of Scope of Work and Objectives: 30%**
 - Demonstrates a clear understanding of the scope of work and objectives outlined in Section IV.
 - Provides insights into how the agency will address the specific needs of Experience Turks and Caicos.
2. **Project Approach, Strategy, and Methodology: 15%**
 - Presents a comprehensive and realistic project approach, strategy, and methodology.

- Includes a detailed project timeline with key milestones.
 - Shows the agency's ability to deliver effectively.
3. **Relevant Prior Experiences:** 30%
 - Highlights past projects similar in scope and objectives, especially those related to luxury travel and tourism.
 - Provides examples of successful outcomes and client satisfaction.
 4. **Quality of Consultant Staffing:** 15%
 - Includes detailed profiles of the team members who will be working on the project, showcasing their relevant expertise and experience.
 - Demonstrates the team's ability to work collaboratively and effectively manage the project.
 5. **Pricing of Project:** 10%
 - Provides a detailed budget breakdown, quoted in United States Dollars, covering all costs associated with the project.
 - Offers competitive pricing while ensuring quality deliverables.

Presentation Requirement:

Depending on the outcome of written submissions, agencies shortlisted will be required to make a presentation to the selection committee based on their submissions.

Experience Turks and Caicos reserves the right to exercise full discretion in its evaluation of all proposals against the stated criteria. No single criterion in and of itself will be used to make a final determination, and there is no obligation to award the contract to the agency which attains the highest score in the form of tender.

Timeline:

1. **RFP Issued:** Wednesday, June 19th 2024
2. **Deadline for Questions:** Friday, July 12th 2024 at 5:00PM EST
3. **Proposal Submission Deadline:** Sunday, July 21st 2024 at 11:59PM EST.

Shortlisted applicants will be contacted for further steps following the proposal submission deadline. Applicants who are not shortlisted will be notified accordingly.

Section VII – Submission of Proposals

Proposals must be submitted by email with the subject line "RFP Submission for Experience Turks and Caicos - Website." The deadline for receipt of proposals is Sunday, July 21st at 11:59PM EST. Submissions received after the deadline will not be accepted. Submissions must be sent to MarketingAgency@MyExperienceTCI.com.