



CENTRAL AMERICA TOURISM AGENCY (CATA)

**TERMS OF REFERENCE FOR CONTRACTING AN AGENCY SPECIALIZED
IN PUBLIC RELATIONS AND COMMUNICATION SERVICES FOR
CENTRAL AMERICA AND THE DOMINICAN REPUBLIC IN **THE**
NETHERLANDS - YEAR 2024**

Concept	Applicant's proposal
Name	Hiring of an agency specialized in public relations and communication services for Central America and the Dominican Republic in the Netherlands - year 2024.
Form of contract	Open competitive bidding.
Subject Matter of the Procurement	To have an agency specialized in public relations and communication services for Central America and the Dominican Republic in the Netherlands - year 2024.
Deadline	Five months from the commencement order.
Amount up to	7200 €, for the entire contract.



I. BACKGROUND

In the context of the XXII Summit of Heads of State and Government of Central America held in San José, Costa Rica, on December 13, 2002, the Central American Tourism Council (CCT), in coordination with the Federation of Central American Chambers of Tourism (FEDECATUR), was instructed to establish the Central America Tourism Agency (CATA).

CATA aims to plan, coordinate, assist, execute, and stimulate tourism promotion in the Central American region and the Dominican Republic. It is a technical entity, which is managed in such a way that it can respond to the commercial activities of the international tourism industry. CATA's member countries are Belize, Guatemala, Honduras, El Salvador, Nicaragua, Panama, and the Dominican Republic.

Since 2004, it established its permanent headquarters in Madrid, Spain, with the ability to open branches and subsidiaries in other cities and countries. It has a subsidiary office in Central America operating from San Salvador, Republic of El Salvador.

In recent years, CATA has been implementing a communication and dissemination strategy for Central America in Europe, focusing on its six target markets: Spain, Germany, France, Italy, the United Kingdom, and the Netherlands. CATA's general objective is to achieve the positioning of Central America and the Dominican Republic as a multi-destination with the capacity and level to satisfy the expectations and demands of potential multi-destination tourists to the region who like to live unique and authentic experiences; and to manage and maintain a positive and secure image of the SICA region in its target markets.

For this reason, CATA needs the services of an agency specialized in public relations and communication services with extensive international experience and proven management of the image of tourism brands and destination promotion to implement communication actions in the Dutch market.

CATA has identified the following as its main stakeholders:

- a) Companies in the tourism sector in general
- b) Airlines
- c) Wholesale tour operators in the travel industry
- d) Travel Agencies
- e) Hotels
- f) Cruises
- g) Opinion leaders
- h) Diplomatic corps
- i) International organizations
- j) Media outlets in general
- k) Specialized travel media, including blogs
- l) Influencers specialized in travel and tourism



m) Any other stakeholder that can be identified

II. INTERESTED INSTITUTION AND OBJECT OF THE HIRING

Based on the general and specific objectives and identified audiences, the Central America Tourism Agency (CATA) would like to receive technical and economic proposals from specialized agencies located in the Netherlands, interested in providing public relations and communication services for the DUTCH market.

III. GENERAL OBJECTIVE:

To continue the visibility and reputation strategy for Central America and the Dominican Republic in the Netherlands, and to maintain a positive and secure image of the region as a multi-destination tourist hub in the Dutch market (Netherlands), considering the new travel trends driving tourism.

IV. SPECIFIC OBJECTIVES:

a) To maintain a positive and trustworthy image of Central America and the Dominican Republic as unique, safe tourist destinations, fully adapted to the demands of Dutch tourists (Netherlands), generating accurate communication strategies adapted to the new world tourism scenario.

b) To implement a visibility strategy that allows for fluid and constant communication with the audiences of interest.

c) To deepen relations and foster closer ties with key players in the market so that the Central American multi-destination is at the top of the mind of Dutch tourists in Netherland.

d) To promote and increase sales of Central America's tourism offerings and the Dominican Republic's tourism products in the Netherlands through targeted communication actions aimed at wholesale tour operators and travel agencies.

e) To maintain the presence of the Central American multi-destination and the Dominican Republic's tourism product in the Dutch market (Netherlands) through effective communication, motivational, and educational strategies with key tour operators in the target market. This aims to enhance marketing efforts for the region and attract more European visitors to CATA member countries.

g) To increase CATA's media exposure in the Dutch market (Netherlands).

h) To identify key media outlets in the Dutch market (Netherlands) to increase awareness of destinations in Central America and the Dominican Republic.



V. ACTIVITIES TO BE DEVELOPED:

The public relations and communications agency in the Netherlands shall perform the activities described below - in their entirety - in the language of the target market:

1) Drafting and distribution of at least two press releases per month, with valuable content for media outlets in the Netherlands, starting in the first month of the contract. During the term of the contract, the press releases must include all seven CATA member countries equally and must be written with content that maintains a positive image of the region.

2) Coordination of at least one interview per month in the specialized media of the Netherlands with the secretary general of CATA, ministers of tourism of the region, or presidents of the chambers of tourism of the region.

3) Attention to requests from the press and wholesalers, and details of the management of the Dutch market (Netherlands).

4) Strategic communication management and crisis management, if necessary, with the media outlets, to maintain the positive image of the region.

5) Organization of a face-to-face event in the Netherlands, such as a business roundtable, breakfast presentation, press conference, or thematic event to highlight the Central American brand. This action will include event organization, results report, and clipping. CATA will assume the cost of organization, venue, and food.

6) Management of Vakantiebeurs activities, which may include, but are not limited to:

- Management of at least ten appointments per National Tourism Authority attending the fair and requiring an agenda of appointments within the context of the fair. Appointments should be scheduled with the media to generate articles, or with key players in the tourism industry of the target market, such as airlines, wholesalers, and international organizations, among others of interest. These appointments should be directed to the ministers of tourism, presidents of the chambers of tourism of the SICA region, and the Secretary General of CATA. Appointments with the media should be aimed at generating media content. That is to say, they should not have the sole purpose of offering advertising services.
- On-site accompaniment to coordinate and manage appointments during the fair. The costs of admission to the fair must be covered by the bidding company.
- Preparation and distribution of a press release and Press Kit.
- Coordination of an opening toast at the Central America stand during Vakantiebeurs 2025. The costs of the toast will be assumed by CATA.

7) Convening at least one press conference and management of the event venue (CATA will assume the cost of the event venue and food) in the Dutch market (Netherlands).



8) Dutch market (Netherlands) situation analysis: management and sending of monthly marketing recommendations to CATA member countries for decision-making.

9) Others: The agency may propose additional innovative and creative public relations and communication actions in its proposal, such as destination presentations, media initiatives, or targeted segment activities.

10) During the term of the contract, the company shall not consider the following activities as services to be paid additionally:

1. Sending press releases to the proposed media base.

VI. EXPECTED PRODUCTS

As a result of the hire, we expect to have digital documents that incorporate the following attestations:

a. Proposed 'Action Plan' for a five-month period, detailing objectives, strategies, media channels, key messages, target audiences, and a timeline.

b. A monthly report (digital, in Spanish) that includes the results achieved overall and by country, description of activities carried out, clipping, return on investment, audiences reached, negotiations with trade and media outlets, opening percentage of press releases sent, reports on market behavior, proposals for improvement, evidence and witnesses of actions carried out, as well as monthly conclusions and recommendations.

c. Management summary report at the end of the contract covering the impact of the management of the public relations and communication agency in the Netherlands, including all the activities in item b.

d. Reports by specific products will be delivered at the request of CATA's Secretary General or its Board of Directors, which will be annexed to the management summary report, including results reports for the management of events, meetings, and any other activity that includes analysis of results, ROI, clippings, audiences, evidence of articles generated as a multi-destination and by country, recommendations and conclusions for the Dutch market (Netherlands).

VII. TARGET MARKETS:

The Netherlands.

VIII. CONTRACTUAL CONDITIONS TO BE CONSIDERED:



The main liaison with the Public Relations and Communications agency will be CATA's Secretary General based in San Salvador, El Salvador, or a person designated by him/her, who will follow up and monitor the work plan.

CATA will provide the content, images, photographs, audiovisual material, promotional material, and other elements for the preparation of press releases and advertising materials.

All content, programs, and audiovisual material generated by the supplier will be the property of CATA and must be delivered in digital and editable files by the actions to be taken at the end of the contract.

The contracted company shall deliver the products following Section VI of these terms of reference.

To follow up on the contracted activities, a meeting should be held at least every 15 days.

IX. SUPPORTING DOCUMENTS FOR PAYMENT:

1. The contracted company must submit its respective monthly invoice.
2. The company shall prepare and deliver an executive report in Spanish with a summary of the actions carried out and programmed on a monthly basis. This executive report shall be prepared in accordance with Section VI of these terms of reference. The report must be digital and sent during the first week of the following month, by e-mail, to CATA's Secretary General and the liaison assigned for follow-up.

X. METHOD OF PAYMENT:

- Payments shall be made every month against the presentation of the monthly reports corresponding to the services rendered during the period to be liquidated, and in accordance with CATA's acceptance of conformity.
- Payments will be made monthly upon presentation of original invoices payable to CATA.
- Monthly, equal, and consecutive payments will be made for services rendered until the end of the contractual term.
- The currency applicable to this contract is euros, however, payments may be made for the equivalent amount in U.S. dollars at the date of payment.



XI. TERMS:

The rating committee will have up to 30 working days after receipt of the bids to communicate its award decision.

XII. JURISDICTION FOR THE RESOLUTION OF CONFLICTS:

The jurisdiction applicable to this contract shall be that of Spain, where CATA has its headquarters.

XIII. QUESTIONS OR QUERIES REGARDING THE TERMS OF REFERENCE AND DOCUMENTS:

Interested parties may submit questions or queries related to the terms of reference and other documents only via e-mail to Ms. Karina Cantó at karinacanto@catacentroamerica.com, with a copy to info@catacentroamerica.com.

XIV. CONTACT TO SUBMIT THE OFFER:

Participants should submit their proposals digitally (via e-mail) addressed to:

Central America Tourism Agency - CATA

Contract Administrator, Karina Cantó, Promotion and Marketing Coordinator

Address: Edificio SG- SICA - Secretaría de Integración Centroamericana. Final Bulevar Cancillería, Distrito El Espino, Ciudad Merliot, Antiguo Cuscatlán, La Libertad, El Salvador.

Phone: (503) 2248-6923

XV. GENERAL AND TECHNICAL SPECIFICATIONS:

For evaluation purposes, the company must submit a proposed public relations and communication strategy from November 2024 to March 2025, according to the following technical guidelines:

MARKETING DESCRIPTION FOR PUBLIC RELATIONS AND COMMUNICATION STRATEGY:

Background:

CATA was established in 2002 by the mandate of heads of state. Since 2015, it has had its headquarters in Spain and a subsidiary office in El Salvador. CATA integrates the efforts of the



public and private sectors of the seven countries comprising the SICA Region: Belize, Guatemala, El Salvador, Honduras, Nicaragua, Panama, and the Dominican Republic.

The Board of Directors is the supreme body of CATA, consisting of the heads of the National Tourism Administrations and the presidents of the National Chambers of Tourism affiliated with FEDECATUR.

CATA's main objective is to plan, coordinate, assist, execute, and stimulate the tourism promotion of the SICA Region as a multi-destination, offering complementary experiences among the peoples and cultures of the region with emotional, symbolic, and experiential values.

To promote the concept of multi-destination tourism more effectively, four major tourism product portfolios have been identified across the region, complemented by a cross-cutting element: gastronomy. While not limited to these, visitors can explore the region based on various interests, and the four primary product portfolios include:

- **The Mayan World:** encompasses four countries in the SICA region (Belize, Guatemala, Honduras, and El Salvador), along with five states in southern Mexico. CATA promotes the tourist routes of the Mayan World in Central America. It is noteworthy that CATA has collaborative alliances with the Mayan World Organization, which oversees the promotion of the entire Mayan World region.
- **The Caribbean:** includes sun and beach tourism in the Caribbean Sea, encompassing the Dominican Republic, Belize, Guatemala, Honduras, Nicaragua, and Panama. It also promotes diving and snorkeling destinations in Belize and Honduras, which share the second-largest barrier reef in the world.
- **Nature tourism:** invites you to enjoy ecotourism, agrotourism, adventure tourism, and community-based tourism. This multi-destination can be enjoyed but is not limited to, the natural areas in La Selva Maya (Guatemala and Belize), El Trifinio (Guatemala, El Salvador, Honduras), or La Mosquitia (Honduras and Nicaragua).
- **Pacific Coast:** Nautical tourism, surf tourism, and other water sports. An exemplary multi-destination is the Gulf of Fonseca, which combines Nicaragua, Honduras, and El Salvador.

The region has exceeded pre-pandemic tourism levels by 19%. In 2019, the region received 21.2 million visitors, and by 2023, this number had increased to 25.4 million. The main markets of interest for CATA are Europe, Asia, and North America, and one of the most important markets is the Netherlands.

The objective of the marketing promotion is to increase the number of visitors to the region. To achieve this, work is being done in two key areas: positioning the Central America brand and facilitating marketing spaces for the multi-destination, mainly at international fairs.



Considering that the Netherlands is one of the region's most important markets, CATA focuses on brand positioning campaigns and creating relevant content about the region. Additionally, CATA participates in Vakantiebeurs, the Dutch largest tourism fair held annually in January in Utrecht. The fair targets tour operators who purchase packages from Central American tour operators, known as buyers or wholesalers.

CATA's public relations and communications objectives in the Netherlands are as follows:

- To generate news content about Central America.
- To have the presence of the Central America brand in media that generates important added value for CATA.
- To position the region as a multi-destination tourism hub under the Central America brand.

To achieve these objectives, a proposal for a public relations and communications strategy is requested, according to the following terms:

A. GENERAL SPECIFICATIONS OF THE BIDDING COMPANY:

The bidding company in the Dutch market (Netherlands) needs to have the appropriate credentials demonstrating experience in public relations and tourism communication. Therefore, the bidding company is expected to meet the following fundamental requirements:

a. Legal Documentation:

1. Deed of incorporation of the entity (or its legal equivalent in the bidder's country of domicile), duly registered in the corresponding registry of the country of origin. If not in Spanish, a translation is required.
2. Appointment of the legal representative of the entity (or its legal equivalent in the bidder's country of domicile), duly registered in the corresponding registry of the country of origin. If not in Spanish, a translation is required.
3. Legible and complete photocopy of the passport of the legal representative.
4. Form of the Unified Tax Registry or its equivalent in the country of origin duly registered, as well as the sworn translation if it is not in Spanish.
5. Commercial patent of the company or corporation, or its equivalent, duly registered, along with a sworn translation if not in Spanish. If this document does not exist in the country of origin, please attach a letter justifying it.



6. Account number and letter from the bank showing that the company is registered with the bank. The letter must be stamped and signed by the bank.
7. Audited financial statements (the most recent available) with the external auditor's report including a) report on the financial statements; b) basic financial statements; and c) notes to the financial statements.

b. Agencies with more than five (5) years of proven experience in international communications and public relations programs:

1. Include client portfolio:

- ✓ Previous works
- ✓ Contact details (telephone, e-mail, position)
- ✓ General work strategies
- ✓ Proven ability to execute (submit a successful example of a strategic timeline executed for a company, with a breakdown of regular activities per month - signed and stamped by the contracting company).

b. Proven experience in public relations and communications, including established relationships with media, tour operators, or airlines, along with multidisciplinary teams possessing desirable experience in international public affairs management across the region's countries, crisis management, and specialized tourism media management. This information must be substantiated by letters or documents verifying their experience. These letters (minimum three) must prove experience and meet the evaluation criteria of the service provided by the company and will be verified by CATA's evaluation committee.

c. Proven experience in the development of strategic plans, with knowledge of the market, general media, specialized tourism media, and analysis of the consumption of specialized tourism media. The information must be accredited by means of letters or documents that prove their experience. These letters (minimum three) must prove experience and meet the evaluation criteria of the service provided by the company and will be verified by CATA's evaluation committee.

e. Nationality of the bidding company. Companies participating in the process must be of Dutch nationality or have a subsidiary in the Netherlands.

f. The contracting company must include in its minimum work team designated for CATA personnel who will be available as needed, and must include at least:

- An account executive with a minimum of three (3) years of experience in public relations or similar activities.



- A media coordinator with at least five (5) years of experience in media management, coordination of interviews, press conferences, and similar activities.
- An administrative designee with a minimum of two (2) years of experience in similar functions.

B. TECHNICAL PROPOSAL:

As noted above, for evaluation purposes the company must submit a public relations and communications strategy proposal from November 2024 to March 2025, in accordance with the following technical guidelines:

The following are the specific services based on the anticipated product that must be provided by the public relations and communications firm for evaluation of the submitted bid. All services must be developed in Spanish and aligned with Section V, *ACTIVITIES TO BE PERFORMED*, of the current *Terms of Reference*.

a. "Visibility and Reputation Proposal for Central America and the Dominican Republic:"

Develop a "Visibility and Reputation Proposal for Central America and the Dominican Republic" aimed at strengthening, improving, and maintaining a positive and secure image of Central America as a multi-destination and promoting the tourism product of the Dominican Republic to Dutch tourists (Netherlands).

b. Media Monitoring:

Monthly monitoring (*clipping*) of news from Central America and the Dominican Republic in the Dutch market (Netherlands), including audiences reached and advertising value. Include analysis, proposal, and recommendations on next steps.

c. Press Materials:

- Press Releases. The company must develop press releases with strategic content for Central America and the Dominican Republic, integrating relevant news for diverse audiences, cutting-edge topics, launches, and destination events, among others, while highlighting the seven countries comprising CATA.

- Media Partnership Management. The company should identify and contact various television channels and programs, such as press outlets, to explore national and international exposure opportunities.



- The company will also arrange interviews or meetings with the media in the Dutch market (Netherlands) and organize press conferences at the request of the CATA Secretary General. In activities targeting the Dutch market, such conferences will be conducted by the CATA Secretary General or the National Tourism Authorities comprising CATA.

XVI. CRITERIA TO BE EVALUATED:

This section is especially important for the bidders, who must pay special attention to the fulfillment of the evaluation criteria, since said criteria and the scores obtained will be the basis for discussion by the Bid Evaluation Panel, for the purpose of recommending the award of the process.

The documents that make up the technical bid shall be submitted in the way required in this section of the bidding conditions.

The following are the criteria and parameters for evaluating the content of the technical bid:

The evaluation committee will score the received proposals based on total points per criterion, selecting the bidder that best meets the general and technical specifications requested. The committee will penalize the bidders by subtracting points from each line item for noncompliance with the requested specifications. The committee will award the bidder with the highest total score in the proposal.

XVII. ASPECTS TO BE EVALUATED AND SCORING

No.	Description	Score	Weighting
1	Legal documentation	100 points	5%
2	Demonstrated experience	100 points	25%
3	Technical proposal	100 points	40 %
4	Estimated ROI	100 points	30 %
Total		100 points	100%

XVIII. PRESENTATION OF DOCUMENTATION TO PARTICIPATE IN THE BIDDING PROCESS:

The bidder must submit a letter of intent duly signed and sealed by the entity's representative. In addition, the following documents must be submitted in digital format and in the order specified below:

1. Legal documentation:

Criteria	Up to... Points
a) Deed of incorporation of the entity (or its legal equivalent in the bidder's country of domicile), duly registered in the corresponding registry of the country of origin. If not in Spanish, a translation is required.	20
b) Appointment of the legal representative of the entity (or its legal equivalent in the bidder's country of domicile), duly registered in the corresponding registry of the country of origin. If not in Spanish, a translation is required.	10
c) Legible and complete photocopy of the passport of the legal representative.	10
d) Form of the Unified Tax Registry or its equivalent in the country of origin duly registered, as well as the sworn translation if it is not in Spanish language.	10
e) Company's and corporation's commercial patent or its equivalent duly registered, as well as the sworn translation if it is not in Spanish language. If this document does not exist in the country of origin, please attach a letter justifying it.	20
f) Account number and letter from the bank showing that the company is registered with the bank. The letter must be stamped and signed by the bank.	10
g) Audited financial statements (the most recent available) with the external auditor's report, including a) opinion on the financial statements; b) basic financial statements and c) notes to the financial statements.	20

2. Demonstrated experience:

Criteria	Up to... Points
a) Includes client portfolio as requested in the "general specifications" section.	20

<p>b) Proven experience in public relations and communications, with a proven relationship with the media, tour operators or airlines, with multidisciplinary teams with desirable experience in the management of international public affairs in the countries of the region, crisis management and management of specialized tourism media. The information must be accredited by means of letters or documents that verify their experience. These letters (minimum three) must prove experience and meet the evaluation criteria of the service provided by the company and will be verified by CATA's evaluation committee.</p>	30
<p>c) Proven experience in the development of strategic plans, with knowledge of the market, general media, specialized tourism media, and analysis of the consumption of specialized tourism media. The information must be evidenced by means of letters or documents that prove their experience. These letters (minimum three) must verify experience and meet the evaluation criteria of the service provided by the company and will be verified by CATA's evaluation committee.</p>	20
<p>d) Account Executive- Resume, with company seal, certifying that the experience of the person proposed for account executive in the position is at least three years throughout his/her professional career.</p>	10
<p>e) Media Coordinator - Resume, with company seal, certifying that the experience of the person proposed for media coordinator in the position is at least five years throughout his/her professional career.</p>	10
<p>f) Administrative Executive - Resume, with company seal, certifying that the experience of the person proposed for administrative executive in the position is at least two years throughout his/her professional career.</p>	10

3. Technical Proposal

Criteria	Up to... Points
<p>a) Present a "Visibility and Reputation Proposal for Central America and the Dominican Republic" to help strengthen, improve, and maintain a positive and secure image of Central America as a multi-destination and the positioning of</p>	40 points

<p>the Dominican Republic's tourism product among Dutch tourists (Netherlands). To be evaluated:</p> <ul style="list-style-type: none"> • Image management proposal. Up to 10 points. • Proposal for positioning in public opinion. Up to 10 points. • Proposal of media. Up to 5 points. • Estimated advertising value based on the proposed media. Up to 5 points. • Agenda proposal for the Secretary General in the framework of Vakantiebeurs. Up to 5 points. • Work schedule. Up to 5 points. 	
<p>b) Present a monitoring of news media from Central America and the Dominican Republic in the Dutch market (Netherlands). To be evaluated:</p> <ul style="list-style-type: none"> • <i>Clipping</i> presentation that must include date of publication, publication media source, title of the article, countries mentioned, advertising value, informative value, audiences reached, link to the article, and other elements that the company considers necessary for <i>clipping</i> analysis. 	20 points
<p>c) Proposal for the preparation of a press release with strategic content to position Central America and the Dominican Republic, integrating relevant news for different audiences. To be evaluated:</p> <ul style="list-style-type: none"> • Proposed content. Up to 10 points. • List of media to which the note will be distributed. Up to 5 points. • Estimated advertising value based on the proposed media. Up to 5 points. 	20 points
<ul style="list-style-type: none"> • <i>Publicity</i> proposal, to be evaluated: • Proposal for unpaid advertising (<i>publicity</i>). Up to 5 points. • List of proposed means. Up to 5 points. • Estimated advertising value based on the proposed media. Up to 10 points. 	20 points

Note 2: To be eligible, companies must score at least 80 points in the technical evaluation.

4. Estimated ROI:

ROI should be demonstrated based on the advertising value detailed in the public relations and communication proposal versus the contracted value. The values in the table should allow for the following formula:

$$\text{ROI} = (\text{advertising value} - \text{contracted value}) / \text{contracted value}.$$



The ROI proposed by each bidder will be reviewed and ranked from highest to lowest. The maximum score to be obtained in this section is up to 100 points, which will then be weighted by 30%.

The points obtained by ROI are analyzed based on historical data collected by CATA and are classified as follows:

ROI	Score
More than 400%	100 points
Between 300% and 400%	90
Between 200% and 300%	50
Between 100% and 199%	0

Score offer to be evaluated = Points obtained X 0.30

Interested parties may submit questions or queries related to the terms of reference and other documents only via e-mail to Ms. Karina Cantó, karinacanto@catacentroamerica.com with a copy to info@catacentroamerica.com.

The deadline for submission of bids is 23:59 on August 12, 2024 (CST). Proposals will not be received after the stated date and time.

XXI. POST-AWARD CONSIDERATIONS:

a) The successful bidder must take into account that they will have to submit (before the execution of the corresponding contract) the documentation detailed above, duly legalized and with legal passes, translated by a sworn translator in Spanish or, failing that, legalized by a notary in exercise abroad, and translated by a Salvadoran sworn translator, duly notarized, in order for it to take effect in El Salvador following the law.