REQUEST FOR EXPRESSIONS OF INTEREST
Government of Lesotho
ECONOMIC DIVERSIFICATION SUPPORT PROJECT
DEVELOPMENT OF THE LESOTHO TOURISM MARKETING STRATEGY AND IMPLEMENTATION PLAN

Financing Agreement Reference: 2100150036596
Sector: Enterprise Development
Project ID No.: P-LS-KF0-002

The Government of the Kingdom of Lesotho has received financing from the African Development Bank toward implementation of the Economic Diversification Support Project and intends to apply part of the agreed amount for this grant to payments under the contract for consultancy services to develop the Lesotho Tourism Marketing Strategy and Implementation Plan.

The overall objective of the assignment is aimed at creating targeted sensitization, positioning Lesotho in the forefront of the minds of potential travellers in specific key source markets as a preferred and unique leisure and adventure destination. The marketing objectives for Lesotho as a destination will focus on (i) increase awareness of what Lesotho has to offer as a tourism destination by educating consumers and tour operators regionally and internationally; (ii) Build a clearly identifiable and unique tourism image for Lesotho which will make it stand out from other Southern African destinations; (iii) Promote awareness of and participation in domestic tourism among all Basotho; (iv) Stimulate and exploit the growth of tourism arrivals from the South African market as well as other international target markets; (v) Increase the economic yield per tourist; and contribute to GDP, create of jobs, alleviate poverty and increase of tourism arrivals in the country.

The Ministry of Trade and Industry now invites eligible Individual Consultants to indicate their interest in providing these services. Interested consultants must provide information indicating that they are qualified to perform the services including description of similar assignments, experience in similar conditions, etc.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the Procurement Policy and Methodology for Bank Group Funded Operations, dated October 2015, which is available on the Bank’s website at http://www.afdb.org.

Interested Individual Consultants may obtain further information at the address below during office hours 08.00 hours to 16.30 hours.

Expressions of Interests must be delivered to the address below by 26th October, 2017 at 11:00, and electronic submissions should mention as the subject message “DEVELOPMENT OF THE LESOTHO TOURISM MARKETING STRATEGY AND IMPLEMENTATION PLAN” and should be sent to the address below.

The Project Manager
Economic Diversification Support Project
1st Floor ‘Matanki House
P.O. Box 747,
Maseru 100
Lesotho
Email: mofelehetsi@psc.org.ls with a copy to lmakhabane@psc.org.ls
Tel.: (+266) 22 315 100