REQUEST FOR EXPRESSIONS OF INTEREST

Government of Lesotho

ECONOMIC DIVERSIFICATION SUPPORT PROJECT

INDIVIDUAL CONSULTANT TO DEVELOP THE LESOTHO TOURISM DIGITAL MARKETING CAMPAIGN AND DESTINATION MANAGEMENT SYSTEM (WEBSITE) AND MARKET RESEARCH SURVEY IN THE FIVE KEY INTERNATIONAL SOURCE MARKETS

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 towards 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 Digital Marketing Campaign and Destination Management System (website) and undertake market research survey in the five key international source markets (South Africa, Netherlands, Germany, United Kingdom and United States).

The overall objective of the assignment is to undertake an international market survey that shall determine the current perceptions of Lesotho, travel trends, and changing holiday research and purchasing patterns as well as to develop the Tourism Digital Marketing Campaign which will be geared to 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 through digital marketing and social media campaigns. The Consultant will be responsible for the review and redevelopment of the Lesotho Tourism Marketing and Domestic Tourism Strategies through digital marketing and enhance the current Lesotho tourism website with the Destination Management System website, by performing the following tasks: International market survey for the five key source markets; Destination Management System; Photography; Launch and DMS Training and Social Media Marketing.

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 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 DIGITAL MARKETING CAMPAIGN AND DESTINATION MANAGEMENT SYSTEM (WEBSITE) AND MARKET RESEARCH SURVEY IN THE FIVE KEY INTERNATIONAL SOURCE MARKETS” and should be sent to the address below.

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