



Procurement of Services

Under Limited International Bidding Method

Invitation for Bids

**Procurement of**

**Appointing Agency to execute an Integrated Public Relations  
and Digital Marketing Campaign for China 2026**

File No: SLTPB/ PROC/ 2026 / S/ 103

**Sri Lanka Tourism Promotion Bureau**

## Section I : Invitation for Bids

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

### Invitation for Bids to Appointing Agency to execute an Integrated Public Relations and Digital Marketing Campaign for China 2026

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced PR and Digital Advertising Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting Limited International Bidding Method under National Procurement Guideline 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to [procurement@srilanka.travel](mailto:procurement@srilanka.travel).
4. **Eligibility Criteria**
  - a) The Agency should be duly registered in China as a legal entity.  
(Submission Form A1)
  - b) Minimum 05 years of experience in Public Relations and Digital Communication/Marketing.  
(Submission Form A2/A3)
  - c) The Agency shall have conducted at least 3 PR campaigns specifically for international brands/destination marketing, Airlines or tourism-related products (Completed Campaigns)  
(Submission Form A3)
5. **Cost and time frame**

**Budget Allocation:** 100 million Sri Lankan Rupees ( Approximately RMB 2.3 Million) allocated for the integrated PR and Digital Campaign in China.  
**Campaign Period :** 06 months
6. Late bids will be rejected.
7. Bids shall be submitted by courier, register post, hand delivered or deposited at the tender box (can be used any method) at the **Sri Lanka Tourism Promotion Bureau , ( Lake House Building ) No 35 , D. R Wijewardana Mawatha , Colombo 10** on **30<sup>th</sup> July 2026 at 2.00 pm** Bids will be opened immediately after the bid closing time at the above address in presence of the bidder's representatives who choose to attend in person.

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

## Section II - Instructions to Bidders (ITB)

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

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

|   |   |
|---|---|
|   | <p>5.3 The applicable VAT shall be indicated separately.</p> <p>5.4 Prices quoted by the vendor shall be fixed during the vendor's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price shall be treated as non-responsive and may be rejected.</p>  |
| 6. Currency   | 6.1 The vendors shall quote only in Sri Lanka Rupees.   |
| 7. Documents to establish the Conformity of the Goods | <p>7.1 The vendor shall furnish as part of its bid the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications &amp; Compliance with Specifications".</p> <p>7.2 The documentary evidence may be in the form of literature, drawings or data, and shall consist of a detailed item by item description of the essential technical and performance characteristics of the Goods, demonstrating substantial responsiveness of the Goods to the technical specifications, and if applicable, a statement of deviations and exceptions to the provisions of the Technical Specifications given.</p> <p>7.3 If stated in the Data Sheet the vendor shall submit a certificate from the manufacturer to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods or service to supply these Goods in Sri Lanka.</p> |
| 8. Period of Validity of Bid                          | <p>8.1 Bid shall remain valid for the period specified in the Bidding Data.</p> <p>8.2 In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security or execution of its Bid Securing Declaration. A Bidder agreeing to the request shall not be required or permitted to modify it.</p>  |
| 9. Format and Signing of Bid                          | a. The bid shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.  |
| <b>D: Submission and Opening of Bid</b>               |   |
| 10. Submission of Bid                                 | <p>10.1 Vendors may submit their bid by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number.</p> <p>10.2 If the bid is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the bid</p>   |

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

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

**E: Evaluation and Comparison of Bid**

|                    |   |
|--------------------|---|
| 14. Clarifications | <p>14.1 To assist in the examination, evaluation and comparison of the bids, the Purchaser may, at its discretion, ask any vendor for a clarification of its bid. Any clarification submitted by a vendor in respect to its bid which is not in response to a request by the Purchaser shall not be considered.</p> <p>14.2 The Purchaser's request for clarification and the response shall be in writing.</p> |
|--------------------|---|

|                           |  |
|---------------------------|--|
| 15. Responsiveness of Bid | <p>15.1 The Purchaser will determine the responsiveness of the bid to the documents based on the contents of the bid received.</p> <p>15.2 If a bid is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.</p> |
|---------------------------|--|

|                       |  |
|-----------------------|--|
| 16. Evaluation of bid | <p>16.1 The Purchaser shall evaluate each bid that has been determined, to be substantially responsive.</p> <p>16.2 To evaluate a bid, the Purchaser may consider the following:</p> <ul style="list-style-type: none"> <li>(a) the Price as quoted;</li> <li>(b) price adjustment for correction of arithmetical errors;</li> <li>(a) price adjustment due to discounts offered.</li> </ul> <p>16.3 The Purchaser's evaluation of a bid may require the consideration of other factors, in addition to the Price quoted if stated in Section II, Data Sheet. These factors may be related to the characteristics, performance, and terms and conditions of purchase of the Goods.</p> |
|-----------------------|--|

|  |  |
|--|--|
| 17. Purchaser's Right to Accept any Bid, and to Reject any or all bids | 17.1 The Purchaser reserves the right to accept or reject any bid, and to annul the process and reject all bids at any time prior to Acceptance, without thereby incurring any liability to bidders. |
|--|--|

| <b>F: Award of Contract</b>       |   |
|-----------------------------------|---|
| 18.<br>Acceptance<br>of the bid   | 18.1 The Purchaser will accept the bid of the vendor whose Offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.  |
| 19. Notification<br>of acceptance | 19.1 Prior to the expiration of the period of validity of bid, the Purchaser will notify the successful vendor, in writing, that its Bid has been accepted.   |
| 20. Performance<br>Security       | If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form ( Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract. |

### Section III: Bidding Data Sheet

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

|                            |  |
|----------------------------|--|
| ITB<br>Clause<br>Reference |  |
| 1.1                        | The Purchaser is:<br>Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha,<br>Colombo 10, Sri Lanka  |
| 1.1                        | Name of the contract<br><b>Invitation for Bids to Appointing Agency to execute an Integrated Public Relations and Digital Marketing Campaign for China 2026</b>  |
| 1.1                        | Identification No of the Contract - <b>SLTPB/PROC/2026/S/103</b>   |
| 2.1                        | The documents consist of the Sections indicated below. <ul style="list-style-type: none"> <li>• Section I. Invitation for Bids</li> <li>• Section II. Instructions to Bidders (ITB)</li> <li>• Section III. Bidding Data Sheet</li> <li>• Section IV. Form of bid</li> <li>• Section V. Schedule of Requirement</li> <li>• Section VI. Price Schedule</li> <li>• Section VII. Submission form A1 to A5</li> <li>• Section VIII. General Condition</li> <li>• Section IX: Contract Data</li> </ul> Annexure A - Format for Bid Security Declaration<br>Annexure B - Performance Bank Guarantee<br>Annexure C - Advance Bank Guarantee for Advance Payment |
| 6.1                        | The Bidders shall quote only in <b>RMB</b>   |
| 7.3                        | Manufacture's Authorization is not relevant.   |
| 8.1                        | Bid Valid 77days from bid opening date   |
| 10.2                       | Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and “ <b>Appointing Agency to execute an Integrated Public Relations and Digital Marketing Campaign for China 2026</b> ” 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 Bid<br>Bids shall be Addressed to<br><br>Chairman, Department Procurement committee<br>Sri Lanka Tourism Promotion Bureau<br>No 35 D.R Wijewardana Mawatha,<br>Colombo 10<br>Sri Lanka<br><br>And<br><br>Bid shall be submitted by courier, hand deliver , registered post or deposited of the tender box at,  |

|      | <p>Chairman, Department Procurement committee<br/> Sri Lanka Tourism Promotion Bureau<br/> No 35 D.R Wijewardana Mawatha,<br/> Colombo 10<br/> Sri Lanka</p>   |                |                     |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
|------|--|----------------|---------------------|----------------|----------------|---|---|----|----|---|----------------------------|----|----|---|----------------------|----|----|--|-------|-----|----|
| 13.1 | <p>The bid shall be opened at the following address:</p> <p>Chairman, Department Procurement committee<br/> Sri Lanka Tourism Promotion Bureau<br/> No 35 D.R Wijewardana Mawatha,<br/> Colombo 10<br/> Sri Lanka</p> <p>Deadline for submission of bid is on <b>30<sup>th</sup> July 2026 at 2.00 pm (SL time)</b> and the Bids will be opened immediately after the bid closing time at the above address.</p>   |                |                     |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 14.1 | <p>Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to <a href="mailto:procurement@srilanka.travel">procurement@srilanka.travel</a> prior to twenty (20) days of closing date.</p>  |                |                     |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 16   | <p>Following Evaluation criteria will be considered to select the bidder.</p> <p><b>Evaluation Criteria</b></p> <table border="1"> <thead> <tr> <th>S/N</th> <th>Evaluation Criteria</th> <th>Maximum Points</th> <th>Minimum Points</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Experience in similar assignments - (Refer Schedule )</td> <td>25</td> <td>15</td> </tr> <tr> <td>2</td> <td>Paid Media ( KPI Targets )</td> <td>60</td> <td>36</td> </tr> <tr> <td>3</td> <td>Financial Capability</td> <td>15</td> <td>09</td> </tr> <tr> <td></td> <td>Total</td> <td>100</td> <td>60</td> </tr> </tbody> </table> | S/N            | Evaluation Criteria | Maximum Points | Minimum Points | 1 | Experience in similar assignments - (Refer Schedule ) | 25 | 15 | 2 | Paid Media ( KPI Targets ) | 60 | 36 | 3 | Financial Capability | 15 | 09 |  | Total | 100 | 60 |
| S/N  | Evaluation Criteria  | Maximum Points | Minimum Points      |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 1    | Experience in similar assignments - (Refer Schedule )  | 25             | 15                  |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 2    | Paid Media ( KPI Targets )   | 60             | 36                  |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 3    | Financial Capability   | 15             | 09                  |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
|      | 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>All Submission Forms</p> <p>Annexure 1 - The Bid Security Declaration</p>   |                |                     |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |
| 20   | <p>The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the <b>Annex B</b></p> <p>Performance Bank Guarantee (Unconditional and on demand) issued by a bank based in China , backed by a commercial bank operating in Sri Lanka and approved by the Central Bank of Sri Lanka</p>  |                |                     |                |                |   |   |    |    |   |                            |    |    |   |                      |    |    |  |       |     |    |

## Section IV

### BID SUBMISSION FORM

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

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

[date]

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

Having examined the bidding documents, we offer to provide the Services for “ **Appointing Agency to execute an Integrated Public Relations and Digital Marketing Campaign for China 2026** ” bearing Bid Number: SLTPB/PROC/2026/S/103 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **RMB .....** (words) (RMB.....) (figure) or any other sum derived in accordance with the said documents.

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

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

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

## **Section V**

### **SCHEDULE OF REQUIREMENTS (SOR)**

#### **1. Background**

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka tourism in the global context. The institution was established after the enactment of the Tourism act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both trade and consumer segments to support reaching the Government of Sri Lanka's tourism arrival and revenue targets.

SLTPB intends to execute a fully-fledged Public Relations Campaign with the aim of targeting high-potential Chinese travelers for a period of six month, to amplify the growth of tourist arrivals from this key priority market. The campaign is aimed to devise a country-specific PR strategy for China, 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 China to reposition Sri Lanka as a sought-after travel destination in Asia.

#### **2. Rationale for the Campaign**

During the year 2025 Sri Lanka received the highest footfall of 2.3 million tourists who contributed approximately US\$ 4 Billion to the national economy. Forecasted arrivals for 2026 is 3 million out of which 300,000 tourists (10%) are expected from China. At the end of 2025 the Chinese market contributed 132,035 arrivals which is a 4% share of the total tourist arrivals. However with the air connectivity, with a reasonable projection Sri Lanka Tourism has set an ambitious target of achieving 3 million tourist arrivals by 2026 to make tourism the primary income source to contribute to the National Economy in the upcoming years.

Establishing a strong PR presence in this market will be essential to stay on top of the game to fight the stiff competition modeled by other competitor destinations. Building rapport with the key tourism stakeholders, travel agents, tour operators, media journalists, travel influencers, content creators and consumers alike on a regular basis will be the key to achieving success as a destination which requires strong PR presence. To counteract negative publicity and to rebuild traveler confidence and establish credibility on destination Sri Lanka, an all-inclusive PR campaign is of utmost importance for the Chinese market.

Furthermore, it is equally important to implement a digital marketing campaign integrated with the PR initiative, as in today's context a significant portion of PR activities can be effectively amplified through widely used social media platforms. Accordingly, SLTPB intends to execute an integrated PR and digital marketing campaign in China over a six-month period.

##### **2.1 Eligibility Criteria**

- a) The Agency should be duly registered in China as a legal entity.  
(Submission Form A1)
- b) Minimum 05 years of experience in Public Relations and Digital Communication/Marketing.  
(Submission Form A2/A3)

- c) The Agency shall have conducted at least 3 PR and Digital Marketing campaigns specifically for international brands/ destination marketing, Airlines or tourism-related products (Completed Campaigns)  
(Submission Form A3)

## 2.2 Cost and time frame

- **Budget Allocation:** 100 million Sri Lankan Rupees (Approximately RMB 2.2 Million) allocated for the integrated PR and Digital Campaign in China.
- **Campaign Period :** 06 months

## 3 Marketing Objectives, Strategy & Branding

### 3.1 Marketing Objectives

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

- Identify key traveler segments in the Chinese market
- Categorize them by their geographic spread
- Identify their travel needs and habits
- Develop a market and country-specific PR and Digital Marketing strategy for the Chinese Market to carry out regular public relations and Digital Marketing activities.
- Enhance the positive PR footprint for Sri Lanka Tourism in the Chinese market.
- Counter competitor destinations in the region with a structured PR strategy and win more traveler confidence.
- Position Sri Lanka as a destination “Sri Lanka as a year around destination”
- Create a strong urge to visit Sri Lanka through top-of-the-mind destination recall.
- The gradual buildup of the Sri Lanka brand to be included in the frequent traveler ‘wish list’ (aspired destination).
- Build brand equity for Sri Lanka Tourism and its strategic products portfolio.
- Enhance the user experience through interactive signature events.
- Increase confidence in prospective travelers to Sri Lanka generated by frequent PR presence in the Chinese market.

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

- Establishing a fully-fledged strategic PR activities in the Chinese market for a period of six months.
- Create a country specific official verified accounts in Social Media platform to connect with Chinese travel media to enhance brand reputation.
- Develop a strong network with the leading media houses, journalists and the travel fraternity.
- Disseminate updated destination content and existing and new tourism products.
- Establish a strong PR Network and carry out regular public relations activities.

- Develop consistent communication materials across widely used channels to ensure integrated communication.
- Carry out the PR campaign through different media channels & matrix with customized content.
- May recommend existing and new communication channels to get better exposure to Sri Lanka as a brand and for its product offering.

### 3.2 Marketing strategy

A key marketing strategy identified in addressing the above marketing objectives and the recovery activation is the launch of a strategic PR campaign in the Chinese market and it has to cover the key marketing objectives for Sri Lanka Tourism which will be centrally coordinated and locally delivered with a strategy driven by research and insights and aiming to build a strong PR footprint for Sri Lanka in the Chinese Market.

Thereby this document outlines the scope of work and the approach that Sri Lanka Tourism expects in achieving these objectives of enhancing the tourism image for Sri Lanka in China and overseeing the execution of the related PR strategy, ultimately supporting sustainable economic growth ensuring high-value and volume in the tourism sector.

### 3.3 Brand Identity

Sri Lanka’ generic brand identity for different segments can be seen as below;

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

#### 3.3.1 New Sri Lanka Tourism Branding Strategy

The recently introduced new Tourism Branding “**Sri Lanka**” should be adopted to the intended PR Campaign for the Chinese market. This new positioning strategy for the destination will form a platform for an integrated marketing communication campaigns across all brand touch points.

### 3.1 Product Segmentation

#### 3.1.1 The key product offerings of destination Sri Lanka appealing to Chinese audience can be identified in the following categories;

- (i) Golden Sandy Beaches
- (ii) Cultural, Religious & Heritage sites

- (iii) Scenic Beauty
- (iv) Sports Tourism
- (v) Adventure Tourism
- (vi) People & Lifestyle
- (vii) Wildlife & Nature

### **3.4.2 Developing the niche segments/emerging segments is key in China Market;**

- (i) Wellness Tourism
- (ii) Destination Weddings
- (iii) Tea Culture & Trails
- (iv) Cruise & Marine Tourism
- (iv) Sports Tourism (Golf)

### **3.4.3 Travel pattern/Seasonality from China to Sri Lanka:**

Jan-Feb = Chinese New year, June-August = School Summer Holidays, October = National day Holidays & general year around inflow.

### **3.4.4 Key Geographic Regions of the potential Chinese travelers originate from:**

Top 20 out bound generating cities preferably cities where Sri Lanka has the direct air connectivity in the region (Ex; Beijing, Shanghai, Guangzhou, Chengdu, Kunming, Chongqing)

#### ***Other second tier cities to target***

Shenzhen, Hangzhou, Nanjing, Wuhan, Hefei, Shenyang, Xiamen, Changsha, Tianjin, Qingdao, Ningbo, Shenyang... etc)

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

Sri Lanka needs to be projected as a tourist destination which can offer all of the above attractions in one single experience.

Further a comprehensive and continuous monitoring support and PR strategy will complement the overall campaign strategy and thereby the strategic tourism mission is positively contributed towards the campaign. Thus, focusing on attracting a higher-yield visitor, increasing the dispersal of tourism and improving overall visitor numbers.

## **3.2 Destination Positioning and Differentiation**

Most visitors' decision-making processes would be characterized by first deciding on Asia, to spend their next vacation. The word "Island" again is suggestive of "sun and sand" and a particular kind of experience that may well typically precede the decision to isolate a particular holiday destination. Hence, "Overseas Vacation in an Asian Island" is the typical Frame of Reference (FOR) for Sri Lanka Tourism.

The new Sri Lanka Tourism differentiation strategy and the new positioning for the destination brand are based on the 3 key pillars identified as points to differentiate Sri Lanka as a destination to stand-

out from its competitors;

- Authenticity
- Compactness
- Diversity

### 3.6 Desired Consumer Perception

Sri Lanka and its hospitable, friendly people truly combine all these treasures so amazingly in this concentrated small Island to provide the most pleasant, diverse and authentic holiday experience where no other Asian Destination could so conveniently offer.

### 3.3 Brand Values

Sri Lanka’s destination brand values contain a reflection of culture and its people, history and heritage, traditional and authentic ways of living. It is wrapped by the totality of perceptions, feelings, and thoughts that the destination presents to the travelers.

The key perceived brand values Sri Lanka possesses as a destination can be mapped out in terms of rational and emotional benefits and brand personality as follows.

| Position   | Rational benefits  | Emotional benefits   | Personality  |
|--|--|--|--|
| Asia’s most treasured tourist island destination | Palm fringed sandy beaches, warm waters, diverse landscape nature, flora, and fauna, culture, arts, world heritage sites, pageantry, friendly people | I feel relaxed by the blue warm waters and palm fringed beaches. I am amazed at the diversity the small island offers – diverse attractions to meet my individual needs. The ancient culture and historical sites make me marvel at what Sri Lanka would have been in ancient times. The cool highlands take my mind back home. I am made to feel special by the warmth of its people. | Welcoming, vibrant, traditional but innovative, warm and friendly, rugged at times and reassuringly caring |

Further, a comprehensive and continuous monitoring support and a PR & Digital strategy will complement the overall campaign strategy to ensure the overall marketing objectives and thereby the strategic tourism mission is positively contributed towards the campaign. Thus, focusing on attracting a higher-yield visitor, increase dispersal of tourism and improve overall visitor seasonality.

### 4.0 Target Audience

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 groups considering their visitor profile, demographics, psychographics, media habits, socioeconomic standings etc. in the Chinese market.

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

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 Chinese market giving attention to its nuances.

#### **4.1 Key Areas to Consider in the PR Campaign Planning**

1. Economic challenges currently prevailing in the Chinese market could impact travel budgets and travel decisions. The PR campaign should emphasize the affordability and value that Sri Lanka offers, showcasing the range of experiences available across different price points.
2. The perception of safety and security is crucial for Chinese travelers. Providing clear information about security measures will be essential to gain trust and attract Chinese tourists.
3. Any negative media coverage of political, social, or environmental issues in Sri Lanka could impact the public's perception and willingness to visit. The PR campaign needs to address any concerns and present a well-rounded image of the country.

#### **5.0 Scope of Work /Description of Services Required – Public Relations**

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

#### **5.1 Conducting Situational Analysis and Development of an Overall Public Relations and Digital Marketing strategy for China.**

PR Strategy to be based on the following;

1. Overall strategy should be based on a Situational Analysis (contextual Research) of the China Market. The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from China market, competitor analysis, New travel trends and data sources should be utilized for the development of the overall strategy. The proposal shall include the research findings and the overall analysis.
2. Proposed Methodology.
3. Proposed Target audiences and methods of driving the target audiences.
4. Proposed Message strategy for the PR Campaign and sub messages for the identified target audience segments.

## **5.2 Proposed Action Plan for China Market for the PR and Digital Marketing Campaign.**

In developing a time bound action plan, projected actions, cost breakdowns, ROI for each activity and key performance indicators (KPI's) have to be included for the campaign implementation period. This should be submitted with the bid.

While developing the action plan the bidder should consider the following important factors in order to target the right audience, timings of the campaign and to yield maximum exposure for the destination in China PR landscape.

- Market Dynamics
- Travel Trends & Seasonality
- Competitor Analysis
- Usage of Media Channels
- Consumer Behavior patterns

## **5.3 PR Activities for the Chinese Market.**

The PR activities proposed under the campaign will cover both B2C and B2B segments in China travel and trade.

## **5.4.Design development and maintenance of Micro Site of Official Social Media channels for Sri Lanka Tourism**

5.4.1 Development of Official Website for Sri Lanka Tourism (micro site in Chinese) and set up the officially verified dedicated social media accounts for Sri Lanka Tourism on **We Chat, Weibo, Doyin (Tik Tok), Xiaohoung (Little Red book)** and dedicated online pavilion/landing page for Sri Lanka Tourism in a leading OTA (Ex:Trip.com, Tuniu or Fliggy)

**5.4.2 Micro Site and Official Social Media Channels** – The PR Agency will have to design and maintain the Tourism Microsite and the other Social Media channels for a period of six (06) months. The selected agency shall be required to secure the domain [www.visitsrilanka.cn](http://www.visitsrilanka.cn) in order to establish the campaign microsite. This will be a mandatory requirement for the execution of the campaign. The Agency will be paid for placing content and maintenance of the channels based on the agreed amount of posts, videos and any other contents which will be determined in the action plan.

## **5.5 Market Intelligence**

Market Intelligence Report on developing trends, potential opportunities, environmental changes, competitor activities etc. in PR landscape which could be effectively capitalized to promote Brand “Sri Lanka”, through mini advertising, campaigns, PR Activities, events, etc. has to be provided by the selected Agency. ( MI Report should be submit once for two months )

## **6. Media Relations**

### **6.1 Disseminating information for Media**

The bidder shall coordinate with SLTPB on disseminating information requested by the Media within China and for content placement. The Bidder should maintain a database including key facts, figures,

statistics and information of all details for Media. The bidder shall compile a dedicated media database including Telephone, and Email register of media and update it regularly.

## **6.2 Visiting Travel Journalists/Bloggers (VJP/VBP) for Media FAM Tours**

The Agency shall Identify, select and arrange visiting media familiarization tours with the senior travel writers/Editors/bloggers/electronic media per year from China market during the contract period of six months 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.

- 10 media professionals to Sri Lanka including senior travel writers, editors of travel magazines, newspapers, online media etc.
- 05 bloggers/vloggers/ content creators of well-established follower base in key travel segments.

Agency's Responsibilities in Arranging Media FAM 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 media coverage shall be negotiated to positively position Sri Lanka.
- In return appropriate media coverage has to be ensured and delivered within 03 months of the tour. In the case of Vloggers it should be real time and for Bloggers within one month.
- Develop the tour itinerary of the media in consultation with SLTPB.

The Agency has to send a proposal for each and every journalist who represents target groups of the campaign with the media coverage agreed with them. 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.

The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours, developing an itinerary etc.

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

## **6.3 Publishing Feature Articles**

The Agency shall place a minimum of 01 feature articles per month (06 in total) in high profile business/ fashion/ lifestyle magazines. Each feature article shall be more than 500 words.

- The earned media content should be generated from proactive media pitching and press visits.
- 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 equivalents and delivered in a timely manner. A report should be submitted on the published articles monthly to SLTPB.

#### **6.4 Distribution of News Releases & Monthly E-newsletter of SLTPB (Consumer/Media Targeted)**

Distribute minimum of one consumer news release on monthly basis (06 in total) and one (01) E-Newsletter monthly in China market, (06 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.

SLTPB can assist the agency for gathering content, however the agency should develop the releases observing market developments, news, events, products etc.

Depending on the market requirements the agency may initiate releases on special topics. The news releases should appear in daily newspapers/business/fashion/lifestyle magazines/consumer travel titles or electronic media. E-newsletters should be circulated to the 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.

#### **6.5 Representing Sri Lanka Tourism in Media & Trade Events in China**

The bidder shall represent Sri Lanka Tourism in events as approved by SLTPB and promote the destination, do presentations and build rapport, networking etc. Media Meet ups, trade gatherings, special events and networking sessions will consist of these events.

The agency should provide a full report of each event participated, networking done with business cards of people met with suggestions to further the outcomes. Management, coordination fees should be quoted in this regard by the agency.

#### **6.6 Preparation & Distribution of Press Kits**

The Agency shall maintain a E- press kit on behalf of SLTPB to include key facts, figures and updated statistics on Sri Lanka. SLTPB's Master Press Kit to be widely used in promotions and in a manner which suits the Market requirements. Any adaptations required should be assessed based on the type of audience and the nature of the events conducted.

All collaterals will be in Mandarin language and in digital form. An E-version of a Press Kit to be distributed among the trade and media where possible as a sustainable tourism measure.

#### **7.0 Trade Relations**

##### **7.1 Destination Training for Travel Agents & Tour Operators**

The agency shall maintain regular communication with tour operators and travel agents and implement a virtual (online) training approach to ensure that sales teams are well-informed about the destination and to effectively address any product knowledge gaps.

- The Agency shall facilitate and conduct training/awareness sessions/workshops at least for 600 travel agents and wholesalers during the first three months of the campaign.

- An online Training Tool has to be established for virtual meetings and as an E-learning platform to help educate and engage more agents.
- We Chat mini program shall be used as the technical platform for this purpose
- Target of 1,000 agents to be trained during the contract period.
- Selection of the trade partners for the training sessions should include product managers and agents who are selling Asia and preferably Sri Lanka.

SLTPB will actively participate in the selection of agents, tour operators (TOs), and online travel agencies (OTAs) for the training sessions, as well as in the “Training of Trainers” program. The payments will be made on a per-participant basis, corresponding to the number of agents trained.

## **7.2 Trade Familiarization Tours (FAM) to Sri Lanka**

The bidder shall organize at least one travel agent/tour operator group visits (each group should consist minimum of 10 agents during the contract period in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka.

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

After successful FAM tours the bidder shall coordinate, collect and report the FAM Tour feedback from all participants in the format provided by SLTPB.

The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours, developing an itinerary etc.

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

## **7.3.FAM Tour for the Key Association office Bearers**

The Agency shall organize at least 01 FAM tour for the key office bearers (at least 10 participants) of the Associations and organizations of the Cultural, Religious, Leisure, Sports, Art, Wellness Tourism and Tourism Industry in China.

The Agency should lobby the Associations to conduct at least one of their major events in Sri Lanka in the upcoming year as a result of the FAM tour. 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, developing an itinerary etc.

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

**8.0 Special activities will be organized as-needed basis and within the approved rate card value given in the price schedule.**

### **8.1 Organizing Press Conferences**

SLTPB wish to conduct Press Conferences in the China market to constantly keep the media updated on the destination promotions, new developments and key messages to be delivered in a timely manner. It will be a key point of networking with the media in China. Following activities are listed to execute in this regard.

- The agency shall organize Press Conferences / Press Briefing / Press Events or other press related networking sessions in China market for media, during the period of six months, on demand basis.
- Minimum of eighty (80) attendees per Event. The media invitees, Agenda, speakers, product presentations, press kit, and topics should be coordinated with SLTPB in this regard.
- The Agency should identify the important events, suitable timings that are needed for scheduling of press events within the six months to achieve the objectives of the campaign.

Third party costs such as (logistic cost, venue booking, refreshments, AV equipment, compeer, Promotional Material etc.) shall be allocated under a separate budget of SLTPB. Impact of Press Events will be measured by the advertising value equivalents of the total post -press media publicity generated, number of media attendees etc. The prospective Agency shall be entitled to claim the event management/coordination fee based on the rate card.

### **8.2 Organizing Celebrity Visits**

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

- Arranging at least three (03) higher grade celebrities who has more than 05 million followers, to visit Sri Lanka from China (Key Opinion Leaders/ Cinema personnel/TV personnel/ Sports Celebrities, life style and travel celebrity, top Corporate Icons, Artists etc.) who will be appealing to the “traveler” sentiment.
- The cost per celebrity per visit has to be stated in the rate card separately with the category (mentioned above) of the celebrity.
- The prospective Bidder shall be entitled to claim the fee of the celebrity and the agency management/coordination fee which will be quoted in the price schedule of this bidding document
- The logistic cost within Sri Lanka (Accommodation, Transport, Airfare, site visits Etc.) and the cost for hiring the celebrities shall be allocated under the annual budget of SLTPB. The payments will be made based on the number of celebrities visited on a per head basis.

**Note:** The cost shall be included under the rate card and the payment will be paid by a separate budget

### **8.3 Organizing Tourism Promotion Roadshows**

Organizing tourism promotional roadshows covering top outbound generating cities in China is a vital strategy to develop the trade network between the two sides of travel trade for destination promotion and business conversions. The agency should work on the following deliverables;

- Organize a minimum of three (3) series of roadshows, with each series covering three cities in key outbound tourism markets in China, and manage all associated logistical arrangements as specified under the rate card.
- The logistical costs for organizing the roadshows in China shall be covered under the SLTPB annual budget separately. Payments will be made based on the deliverables outlined in the rate card.
- The cost for organizing one roadshow per city has to be stated in the rate card.

**Note:** The cost of organizing the roadshows, including the agency coordination fee, shall be specified in the rate card, with payment to be made from a separate budget.

### **9.0 Crisis Management**

The Agency shall actively monitor Chinese media, flagging any potential situations before they arise to a crisis level. Agency should formulate a mitigation strategy and Crisis Management Action plan in a Crisis situation. Budget allocation and payments will be made with special approval on a case by case basis.

Draw upon strong media relationships to manage any adverse issues should they occur including management of media enquiries and media, preparation of statements, media monitoring and measurement, evaluation and reporting.

#### **9.1 Address Negative Perceptions & Adverse Publicity on Sri Lanka**

Immediate communication with the SLTPB with the proposed remedial actions (in less than 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 report on Negative perceptions about Sri Lanka and new trends developing in the Market and propose remedial Actions and/or interventions to be submitted by the bidder.

### **10.0 Description of Services Required for Digital Advertising Campaign**

Agency shall submit the Technical Proposal by addressing following service required elements and agency shall align the cost of the action plan with the price schedule according to the scope of the work/services required

## 10.1 Owned media Channel Management

### 10.1.1 We Chat, Weibo, Douyin (Tik Tok), Xiaohoung (Little Red book)

- Agency shall manage the above mentioned official Digital Media platforms of SLTPB, using owned media content placements and paid media campaigns for the period of six months.

### 10.1.2 National Pavilion (online) in OTA

- Agency should maintain the Sri Lanka dedicated country pavilion in a leading OTA(the OTA selected under PR campaign) for a period of six months

### 10.1.3 Sri Lanka Tourism Micro site

- Agency should maintain the Sri Lanka tourism Micro site [www.visit.srilanka.cn](http://www.visit.srilanka.cn) for a period of six months and divert the traffic generated through other social media matrix to the micro site where possible.

## 10.2 Earned Media Strategy

- The content strategy should include an Earned Media strategy for linking earned media generated through the PR campaign and user generated content into the Digital Campaign.

## 10.3 Media Buying Strategy

- The digital media buying strategy has to be formulated to reach the target market segments of China market specified in this SOR.

## 10.4 The budget allocation for Media buying should be done as below (35% of the total budget should be allocated for Media Buying)

| Digital Media Channel/ Platform | Method   | Allocation % |
|---------------------------------|--|--------------|
| OTA Advertising                 | Ads and posts through the country pavilion       | 20           |
| Douying (Tik Tok)               | Live streaming connected to the Country Pavilion | 30           |
| Xiaohoung (Little Red book)     | Live streaming connected to the Country Pavilion | 30           |
| We Chat                         | Ads and posts through the official account       | 10           |
| Weibo                           | Ads and posts through the Official account       | 10           |

## 10.5 Digital Reputation Management and Crisis management

- Agency shall continuously monitor the real-time trends of the Sri Lanka Tourism campaign executed in China market and the topics surfacing / circulated around Digital Media.

- The Agency should promptly react and respond to the negative & positive online reviews, comments and answer them/engage with the audience in all digital/social media platforms in a timely manner as part of the reputation management initiative. Agency shall response to inquiries which will be generated through the digital media platforms in consultation with SLTPB.
- Agency shall present detail online reputation management monthly report on Sri Lanka Tourism using social listening tools and reputation management tools. Said reports shall clearly identify the actions to be taken by the agency and execute with the approval of the SLTPB.
- Further crisis-specific initiatives may occur, agency shall present full detailed report which include actions to be taken by the agency and execute with the approval of the SLTPB.

#### 10.6 Campaign monitoring, Evaluation and Reporting Mechanism

- Agency will deliver monthly reports to SLTPB to review campaign performance to date and easily export reports based on mutually determined KPIs. Agency will also provide monthly summary reports to SLTPB on all initiatives along with optimization recommendations via regular emails or in-person meetings as needed.
- Proposed methodology for the performance monitoring and reporting mechanism

### 11.0 Key Personnel

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

|   | <b>Staff Category</b>    | <b>General Profile</b>   |
|---|--------------------------|--|
| 1 | Account 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 focus 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 Accounts Director should possess good interpersonal skills and should have a track record of project/campaign/work delivery to the deadlines and specified quality standards. |
| 2 | Senior Account Executive | A Bachelor's Degree with 03 years of experience or / A Diploma or equivalent with minimum 5 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.   |

### 12. Services and Facilities Provided by the Employer (SLTPB) –

The following services and facilities will be provided by SLPTB during the Campaign;

1. Monitoring & Supervision of the overall campaign to ensure the effective delivery of the campaign objectives.
2. The SLTPB will provide assistance in the areas of coordinating, monitoring, directing the project activities, liaising.
3. SLTPB will liaise with the Agency for the following purposes;
  - I. overall facilitation to perform the terms of the agreement effectively;
  - II. Recommending the Campaign Action plans of Agency
  - III. Recommend payment invoices of the Agency and facilitate the payment process;
  - IV. Evaluate and monitor the performance of the Agency periodically and recommend corrective measures for smooth implementation of strategy and Action Plans.
4. Provide periodic information on the trends and insights of Sri Lanka.

### **13. Schedule of Payments**

#### **13.1 Payment will be made according to the work completed**

Payment will be made for the completed activities within the approved Action Plan in accordance with the price schedule (Section VI) upon submission of the original invoice addresses to the Managing Director, Sri Lanka Tourism Promotion Bureau, along with the supporting documents.

**Note:** Payment will not be processed for any on-going activities.

#### **13.2 Submission of Invoice**

- I. Original Invoice addressed to Managing Director (MD) SLTPB giving breakdown of expenses as per the price schedule.
- II. Payment will be made on actual basis on submission of invoices along with a supporting document on monthly basis

Invoice should be original, manually signed by authorized person addressed to Sri Lanka Tourism Promotion Bureau. If the invoices are system generated with no signatures, it should be clearly stated in the invoice and a letter should be issued by the company, signed by the authorized signatory.

### **14.0 Copyright of the content development**

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

- 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.
- 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.

**Section VI**  
**Price Schedule 01**

**PRICE SCHEDULE (Appendix – D)**

**5.4 Design, development and maintenance of the official Micro site for Sri Lanka Tourism**

| SOR   | Item  | Nos      | Rate (RMB) | Cost (RMB) |
|-------|---|----------|------------|------------|
| 5.4.1 | Design and Development of campaign micro site in Mandarin | 1        |            |            |
| 5.4.2 | Maintenance of the Micro Site                             | 6 months |            |            |
|       | Total   |          |            |            |

**5.4 Design, development and maintenance of the officially verified Wechat account for Sri Lanka Tourism**

| SOR   | Item  | Nos      | Rate (RMB) | Cost (RMB) |
|-------|---|----------|------------|------------|
| 5.4.1 | Design and Development of official WeChat account for Sri Lanka Tourism | 1        |            |            |
| 5.4.2 | Maintenance of the We Chat Account                                      | 6 months |            |            |
|       | Total   |          |            |            |

**5.4 Design, development and maintenance of the officially verified Weibo account for Sri Lanka Tourism**

| SOR   | Item   | Nos      | Rate (RMB) | Cost (RMB) |
|-------|--|----------|------------|------------|
| 5.4.1 | Design and Development of official Weibo account for Sri Lanka Tourism | 1        |            |            |
| 5.4.2 | Maintenance of the Weibo account                                       | 6 months |            |            |
|       | Total  |          |            |            |

**Design, development and maintenance of the officially verified Douying (Tik Tok) account for Sri Lanka Tourism**

| SOR   | Item   | Nos      | Rate (RMB) | Cost (RMB) |
|-------|--|----------|------------|------------|
| 5.4.1 | Design and Development of official <b>Douyin (Tik Tok)</b> account for Sri Lanka Tourism | 1        |            |            |
| 5.4.2 | Maintenance of the Doyin (Tik Tok) account   | 6 months |            |            |
|       | Total  |          |            |            |

**Design, development and maintenance of the officially verified Xiaohongzhou (Red Book) account for Sri Lanka Tourism**

| SOR   | Item  | Nos      | Rate (RMB) | Cost (RMB) |
|-------|---|----------|------------|------------|
| 5.4.1 | Design and Development of official Xiaohoungghu (Little red book) account | 1        |            |            |
| 5.4.2 | Maintenance of the Xiaohoungghu (Little red book) account                 | 6 months |            |            |
|       | Total   |          |            |            |

### Creation and maintenance of country specific online pavilion/landing page for Sri Lanka Tourism

| SOR   | Item  | Nos       | Rate (RMB) | Cost (RMB) |
|-------|---|-----------|------------|------------|
| 5.4.1 | Create destination dedicated online pavilion in OTA | 1         |            |            |
| 5.4.1 | Maintenance of the OTA country pavilion             | 06 months |            |            |

### 5.5 Market Intelligence

Monthly Report on developing trends, potential opportunities, competitor analysis etc. which could be effectively capitalized to promote Brand “Sri Lanka”

| SOR | Item   | Nos | Rate (RMB) | Cost (RMB) |
|-----|--|-----|------------|------------|
| 5.5 | monthly Report on Market Intelligence in China | 03  |            |            |
|     | Total  |     |            |            |

### 6.0 Media Relations

#### 6.1 Disseminating information for media

| SOR | Item  | Months | Rate (RMB) | Cost (RMB) |
|-----|---|--------|------------|------------|
| 6.1 | Disseminating Information for Chinese Media | 06     |            |            |
|     | Total                                       |        |            |            |

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

| SOR | Item  | Nos (annual) | Rate (RMB) | Cost (RMB) |
|-----|---|--------------|------------|------------|
| 6.2 | Media professionals for six months including senior travel writers, editors of travel magazines, newspapers, Radio, online media etc. | 10           |            |            |
| 6.2 | Bloggers/vloggers/ content creators of well-established follower base in key travel segments.   | 05           |            |            |
|     | Total   |              |            |            |

#### 6.3 Publishing feature articles

| SOR | Item   | Nos | Rate (RMB) | Cost (RMB) |
|-----|--|-----|------------|------------|
| 6.3 | Publishing Feature Articles in China (Online or offline) | 06  |            |            |
|     | Total  |     |            |            |

#### 6.4 Distribution of monthly News Releases & monthly E-newsletters of SLTPB

| SOR | Item   | Nos | Rate (RMB) | Cost (RMB) |
|-----|--|-----|------------|------------|
| 6.4 | Cost of Distribution of monthly News Releases – Consumer | 06  |            |            |
| 6.4 | Cost of Distribution of Monthly E-Newsletters            | 06  |            |            |
|     | Total  |     |            |            |

#### 6.5 Representing Sri Lanka in Media & Trade Events in China

| SOR | Item | Nos | Rate (RMB) | Cost (RMB) |
|-----|------|-----|------------|------------|
|-----|------|-----|------------|------------|

|     |  |    |  |  |
|-----|--|----|--|--|
| 6.5 | Representation of Sri Lanka in China, Media & trade Events | 10 |  |  |
|     | Total  |    |  |  |

#### 6.6 Preparation and Use of Press Kit

| SOR | Item   | Nos | Rate (RMB) | Cost (RMB) |
|-----|--|-----|------------|------------|
| 6.6 | Preparation of Master Press Kit for the market | 01  |            |            |
|     | Total  |     |            |            |

### 7.0 Trade Relations

#### 7.1 Destination Training and Awareness Programs for Travel Agents/Tour Operators

| SOR | Item  | Nos   | Rate (RMB) | Cost (RMB) |
|-----|---|-------|------------|------------|
| 7.1 | The Agency shall facilitate and conduct training/awareness sessions/workshops for at least 1,000 travel agents and wholesaler during the first three months | 1,000 |            |            |
|     | Total   |       |            |            |

#### 7.2 Trade Familiarization Tours (FAM) to Sri Lanka

| SOR | Item   | No of agents | Rate (RMB) | Cost (RMB) |
|-----|--|--------------|------------|------------|
| 7.2 | Travel agent/tour operator group visits during the contract period including TO's and TA's | 10           |            |            |
|     | Total  |              |            |            |

#### 7.3 FAM Tour for the Key Association office Bearers

| SOR | Item  | Nos of participants | Rate (RMB) | Cost (RMB) |
|-----|---|---------------------|------------|------------|
| 7.3 | The Agency shall organize at least 01 FAM tours for the key office bearers of the Associations and organizations of the Travel and Tourism Industry in China. | 10                  |            |            |
|     | Total   |                     |            |            |

#### Agency cost

| SOR | Item  | Nos      | Rate (RMB) | Cost (RMB) |
|-----|---|----------|------------|------------|
|     | Agency fees for the implementation of the campaign (monthly cost) | 6 months |            |            |
|     | Total   |          |            |            |

### 8.0 Special promotional activities (Rate Card Items)

The bidders are required to quote prices for the special promotional activities listed in the rate card. A separate budget will be allocated by the Bureau for the implementation of such activities.

| <b>Organizing Celebrity Visits to Sri Lanka (Refer SOR No: 8.2)</b> |                    | Cost RMB |
|---|--------------------|----------|
| Hiring of Celebrities   | Cost per celebrity |          |
| Coordination fee of the PR company                                  |                    |          |
| Total cost  |                    |          |

| <b>Organizing of press conferences in China (Refer SOR No: 8.1)</b> |   | Rate | Qty | Cost RMB |
|---|---|------|-----|----------|
|   | Reservation of Venues for 60 – 80 pax                     |      |     |          |
|   | Dinner or Lunch for 60 – 80 pax                           |      |     |          |
|   | Hiring of LED wall (4m x 8m)                              |      |     |          |
|   | Multimedia arrangements                                   |      |     |          |
|   | High Tea for 60 – 80 pax                                  |      |     |          |
|   | Hiring of photographer                                    |      |     |          |
|   | Hiring of Videographer                                    |      |     |          |
|   | Preparation of press releases                             |      |     |          |
|   | Media Allowances for 80 media                             |      |     |          |
|   | Preparation of Post monitoring report with media clipping |      |     |          |
|   | Compeer (English and Chinese)                             |      |     |          |
|   | Handling of giveaways                                     |      |     |          |
|   | Preparation of press kit                                  |      |     |          |
|   | Agency Cost   |      |     |          |
|   | Total cost  |      |     |          |

| <b>Organizing of roadshows in China (Refer SOR No: 8.3)</b> |  | Rate          | Qty | Cost RMB |
|---|--|---------------|-----|----------|
|   | Inviting of 80 to 100 agents   |               |     |          |
|   | Inviting 20 media  |               |     |          |
|   | Reservation of Venues for 250 pax (in International 5 star Hotel)          |               |     |          |
|   | Dinner or Lunch for 250 pax  |               |     |          |
|   | Hiring of LED wall (4m x 8m)   |               |     |          |
|   | Multimedia arrangements  |               |     |          |
|   | High Tea for 250 pax   |               |     |          |
|   | Hiring of a photographer   |               |     |          |
|   | Hiring of a Videographer   |               |     |          |
|   | Preparation of press releases  |               |     |          |
|   | Media Allowances   |               |     |          |
|   | Preparation of Post monitoring report with media clipping                  |               |     |          |
|   | Compeer (English and Chinese)  |               |     |          |
|   | Handling of giveaways  |               |     |          |
|   | 4 star Accommodation for the dance troupe (4 twin rooms – room only basis) | 8 room nights |     |          |
|   | Internal transfers for the dance troupe (Air port/hotel/airport)           |               |     |          |

|             |  |  |  |  |
|-------------|--|--|--|--|
| Agency Cost |  |  |  |  |
| Total cost  |  |  |  |  |

### 9.0 Crisis Management

| SOR | Item  | Nos | Rate (RMB) | Cost (RMB) |
|-----|---|-----|------------|------------|
| 9.0 | The Agency shall actively monitor the China media, flagging any potential situations before they arise to a crisis level. Agency should formulate a mitigation strategy and Crisis Management Action plan in a Crisis situation. Budget allocation and payments will be made with special approval on a case by case basis. |     |            |            |
|     | Total   |     |            |            |

### 9.1 Address negative perceptions and adverse publicity on Sri Lanka

| SOR | Item  | Nos | Rate (RMB) | Cost (RMB) |
|-----|---|-----|------------|------------|
| 9.1 | Address negative perceptions and adverse publicity on Sri Lanka<br>Monthly report on any negative perception about Sri Lanka. | 06  |            |            |
|     | Total   |     |            |            |

### 10.3 Digital Media Buying – Bidder should submit Monthly advertising plan separately.

| S/N | Media Channel                   | KPI                   | Unit        | KPI Target | Cost (RMB) |
|-----|---------------------------------|-----------------------|-------------|------------|------------|
|     | Xiaohoungghu (Little Red book ) | Live streaming        | Engagements |            |            |
|     |                                 | Estimated Impressions | Impressions |            |            |
|     |                                 | Views                 | Views       |            |            |
|     |                                 | Estimated Clicks      | Clicks      |            |            |
|     | Douyin (Tiktok)                 | Live streaming        | Engagements |            |            |
|     |                                 | Impressions           | Impressions |            |            |
|     |                                 | Views                 | Views       |            |            |
|     |                                 | Clicks                | Clicks      |            |            |
|     | Weibo                           | Estimated reach       | Reach       |            |            |
|     |                                 | Estimate Impressions  | Impressions |            |            |
|     |                                 | Estimate Clicks       | Clicks      |            |            |
|     |                                 | Estimated Engagement  | Shares      |            |            |
|     |                                 |                       | Likes       |            |            |
|     | Wechat                          | Estimated reach       | Reach       |            |            |
|     |                                 | Estimate Impressions  | Impressions |            |            |
|     |                                 | Estimate Clicks       | Clicks      |            |            |
|     |                                 | Estimated Engagement  | Shares      |            |            |
|     |                                 |                       | Likes       |            |            |

|  |                 |                                       |              |  |  |
|--|-----------------|---------------------------------------|--------------|--|--|
|  |                 |                                       | Comments     |  |  |
|  | OTA advertising | Impressions                           | Impressions  |  |  |
|  |                 |                                       |              |  |  |
|  |                 | Interactions and business conversions | Interactions |  |  |

**Note: Please refer the point 10.4 for budget allocation of Media Buying and for each Social Media channel for budget distribution**

#### 10.5 Digital Reputation Management /Crisis Management

| SOR  | Item  | Cost (RMB) |
|------|---|------------|
| 10.3 | Providing Digital Reputation Management/Crisis Management |            |
|      | Total   |            |

#### 10.6 Digital media monitoring & Reporting

| SOR | Item                                 | Cost (RMB) |
|-----|--------------------------------------|------------|
| 5.7 | Digital media monitoring & Reporting |            |
|     | Total                                |            |

#### Rate Card

| SOR | Sub Schedule   | Cost (RMB) |
|-----|--|------------|
| 8.1 | Organizing Press Conferences                         |            |
| 8.2 | Organizing celebrity to visit Sri Lanka              |            |
| 8.3 | Organizing Tourism promotion Roadshows for Sri Lanka |            |
|     | <b>Total in RMB</b>                                  |            |
|     | <b>Sub Total in RMB</b>                              |            |
|     | <b>VAT</b>   |            |
|     | <b>Grand Total RMB</b>                               |            |

**Master Price Schedule**

| SOR Ref. | Activity item   | Cost (RMB) |
|----------|---|------------|
| 5.4      | Design, Development and maintenance Micro site and official Social Media channels for Sri Lanka Tourism |            |
| 5.5      | Market Intelligence   |            |
| 6.0      | Media Relations   |            |
| 6.1      | Disseminating information for media   |            |
| 6.2      | Selection of Visiting Travel Journalists/bloggers (VJP/VBP) for Media FAM Tours from China              |            |
| 6.3      | Publishing feature articles   |            |
| 6.4      | Issuing and distribution of News releases & E-Newsletters   |            |
| 6.5      | Representing Sri Lanka Tourism in Media & Trade Events in China   |            |
| 6.6      | Preparation and use of Press Kit for the market   |            |
| 7.1      | Destination Training/Awareness Programmes for Travel Agents/Tour Operators                              |            |
| 7.2      | Trade Familiarization Tours (FAM) to Sri Lanka  |            |
| 7.3      | FAM Tour for the Key Association office Bearers   |            |
| 9.0      | Crisis Management   |            |
| 9.1      | Address negative perception and adverse publicity on Sri Lanka  |            |
| 10.3     | Digital Media Buying  |            |
| 10.5     | Digital Reputation Management/Crisis Management   |            |
| 10.6     | Digital Media monitoring & Reporting  |            |
|          | <b>Total</b>  |            |
|          | <b>VAT</b>  |            |
|          | <b>Grand Total</b>  |            |

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

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

.....

## Section VII

### SUBMISSION FORMS A 01 – Company profile

|  |  |
|--|--|
| Name of the Company (as per the Business registration)   |  |
| Head office address of the company   |  |
| Contact numbers of the company (Land)  |  |
| Name of the contact person for this project  |  |
| E-mail address of the contact person of the project  |  |
| Direct contact number of the contact person  |  |
| Tax number of the company  |  |
| Business Registration Certificate number of the bidder   |  |
| Number of years in Business  |  |
| Assisting company (if applicable): Company Name & the Business Registration Certificate number |  |

### Submission form A 02 – Past experience of the bidder

| No                       | Name and Address of the Client | Name & Scope of Work of the Contract | Value of the contract ( RMB) | Time and duration of the contract (M/Y to M/Y) | Campaign creative (to be submitted separately) |
|--------------------------|--------------------------------|--------------------------------------|------------------------------|--|--|
| <b>Digital campaigns</b> |                                |                                      |                              |  |  |
| 1                        |                                |                                      |                              |  |  |
| 2                        |                                |                                      |                              |  |  |
| 3                        |                                |                                      |                              |  |  |
| 4                        |                                |                                      |                              |  |  |
| 5                        |                                |                                      |                              |  |  |
| 6                        |                                |                                      |                              |  |  |
| 7                        |                                |                                      |                              |  |  |
| 8                        |                                |                                      |                              |  |  |
| 9                        |                                |                                      |                              |  |  |
| 10                       |                                |                                      |                              |  |  |

### Submission form A3 – Past experience of the bidder

| No                  | Name and Address of the Client | Name & Scope of Work of the Contract | Value of the contract ( RMB) | Time and duration of the contract (M/Y to M/Y) | Campaign creative (to be submitted separately) |
|---------------------|--------------------------------|--------------------------------------|------------------------------|--|--|
| <b>PR Campaigns</b> |                                |                                      |                              |  |  |
| 1                   |                                |                                      |                              |  |  |
| 2                   |                                |                                      |                              |  |  |
| 3                   |                                |                                      |                              |  |  |
| 4                   |                                |                                      |                              |  |  |

|    |  |  |  |  |  |
|----|--|--|--|--|--|
| 5  |  |  |  |  |  |
| 6  |  |  |  |  |  |
| 7  |  |  |  |  |  |
| 8  |  |  |  |  |  |
| 9  |  |  |  |  |  |
| 10 |  |  |  |  |  |

Remark: If the bidder wishes to provide more details of the contracts (e.g., portfolio of work), they are free to attach them as appendices.

Bidders are feel free to add any number of contract / past experience up to 10 rows

**Submission form A 04 – Proposed team & the assigned tasks**

The key team members assigned to this project/campaign. A dedicated officer should be assigned for the overall coordination of the campaign, who will liaise with the market officer – China market. That person has to liaise with the social media team of SLTPB and the production company as well.

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

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

**Submission Form A 05 – Financial Information**

| Item                              | 2018 | 2019 | 2022 | 2023 | 2024 | 2025 |
|-----------------------------------|------|------|------|------|------|------|
| Information from Balance Sheet    |      |      |      |      |      |      |
| Total Assets                      |      |      |      |      |      |      |
| Total Liabilities                 |      |      |      |      |      |      |
| Current Assets                    |      |      |      |      |      |      |
| Current Liabilities               |      |      |      |      |      |      |
| Information from Income Statement |      |      |      |      |      |      |
| Turnover                          |      |      |      |      |      |      |
| Profit after Tax                  |      |      |      |      |      |      |

## Section VIII

### General Conditions of the Contract

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

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

|   |   |
|---|---|
|   | <p>given after the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days' in the case of the event referred to in (f):</p> <p>(a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;</p> <p>(b) if the Service Provider become insolvent or bankrupt;</p> <p>(c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or</p> <p>(d) if the Service Provider's Performance Security is not in compliance with Clause 3.9</p> <p>(e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;</p> <p>(f) if the Employer, in its sole discretion, decides to terminate this Contract.</p> |
| 2.5.2 By the Service Provider                 | <p>The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:</p> <p>(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or</p> <p>(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty-six (56) days.</p>  |
| 2.5.3 Payment upon Termination                | <p>Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:</p> <p>(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;</p> <p>(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.</p>  |
| <b>3. Obligations of the Service Provider</b> |   |
| 3.1 General                                   | <p>The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service</p>  |

|  |   |
|--|---|
|  | Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the Employer’s legitimate interests in any dealings with Subcontractors or third parties.   |
| 3.2 Confidentiality  | The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer’s business or operations without the prior written consent of the Employer   |
| 3.3 Service Providers’ Actions Requiring Employer’s Prior Approval                 | The Service Providers shall obtain the Employer’s prior approval in writing before taking any of the following actions:<br>(a) entering into a subcontract for the performance of any part of the Services,<br>(b) appointing such members of the Personnel not listed by name in Appendix C (“Key Personnel and Subcontractors”),<br>(c) changing the Program of activities; and<br>(d) any other action that may be specified in the Contract Data  |
| 3.4 Reporting Obligations  | The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.  |
| 3.5 Documents Prepared by the Service Providers to Be the Property of the Employer | All plans, drawings, Employer’s Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data |
| <b>3.6 Liquidated Damages</b>  |   |
| 3.6.1 Payments of Liquidated Damages   | The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider’s liabilities.   |
| 3.6.2 Correction for Overpayment   | If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall pay interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5   |

|   |   |
|---|---|
| 3.7 Performance Security                    | The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.   |
| <b>4. Service Provider's Personnel</b>      |   |
| 4.1 Description of Personnel                | The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix c. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer   |
| 4.2 Removal and/or Replacement of Personnel | (a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.   |
|   | (b) If the Employer finds that any of the Personnel have<br>(i) committed serious misconduct or have been charged with having committed a criminal action, or<br>(ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.  |
|   | (c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.  |
| <b>5. Obligations of the Employer</b>       |   |
| 5.1 Assistance and Exemptions               | The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the Contract Data.  |
| 5.2 Change in the Applicable Law            | If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be. |
| 5.3 Services and Facilities                 | The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.  |
| <b>6. Payments to the Service Provider</b>  |   |
| 6.1 Lump-Sum Remuneration                   | The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the  |

|   |  |
|---|--|
|   | Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3   |
| 6.2 Contract Price  | The Contract Price is set forth in the Contract Data, breakdown of which is provided in Appendix D.  |
| 6.3 Payment for Additional Services, and Performance Incentive Compensation | The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.   |
| 6.3.1   | For the purpose of determining the remuneration due for additional Services.   |
| 6.4 Terms and Conditions of Payment   | Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the Contract Data. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.   |
| 6.5 Provisional Sum   | <p>Each Provisional Sum shall only be used, in whole or in part, in accordance with the instructions of SLTPB, and the Contract Price shall be adjusted accordingly. The total sum paid to the Contractor shall include only such amounts, for the work, supplies or services to which the Provisional Sum relates, as the SLTPB shall have instructed. For each Provisional Sum, the SLTPB may instruct:</p> <p>(a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor.</p> <p>(b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price:</p> <p>(i) the actual amounts paid (or due to be paid) by the Contractor, and</p> <p>(ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied.</p> <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, bids, invoices, vouchers and accounts or receipts in substantiation.</p> |
| <b>7. Quality Control</b>   |  |
| 7.1 Identifying Defects   | The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.  |
| 7.2 Correction of Defects, and Lack   | (a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.  |

|                                  |  |
|----------------------------------|--|
| of<br>Performance<br>Penalty     | (b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer’s notice.  |
|                                  | (c) If the Service Provider has not corrected a Defect within the time specified in the Employer’s notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8  |
| <b>8. Settlement of Disputes</b> |  |
| 8.1 Amicable<br>Settlement       | The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.   |
| 8.2.1                            | Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.       |
| 8.2.2                            | The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.  |
| 8.2.3                            | The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof. |

## Section IX

### CONTRACT DATA

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

| Number of GC Clause | Amendments of, and Supplements to, Clauses in the General Conditions of Contract   |
|---------------------|--|
| 1.4                 | <p>The addresses are:<br/> Employer: Sri Lanka Tourism Promotion Bureau<br/> Lake House Building ( DFCC Bank Entrance )<br/> No. 35   D.R. Wijewardhena Mawatha   Colombo 10   Sri Lanka</p> <p>Attention (Contact Person): Managing Director<br/> Tel:0112 900 900_Ext 903<br/> e-mail: <a href="mailto:md@srilanka.travel">md@srilanka.travel</a></p> <p>Service Provider:<br/> Attention (Contact Person):<br/> Tel:<br/> Mobile:<br/> e-mail:</p>  |
| 1.6                 | <p>The Authorized Representatives is:<br/> For the Employer: <b>Managing Director</b><br/> For the Service Provider:.....</p>  |
| 2.1                 | <p>The date on which this Contract shall come into effect is [date]. <b>14 days after the Letter of Acceptance issued</b></p> <p>[ Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]</p>  |
| 2.2                 | <p>The Starting Date for the commencement of Services is : Date of Agreement Execution.</p>  |
| 2.3                 | <p>The Intended Completion Date is 379 days (One Year + 14 days) from the date of the Letter of Acceptance<br/> In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>   |
| 3.3(d)              | <p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation</p>  |
| 3.4                 | <p>Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.</p>  |
| 3.5                 | <ul style="list-style-type: none"> <li>● Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB</li> <li>● Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifts, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright transfer note.</li> </ul> |

|        |  |
|--------|--|
|        | <p>If the agency purchased images or video clips from third parties the copyrights transfer note shall submitted by original owner of the content</p> <ul style="list-style-type: none"> <li>• All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB.</li> <li>• Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract</li> </ul>  |
| 3.6.1  | <p>The liquidated damages rate is 0.1% per day<br/>The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>   |
| 3.7    | <p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>   |
| 4.1    | <p>Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.</p>   |
| 5.1    | <p>Not Applicable</p>  |
| 5.3    | <p>Services and facilities provided by the Employer - applicable</p>   |
| 6.1    | <p>Description of the Services (Schedule of Requirements (SOR))</p>  |
| 6.3.1. | <p>Remuneration due for additional services shall be in accordance with the rate card (Section Vii) (section Viii)</p>   |
| 6.4    | <p>Payments shall be made work completion.</p> <p>(a) Payments will be made in accordance with subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule.</p> <p>(b). Proportionately payment deductions will be applied for the non-performed campaign deliverables</p> <p>© Payment will not be processed for the any on-going activities.</p> <p>Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:.</p> <p>1. If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years.</p> <p>2. SLTPB shall be deemed to be the sole owner of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be Confirmed by a copyright Assignment as the case may be.".</p> <p>Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.</p> |

**LETTER OF ACCEPTANCE**

[Letterhead of the Employer]

**[This is applicable for the selected supplier.]**

Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders.  
This Standard Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

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

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

|  |                      |  |
|--|----------------------|--|
|  | Authorized Signature |  |
|  | Name of Signatory    |  |
|  | Title of Signatory   |  |
|  | Name of Agency       |  |

## FORM OF CONTRACT

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

### WHEREAS

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

NOW THEREFORE the parties hereto hereby agree as follows:

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

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

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

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]

## 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

| Item                                      | Submission Status            |                             |
|---|------------------------------|-----------------------------|
| Bid Submission Form ( Section IV)         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Submission Form 1                         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Submission Form 2                         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Submission Form 3                         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Submission Form 4 – Key Staff             | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Submission Form 5 – Financial Information |                              |                             |
| Price Schedule & Master Price Schedule    | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Bid Security declaration form             | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

## Section IX : Form of Securities

### Annexure A - Format for Bid Security Declaration

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

| Format for Bid Security Declaration  |  |
|--|--|
| <i>[If required, the <b>Bidder</b> shall fill in this form in accordance with the instructions indicated in brackets]</i>  |  |
| Date:.....[insert date by bidder]  |  |
| Name of Contract:.....[insert name by PE]  |  |
| Contract Identification No: SLTPB/PROC/2026/S/103  |  |
| Invitation for Bid No: SLTPB/PROC/2026/S/103   |  |
| To:...Managing Director, Lake House Building ,No. 35   D.R. Wijewardhena Mawatha   Colombo 10   Sri Lanka  |  |
| 1. We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration;   |  |
| 2. We accept that we shall be suspended from being eligible for contract award in any contract where bids have been invited by any of the Procuring Entity as defined in the Procurement Guidelines published by National Procurement Agency of Sri Lanka, for the period of time of <i>three years starting on the latest date set for closing of bids of this bid</i> , if we: |  |
| a) withdraw our Bid during the period of bid validity period specified; or   |  |
| (b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or   |  |
| (c) having been notified of the acceptance of our Bid by you, during the period of bid validity,   |  |
| ( i.)fail or refuse to execute the Contract Form, if required, or (ii.) fail or refuse to furnish the performance security, in accordance with the ITB.  |  |
| 3. We understand this bid securing shall expire if we are not the successful bidder, upon the earlier of (i.) our receipt of a copy of your notification to the Bidder that the bidder was unsuccessful; or  |  |
| (ii.) twenty-eight days after the expiration of our bid.   |  |
| 4. We understand that if we are a JV, the Bid Securing Declaration must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Securing Declaration shall be in the names of all future partners as named in the letter of intent.  |  |
| Signed <i>[insert signature(s) of authorized representative]</i> in the Capacity of <i>[insert title]</i>  |  |
| Name <i>[insert printed or typed name]</i>   |  |
| Duly authorized to sign the bid for and on behalf of <i>[insert authorizing entity]</i>  |  |
| Dated on <i>[insert day]</i> day of <i>[insert month]</i> , <i>[insert year]</i>   |  |

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

To: *[name and address of Employer]*

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

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

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

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

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

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

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

Signature and seal of the Guarantor

.....

Name of Bank

.....

..... Address

.....

..... Date .....

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

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

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

**Date :** .....

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

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

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

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

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

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

\_\_\_\_\_  
[signature(s)]