



Invitation to Tender

Optimising all inclusive customer spend in the Paphos economy

Cyprus Destination Partnership

In 2010 The Travel Foundation, Cyprus Sustainable Tourism Initiative (CSTI) and the Cyprus Tourism Organisation (CTO) entered into a partnership agreement to establish a programme of initiatives to support the destination in becoming a leader in sustainable tourism. The aim being to ensure maximum economic benefits to local people, conserve and enhance the natural environment and promote local culture and heritage.

As part of this programme the partnership is delivering a project that will help to optimize spend of all inclusive customers in the Paphos economy.

The Partners

The Travel Foundation

The Travel Foundation (TF) is an independent UK charity, set up through partnership between the outbound tourism industry, government and non-governmental organisations (NGOs) in the UK. The Foundation aims to ensure that tourism from the UK gives a greater benefit to the people, environment and economy in destination countries. Set up in 2003, we have worked in 19 countries, implementing sustainable tourism projects, as well as developing a number of tools and training materials to support the travel industry in developing best practice.

Cyprus Sustainable Tourism Initiative (CSTI)

CSTI is an independent non-profit organisation registered with the Cypriot Charity Commission. CSTI aims to harness tourism demand with the supply of tourism resources to develop a sustainable approach to tourism in Cyprus.

Cyprus Tourism Organisation (CTO)

CTO is the official tourism body in Cyprus.



Background and purpose

In 2012, the Travel Foundation commissioned research into the contribution of the hotel sector in Cyprus resorts to the local economy: in particular, the extent to which it was influenced by the following factors.

- The star rating/quality of the hotel
- Its board status –AI, BB, FB etc
- Size of the hotel
- Its location
- The nature of the surrounding small businesses
- The ownership/management structure
- Whether it's part of a chain or not
- Contractual terms with the management agency/tour operator

One of the findings from the research was that tourists staying in Paphos spent 50% less outside the hotel complex than those staying in Ayia Napa and 25% less than those staying in Protaras, despite the mix of board bases and hotel star ratings being consistent across survey samples. Although the age range of tourists was considered to be one of the influencing factors as was the geography of the resort, Paphos attracts a slight older clientele and the resort is more spread out, the quality of the hotels in Paphos compared to the surrounding businesses was also significant. Tourists surveyed reported a lack of appealing shops, restaurants and activities as being factors that limited their spending outside of the hotels. Some hotels in Paphos have also undertaken significant re-fits, raising the quality of the hotel offer to a very high standard and creating an environment that is simply “too good to leave” according to those surveyed. The findings of this research echoed concerns from small businesses that tourists are both leaving the hotels less and spending less locally.

Following this initial research, Brighton Hospitality Research Group (BHR) were commissioned to carry out a pilot study to explore stakeholder views and potential buy-in solutions that could motivate tourists staying on an all-inclusive basis, to spend more time and money outside their hotel and thus better support the local community.

The brief

In response to the results from the research by the Brighton Hospitality Research Group and in partnership with the Cyprus Tourism Organisation and Cyprus Sustainable Tourism Initiative, the Travel Foundation is proposing to develop and implement new initiatives that will stimulate greater tourist spend within the local economy in Paphos. It is anticipated that these initiatives will also increase



customer satisfaction with the holiday experience, encourage repeat visits, bring about community benefits and help to ensure the long term sustainability of the resort of Paphos as a holiday destination.

For this next phase of the project a 'local label' scheme will be developed, enabling tourists to identify and locate business in Paphos which offer Cypriot products/experiences. This scheme will be supported by the promotion of authentic Cypriot culture within the hotels through an Ambassadors programme: a two pronged approach to encourage greater tourist spent outside of the hotels.

- Businesses participating in the 'local label' scheme will benefit from promotional materials (logo sticker and plaque) provided as part of this scheme, to advertise that they offer something uniquely Cypriot. This may be traditional food, cultural activities, local crafts or be situated within a historical building or site. They will be able to display the logo somewhere prominent in order to attract tourists. They will also be provided with a plaque to display, clearly explaining why that business has qualified to be part of the scheme.
- These businesses will also be supported by trained "Ambassadors" employed in hotels who will provide guests with information on authentic local delicacies, activities and crafts. They will promote the 'local label' and assist their guests in having a more memorable Cypriot experience.

Whilst this project will initially only operate in the Paphos region, it is expected to be rolled out Cyprus-wide in the longer term and, although does not form part of the tender, should be taken into consideration when developing the logo/criteria etc.

The Travel Foundation is inviting tenders from consultant(s) to deliver the activities outlined above:

The activities should include the following:-

A) Initial stakeholder meeting

To identify and invite Paphos stakeholders to attend a meeting to receive feedback on the results of the research carried out by Brighton Hospitality Research Group, to be presented with an overview of the next steps and to seek their commitment for participation in the 'local label' scheme. Stakeholders should include local business owners, taxi drivers, hoteliers, restaurant owners, and local producers. Also, representatives from other tourist regions in Cyprus will be invited to attend as it is the aim that following the completion of this project, similar will be rolled out in other tourists regions.

B) Select 30 businesses to participate in the 'local label' scheme

To firstly define the area within which the businesses must be located. It is suggested that they must be within walking/cycling distance from the Paphos hotels or reached easily by public transport. From this area, select 30 businesses to take part. Businesses can be selected from



any tourism-related sector, but must have the potential to meet the defined criteria (Activity C) and be willing to participate. Whilst any business can take part, there must be a broad spectrum of sectors represented within the 30 chosen. They must include examples of historic buildings, premises serving food and drink and shops willing to sell traditional local products.

C) Produce a clear set of realistic criteria that need to be met by businesses wishing to participate

Develop a realistic set of criteria to be met in order for a business to participate in the scheme. Participants must demonstrate that in some way their business is supporting local Cypriot producers or has something unique to the region that they can offer tourists.

D) Develop a logo

Produce a logo and strapline for the scheme that can be used in promotional materials. The logo will be used on stickers that participating businesses can display, form part of the design for the “Ambassadors” badge, and be on the plaque that businesses display. It will also be prominent on any other promotional materials.

The final design of the logo is strategically important as it must fit in with existing designs currently in use in Cyprus for similar initiatives. Thus it must have the same “look” and “feel” and be evident that it falls under the same umbrella.

E) Provide support and guidance to the 30 selected businesses

This is to enable them to demonstrate how they meet the defined criteria, in preparation for the launch of the initiative to tourists in Spring 2015.

F) Establish a training programme for Paphos Ambassadors

1. Produce a training course for hotel staff to enable them to become “Ambassadors”.

Included in the course must be the following:

- The history of Paphos and Cyprus
- Traditional food and drink
- Traditional music and dance
- Authentic, locally-made products
- How they can help tourists find the above in the area outside the hotel
- An introduction to the logo and its criteria
- How to encourage and motivate tourists to explore outside of their hotel



This course must be presented as a manual that can be handed over to each trainee at the end of the course, who can then take away and train four further members of staff from their individual hotels.

2. Identify a minimum of ten all-inclusive hotels willing to participate in the scheme and recruit and train one permanent member of staff from each hotel. These individuals must be proficient and capable as they will then be responsible for training four other individuals from their hotel ('train the trainer').
- G)** Liaise with the CSTI and CTO and provide a set of recommendations on how the 'local label' scheme and Ambassadors programme can be continued post-project. This should include a consideration of financial mechanisms e.g. membership fees, hotel sponsorship, to generate funds to support ongoing marketing and training costs. Recommendations should also be made as to how new businesses can participate, a process for ongoing monitoring of businesses, and potential limits on the number of businesses in the region that could be involved in the future.

NB: for the branding and training elements of this project the consultancy, or consultant, may wish to outsource or bring in external expertise in these areas. In any circumstance the Travel Foundation/Destination Partnership must be consulted when approving content of training activities and when choosing the brand.

Outputs

The consultancy/consultant will deliver the following key outputs:

- A 'local label' logo and strapline and a clear set of criteria that the businesses must meet in order to participate.
- 30 businesses demonstrating how they meet the criteria in preparation for the launch of the scheme in 2015
- A training manual for Ambassadors which can be used year on year
- 10 Ambassadors trained at 10 all-inclusive hotels
- 40 Ambassadors trained through the 'train the trainer' programme
- Recommendations on how the initiatives can be continued post-project



Management

The consultant(s) will report to Naomi McClure, Programme Officer, The Travel Foundation

Budget

The Partnership has a budget of up to €20,000 including VAT for this work. All costs incurred by the consultant(s) including transport, admin and other costs must be covered within this budget.

The Tender

The tender document should be a maximum of 6 pages (plus supporting documents) and should include the following:

- 1) A process for selecting participating businesses (Activity B)
- 2) A process for developing the criteria and suggestions relating to the criteria's parameters (Activity C)
- 3) Initial ideas on the logo and strapline (Activity D)
- 4) A description of the proposed course content for the Ambassadors training manual and an outline of the training delivery mechanism(s). (Activity E)
- 5) An outline of monitoring & evaluation mechanisms that you would put in place, as part of the activities, to measure the success of the initiatives

In addition, please include:

- Suitability of the bidder to carry out this work, including relevant knowledge, experience and expertise, together with an example of relevant previous work undertaken
- CVs of all the people who will be involved in the project plus any proposed outsourced activities
- A full budget breakdown including staff and admin costs and the number of days allocated for the delivery of the work.
- Responsibilities for project management and quality control
- Contact details
- Option Right
It is the intention of the partnership to expand, in due course, the "All Inclusive" project to other major tourist areas of the island. For this purpose, applicants are requested to submit a financial proposal for delivering a similar project for the region of free Famagusta. For the purpose of the financial assessment, only the cost of the Pafos project will be taken into consideration.

It is expressly noted that the exercise of the option right remains at the absolute discretion of the awarding authority.



Timescale

The tender should be emailed to Julie Middleton at julie.middleton@thetravelfoundation.org.uk by Friday 18th April 2014. Tenders received after this deadline will not be considered. Successful applicants will be informed by Friday 25th April 2014. We expect work to begin in May 2014 and the project is expected to take 12 months.

Any queries in relation to this tender should be addressed to Julie Middleton at the email address above, or telephone 0117 930 7172.

Assessment

The bids will be assessed by a panel comprising members of the Partnership (which include representatives from the Travel Foundation, CSTI and CTO). Tenders will be scored against the following criteria:

- Quality of the overall tender
- Appropriateness of methodology/approach
- Value for money
- Deliverables and ability to meet delivery timescales
- Capability, track record and capacity to meet tender requirements.