



# ETC STUDY ON CONSUMER TRENDS AND TOURISM

## Invitation to Tender

### 1. Introduction

The European Travel Commission (ETC) intends to commission a study on consumer trends, focusing on shifts in consumer lifestyles and resulting opportunities for the European tourism sector. In today's volatile climate, changing consumer behaviours have an increasing impact on global commerce. The speed of consumer change, the blurring of traditional demographic boundaries, the growing power of the consumer and the nature of globalisation are making trend determination and their adequate exploitation essential for success. This is particularly important in the tourism sector, where travellers' selection of goods and services is instrumental for living an experience. Shifts in consumers' travel attitudes and behaviour in terms of experiences sought and responses to marketing messages will impact their travel product and destination choices.

The project is intended to deliver a full report, including accompanying deliverables, for the benefit of the members of the European Travel Commission (see <http://etc-corporate.org/members>). Results will also feed into the ETC long-term strategy 'Destination Europe 2020' and contribute to the further development and promotion of its VisitEurope.com Internet portal (see <http://visiteurope.com>).

### 2. Purpose of the Study

The study is intended to achieve a better understanding of long-term behavioural and attitudinal trends in consumers' lifestyles that ultimately shape and impact travel preferences. As the timely identification and adequate interpretation of trends has become essential for businesses to remain successful, professionals have become engulfed in analyses of macro-trends influencing consumer purchasing behaviour. The study's primary purpose should therefore be to thoroughly examine the existing kaleidoscope of consumer lifestyle trends from a global perspective and to provide a meaningful overview for the European tourism sector. By **lifestyle**, ETC understands a set of attitudes, habits, or possessions associated with a particular person or group that are indicative of certain behaviours.

Moreover, identified trends should **offer sufficient opportunities** to be exploited by tourist destinations. The study should provide practical guidance and strategic insights for European National Tourism Organisations/National Tourism Authorities (NTOs/NTAs) and Destination Management Organisations (DMOs) to tailor their on- and offline marketing and promotional plans.

ETC envisages the study to address the following three objectives:

- Take stock of existing long-term consumer lifestyle trends that impact travel attitudes and behaviours;
- Provide a portfolio of case studies outlining select trends' impact on the tourism sector;
- Outline opportunities and provide strategic recommendations for marketing tourism products, themes and destinations in the most promising emerging market segments.

### **3. Structure and Content of the Study**

Based on the aforementioned objectives, ETC envisages this study to consist of one full report. Key results should be illustrated by means of charts, tables or infographics that are both visually appealing and informative. Tentatively, the final study should cover the following areas:

1. A **collection of existing consumer trends**, assembled through the lens of lifestyle and leisure travel<sup>1</sup>, aiming at:
  - 1.1 Providing an overview of long-term attitudinal as well as behavioural transformations in the customer base. Identified trends should be actionable, evidence-based<sup>2</sup> and they should demonstrate relevance for influencing current travel choices. The outlook of said portfolio should be global; market-specific<sup>3</sup> micro-trends and deviations should be highlighted throughout the study, in addition to emerging consumer clusters;
  - 1.2 Outlining key drivers of change focusing on consumer need attributes connected to the identified trends;
  - 1.3 Mapping consumer lifestyle segments with the highest potential for exploitation by NTOs/NTAs and DMOs.
2. An evaluation of the impact of identified consumer lifestyle trends on European tourism by means of **case studies**, providing information on the following areas of interest:
  - 1.1 Alterations in tourism supply and product development in response to shifting needs and behaviour in the consumer base;
  - 1.2 The successful implementation of marketing strategies and actions by the tourism sector to exploit emerging consumer behaviour. Such examples can be drawn from both public and private entities across the tourism supply chain.
3. The provision of **targeted strategic and tactical recommendations** for European National Tourism Organisations/National Tourism Authorities (NTOs/NTAs) and Destination Management Organisations (DMOs) in terms of promoting tourism products, pan-European themes and destinations to the most promising consumer segments.

ETC expects this study to be based on both primary and secondary data sources. ETC would expect consultants to gather information about the most prevalent shifts in consumer behaviours and attitudes from secondary sources (i.e. reports, studies, statistics, websites, ETC studies and other documents/data available to consultants). The consultant is expected to propose appropriate quantitative and/or qualitative primary research methodologies (e.g. focus groups, surveys, interviews, etc.) to be conducted in select markets in order to gather more detailed information. Targeted recommendations should be built on these findings and ETC assumes that provided strategic and tactical advice will correspond to “state-of-the-art” practices in the marketing of tourist destinations and tourism products in both the on- and offline sphere.

**ETC is open to evaluating proposals suggesting a different approach that fulfil the above-mentioned objectives and are in compliance with the budget and requirements specified in this Invitation to Tender.**

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<sup>1</sup> The study should focus on attitudinal and behavioural trends affecting leisure travel, as opposed to business travel.

<sup>2</sup> Where appropriate, knowledge should be drawn from primary and/or secondary research.

<sup>3</sup> Market-specific findings should be provided in line with the tenderer's proposed research design. Please note that ETC's mission is to raise awareness for its 33 country members in long-haul markets, including but not limited to Brazil, Canada, China and the United States of America. Please visit [www.etc-corporate.org](http://www.etc-corporate.org) for further information.

All ETC publications<sup>4</sup>, which may prove useful when conducting this study (e.g. consumer studies on key markets, handbooks on product development/e-marketing and key performance indicators, segmentation, branding), will be made available to the selected consultant. However, this study should provide new and unpublished content and advance ETC's knowledge.

## **4. Timescale, Budget & Deliverables**

### **4.1 Timescale**

The project should be completed and ready for approval within six months from the date of commissioning. The tenderer should accommodate in his/her time plan ETC's revision of methodological concepts, questionnaires and deliverables.

After the evaluation of proposals, ETC will communicate its decision to all organisations and individuals who submitted a proposal. A kick-off meeting will be held in a major European city with the awarded consultant(s). Travel and hospitality expenses for the official participation in the meeting are to be borne by the awarded consultant(s). The awarded consultants should include an estimate of travel costs in the proposal. A videoconference could be conceived for an agency based outside of Europe.

### **4.2 Budget & Terms of Payment**

ETC has allocated a maximum fixed budget of **Euro 45,000** (including any applicable VAT), and the proposal should be made within this budgetary constraint.

All prices should be quoted in **Euro**. The contract will be issued in accordance with ETC's rules and procedures. This exercise commissioned by ETC qualifies as "marketing services" and is therefore subject to Belgian VAT. Please note that ETC should only effectively charge VAT to Belgian companies providing such services. If companies rendering the service qualify as normal VAT taxable businesses, ETC will not have to pay VAT if the companies are not registered in Belgium.

The payments for the work will be made as follows:

- 30% - on commissioning and approval of a detailed delivery schedule of the project.
- 40% - following submission of the study and its approval by ETC (N.B. This payment will only be made after all editing requests have been integrated into a final draft that has been approved by the commissioning organisation).
- 30% - the final payment will be made only after completion and approval of the deliverables as specified in 4.4.

### **4.3 Sponsorship / Partnership**

The consultant is free to explore the possibility of sourcing a sponsor or partner for this study. A sponsor organisation should be willing to contribute to the cost of the research in return for co-branding the final report as an ETC / sponsor report<sup>5</sup>. A partner should be willing to participate in the research based on a contribution that would enhance the overall value of the project, *without in any*

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<sup>4</sup> For a full list of ETC studies, please refer to <http://etc-corporate.org/?page=research-intelligence>.

<sup>5</sup> For co-branding a report, such contribution would ideally amount to 30% of the overall budget.

*way compromising the core objectives of the study as set out in the Invitation to Tender.* Possible sponsors or partners could be airlines, international hotel groups, credit card companies, marketing agencies or other international organisations with an interest in the topic.

Once a sponsor / partner has been explored, the cooperation will be discussed and a final decision made by the commissioning body.

#### **4.4 Deliverables & Presentation of the Results**

The organisation or individual(s) commissioned will be expected to include the following information (and any relevant costs) in the offer:

- A full report in electronic format (Word), with the outcome of the study; the report should include:
  - o An executive summary;
  - o A clear presentation of the main results;
  - o A detailed description of the applied methodology/ies (as an annex);
  - o Additional material and links to download relevant material (as an annex);
- A PowerPoint presentation of the main results.
- An infographic of the key results for public dissemination.
- A file containing the original raw data from the research.
- A press release (2000-3000 characters).

The final report should be in **British English** (as opposed to American English). The commissioned tenderer is responsible for ensuring that the final document is of sufficiently high quality (both the English language and editing) to enable speedy publication without further editing. As specified under 5.1, tenderers are invited to submit illustrative material in the proposal.

The organisation or individual(s) commissioned should be prepared to present the findings online and in person:

- The organisation or individual(s) should be prepared to organise a **web-based seminar** to disseminate the main results of the study.
- The organisation or individual(s) should also be prepared to give an **oral presentation** at an ETC Market Intelligence Group Meeting or an ETC General Meeting - depending on the date of delivery.

Travel and accommodation costs for this presentation (1 person) will be covered by ETC.

### **5. Proposals and Tender Evaluation**

#### **5.1 Proposals**

The proposal should include:

- Detailed description of the approach to compile an inventory of consumer trends and identify the most relevant in the context of lifestyle and tourism.
- Detailed description of the method and selection criteria to compile the collection of case studies.
- Detailed description of proposed primary research methodology/ies.
- Detailed breakdown of prices (excluding travel costs).
- If any, travel costs not covered by the ETC (see below) should be specified separately.

- References to similar projects (if applicable).
- Detailed timeline for the completion of the study.
- Statement of financial viability.
- The CV of the people involved in the project.

The provision of detailed information is considered a plus. For this specific tender, consultants are invited to annex material (i.e. extracts of reports, screenshots, etc.) that proves their capability to graphically interpret results in a way that is both appealing and highly illustrative.

Proposals should be submitted in electronic format, not exceeding 20 pages, to the project leader listed below by **14:00 (CET) on 18<sup>th</sup> May 2015 at the latest**:

Project leader:

**Ms. Stefanie Gallob**, ETC Executive Unit: [stefanie.gallob@visiteurope.com](mailto:stefanie.gallob@visiteurope.com)

Representative of the commissioning body:

**Mr. Eduardo Santander**, ETC Executive Unit, Brussels: [eduardo.santander@visiteurope.com](mailto:eduardo.santander@visiteurope.com)

## 5.2 Tender Evaluation

The contract will be awarded on the basis of the consultant's proven ability to deliver on the stated objectives. The selection criteria used will include, *inter alia*:

- The relevant experience of the project team, with an emphasis on know-how in research and marketing.
- The approach to compile the inventory and select relevant trends and case studies.
- The methodology to collect primary research data.
- The level of innovation and imagination brought to the project, the methodology and its solution.
- The commitment to deliver results within the allotted timeframe and budget.
- The most economically advantageous project, i.e. the project that offers the best value for money.

ETC reserves the right to decline from all tenders.

## 6. Miscellaneous

Please note that ETC will be the exclusive owner of the data and deliverables, and is free to decide on their use.

The consultant will be responsible for conducting the research in the appropriate language for the sample (and any translating / interpreting that is required).

Brussels, 15 April 2015

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