I. Project Description

The Pacific Tourism Organization (SPTO) is undertaking a comprehensive revamp of its Consumer website to align with current digital trends and enhance user engagement. The project involves a complete reskinning of the website, including a redesign of the user interface and user experience (UI/UX), to offer a more intuitive, visually appealing, and mobile-responsive platform. The selected digital communications and technology agency will be responsible for the redesign, content integration, and implementation of new functionalities that cater to the needs of modern travelers.

The goal of this revamp is to create a dynamic and engaging platform that not only showcases the rich diversity of the Pacific region but also facilitates seamless interaction and information sharing among users. SPTO will manage the ongoing maintenance of the website post-launch, ensuring it remains updated and operational. This project is crucial in positioning the SPTO Consumer website as the premier digital destination for travelers seeking authentic experiences across the Pacific.

II. Background

The Pacific Tourism Organization (SPTO) has been at the forefront of promoting and supporting the tourism industry across the Pacific Islands. The Consumer website is a key platform in these efforts, showcasing the diverse cultures, pristine environments, and unique experiences available in the region. Since its launch, the website has served as a vital resource for potential travelers, providing detailed information about destinations, activities, and travel logistics.

The importance of a strong digital presence has only increased in the wake of global events such as the COVID-19 pandemic. The current website has played a crucial role in maintaining visibility for the Pacific Islands as desirable travel destinations, even during challenging times. The site's content has been pivotal in informing and engaging visitors, offering insights into open destinations, safety guidelines, and cultural highlights.

As the tourism sector recovers and evolves, there is a growing need to update the website to better meet the expectations of modern travelers who seek immersive digital experiences. This revamp aims to transform the SPTO Consumer website into a more dynamic, user-friendly, and content-rich platform. It will not only provide comprehensive travel information but also inspire and facilitate the discovery of the Pacific Islands' hidden gems. The upgraded website is expected to continue being a cornerstone in SPTO's strategy to promote sustainable and inclusive tourism in the region.

III. Objectives and Targeted Outcomes

The primary objective of this project is to comprehensively revamp the SPTO Consumer website to better serve the needs of modern travellers and support the ongoing digital marketing strategy of the Pacific Tourism Organisation. The revamped website is expected to become a more engaging,

informative, and user-friendly platform that effectively promotes the diverse tourism offerings of the Pacific Islands.

Specific Objectives

1. **Enhance User Experience (UX):**

   o Redesign the website's user interface to be more intuitive and visually appealing across all devices, including desktops, tablets, and mobile phones.

   o Implement a streamlined navigation system that allows users to easily find information on destinations, activities, and travel logistics.

   o Improve site accessibility to ensure inclusivity for all users, including those with disabilities.

2. **Strengthen Digital Presence:**

   o Increase the website's visibility in search engine results through advanced SEO practices, thereby attracting more unique visitors and reducing bounce rates.

   o Expand the website's reach by integrating social media sharing features, encouraging users to share content and drive traffic.

3. **Content Integration and Expansion:**

   o Populate the website with rich multimedia content, including high-quality images, videos, and interactive maps, to create a more immersive experience for users.

   o Develop new content sections that highlight lesser-known destinations, sustainable travel practices, and cultural insights, aligning with SPTO's focus on promoting responsible tourism.

4. **Increase Engagement and Interaction:**

   o Introduce new functionalities such as personalized itinerary planning tools and user-generated content sections where travellers can share their experiences and tips.

   o Facilitate user interaction through features like comment sections, forums, and social media integration, fostering a sense of community among travellers.

5. **Support SPTO's Strategic Goals:**

   o Align the website's content and features with SPTO's broader initiatives, including sustainable tourism, regional cooperation, and capacity building.

   o Ensure the website remains a valuable resource for industry stakeholders, offering data, reports, and insights relevant to the Pacific tourism sector.

Targeted Outcomes

- **Increased Traffic and Engagement**

A measurable increase in unique visitors, page views, and time spent on the site, coupled with a decrease in bounce rates.

- **Improved User Satisfaction**

Higher user satisfaction rates reflected through positive feedback and repeat visits.

- **Enhanced SEO Performance**

Improved rankings on search engines, leading to greater organic traffic.

- **Greater Social Media Integration**

More content shares across social media platforms, expanding the website's reach and influence.

- **Stronger Brand Positioning**

Positioning the SPTO Consumer website as the leading digital platform for Pacific Island tourism, recognized for its quality content and user-centric design.

IV. Scope of Work and Deliverables

Scope of Work

Status and Needs Analysis

Competitor Analysis

Conduct a thorough review of competitor websites to identify strengths, weaknesses, and opportunities that can inform the redesign.

Site Audit

Perform a comprehensive audit of the current SPTO Consumer website to assess its performance, user experience, and technical aspects.

Business Strategy Proposal

Develop a strategy that aligns the website's goals with SPTO's broader objectives, specifically integrating with the SPTO Consumer, Trade and Media Marketing Strategy, SPTO Digital Content Upgrade Strategy, the SPTO Digital Marketing Strategy, and the SPTO Digital Strategy. This proposal should include target audience identification, digital marketing strategies, and content alignment to ensure a cohesive approach across all SPTO digital initiatives.

Key Performance Indicators (KPIs)

Establish clear KPIs to measure the success of the website revamp, focusing on user engagement, traffic, and SEO performance.

Design and Concept Refresh

Creative Concept Design

- Propose a new visual identity for the website that reflects the Pacific Islands' unique culture and natural beauty while ensuring a modern and clean design.

Sitemap and Wireframes

- Develop a detailed sitemap and wireframes to outline the website's structure and navigation.

Functional Specifications

- Define the technical requirements for new features and functionalities, ensuring that they align with user needs and SPTO's strategic goals.

Mock-ups and Prototyping

- Create high-fidelity mock-ups and prototypes for key pages and features, allowing SPTO to review and approve the design before development begins.

Website Development

Phase 1: Technical Setup

Domain and Hosting Setup

Configure the website's domain, hosting, and database infrastructure to ensure security, reliability, and scalability.

SSL and Security Integration

Implement SSL certificates and other security measures to protect user data and ensure compliance with international standards.

Analytics Tagging

Integrate advanced analytics tools to track user behaviour, traffic sources, and conversion rates.

User Acceptance Testing (UAT)

Conduct rigorous UAT to identify and resolve any issues before the website goes live.

Phase 2: Content Integration

Content Population

Populate the website with content provided by SPTO, including articles, multimedia, and destination information.

Subpage Development

Create at least six new subpages dedicated to specific tourism initiatives, destinations, events, or content areas such as blogs and user-generated content. These subpages will serve various purposes:

1. **Events**: Provide a central hub for all event-related information, including schedules, registration details, and real-time updates, to boost engagement and participation.
2. **Blogs and Articles**: Offer regularly updated content on travel tips, cultural insights, and destination highlights, enhancing SEO and driving repeat visits to the website.
3. **Destination Pages**: Feature detailed information on specific locations, including attractions, accommodations, and travel logistics, helping travellers make informed decisions.
4. **Niche Segments**: Develop dedicated subpages focused on niche tourism segments, such as eco-tourism, adventure tourism, cultural tourism, and other specialized interests. These pages will offer targeted information, resources, and inspiration to travellers seeking unique and specialized experiences within the Pacific region.
5. **Campaign-Specific Pages**: Focus on particular marketing efforts, such as promoting sustainable tourism or special travel deals, with targeted content designed to convert visitors into customers.
6. **User-Generated Content**: Engage the community by showcasing traveller stories, reviews, and photos, adding authenticity and fostering a sense of connection among visitors.

Localization and Multilingual Support:

Online Translation Services

Implement third-party translation services to cater to multiple languages, including but not limited to English, French, Chinese, and Japanese. This will allow for translation into any language as needed.

Web Maintenance and Technical Support:

- Develop a detailed plan for ongoing website maintenance, including regular updates, bug fixes, and content management.

- Provide technical support during the initial launch phase to address any issues that may arise post-launch.

- **Training and Handover**

Conduct training sessions for SPTO staff to ensure they are equipped to manage and update the website independently after the project's completion.

Terminal Report

- Submit a terminal report that includes insights, analysis, recommendations, and an evaluation of the project's outcomes.

- Organize marketing and technical workshops for SPTO staff, focusing on the skills and knowledge needed to maintain and enhance the website moving forward.

Deliverables

1. **Detailed Business Strategy Proposal:** Outlining the approach, timeline, and expected outcomes.

2. **High-Fidelity Design Mock-ups and Prototypes:** For key pages and features.

3. **Fully Developed and Tested Website:** Including all specified functionalities and content.

4. **Training Materials and Sessions:** To ensure SPTO staff are capable of managing the website post-launch.

5. **Final Terminal Report:** Documenting all aspects of the project, including successes, challenges, and lessons learned.

V. Project Duration and Budget Allocation

Project Duration

The SPTO Consumer website revamp project is now scheduled to run from **14th September to 12th November**. This adjusted timeframe allows for the complete execution of all project phases, including analysis, design, development, testing, and final reporting. The duration is structured as follows:

- **Week 1 (14th September to 21st September):** Status and Needs Analysis

  o Conducting competitor analysis, site audits, and developing the business strategy proposal.

- **Week 2 to Week 3 (22nd September to 5th October):** Design and Concept Refresh

  o Creating the creative concept design, sitemap, wireframes, and functional specifications. High-fidelity mock-ups and prototypes will be reviewed and approved.

- **Week 4 to Week 6 (6th October to 25th October):** Website Development

  o Technical setup, content population, and the creation of the five new campaign subpages. User Acceptance Testing (UAT) will also be conducted during this period.

- **Week 7 to Week 8 (26th October to 2nd November):** Localization and Multilingual Support

  - Implementing third-party translation services for multiple languages, including English, French, Chinese, and Japanese, and ensuring that all localization features are functional.

- **Week 9 to Week 10 (3rd November to 11th November):** Final Testing and Launch Preparations

  - Final checks, UAT, and preparation for the website launch.

- **Week 10 (12th November):** Launch

  - Official launch of the revamped SPTO Consumer website.

Budget Allocation

The budget for the project is set at **NZD 30,000**. This budget is allocated across the various phases of the project as follows:

1. **Status and Needs Analysis**: NZD 5,000

2. **Design and Concept Refresh**: NZD 7,000

3. **Website Development**: NZD 10,000

4. **Localization and Multilingual Support**: NZD 3,000

5. **Web Maintenance and Technical Support**: NZD 2,000

6. **Terminal Report and Workshops**: NZD 3,000

Payment Schedule

Payments will be made progressively upon completion of each project phase, subject to the approval of deliverables by SPTO.

VI. Qualifications of the Agency

To ensure the successful execution of the SPTO Consumer website revamp, the selected agency must demonstrate its capability through relevant experience, technical expertise, and a qualified team. These qualifications will be evaluated based on the agency's past performance, overall competence, and ability to meet SPTO's project objectives.

Agency Requirements:

1. **Experience and Track Record:**

- o The agency should have **significant experience** in website design and development, with a particular focus on projects within the tourism industry or other sectors requiring rich multimedia content and user-friendly interfaces.

- o The agency must have successfully completed **projects of similar scope** within the last three years, showcasing their ability to handle complex web development tasks, including design, content integration, and technical setup.

- o Previous experience with **multilingual websites** and the integration of online translation services is highly desirable.

2. **Technical Expertise:**

- o The agency must demonstrate proficiency in modern web development technologies and best practices, including responsive design, content management systems (CMS), SEO optimization, and analytics integration.

- o A strong understanding of **user experience (UX) design** and the ability to create visually appealing and easy-to-navigate websites is essential.

- o The agency should be capable of ensuring high levels of website security and data protection, in line with international standards.

3. **Personnel Qualifications:**

- o The agency should have a team composed of experienced professionals, including project managers, web developers, UX/UI designers, and content strategists.

- o **Project Management**: The team should include a project manager who has experience leading digital projects, particularly in web development.

- o **Web Development**: Skilled developers with a strong background in both front-end and back-end development, capable of implementing complex functionalities.

- o **Design and User Experience**: Designers who can craft user-friendly and visually compelling interfaces.

- o **Content Strategy**: Professionals who can effectively manage and organize content to enhance the website's engagement and effectiveness.

4. **Portfolio and References:**

- o The agency must provide a portfolio demonstrating their work on similar projects, highlighting their ability to deliver high-quality digital solutions.

- o References from previous clients, especially those within the tourism sector or similar industries, are essential to validate the agency's experience and performance.

5. **Financial Stability:**

   o The agency should demonstrate financial stability, ensuring that they can manage the project's budget and meet all contractual obligations. This may include providing financial statements or evidence of previous successful project completions.

6. **Competencies and Skills Experience:**

   o Proven expertise in web development and digital design.

   o Extensive experience in upgrading and managing digital websites, preferably for tourism organizations.

   o Strong understanding of SEO, mobile optimization, and web standards.

   o Excellent communication and interpersonal skills to effectively engage with NTOs.

   o Ability to provide training and support to non-technical staff.

7. Documentation Required:

   o CVs of those involved in this project to be included in the proposal.

   o Provision of a business license.

   o Technical Proposal.

   o Financial Proposal Forms.

Evaluation Criteria:

- **Relevance of Experience (30%)**: The extent of the agency's experience in similar projects, particularly in tourism or related sectors.

- **Technical Competence (30%)**: The agency's technical skills and overall approach to web development.

- **Creativity and Innovation (20%)**: The ability to introduce innovative ideas that align with SPTO's goals.

- **References and Reputation (10%)**: The agency's standing in the industry and feedback from past clients.

- **Financial and Operational Stability (10%)**: The agency's ability to manage the project effectively within the given budget and timeframe.

VII. Criteria for Evaluation

The evaluation of the proposals submitted by agencies will be based on a set of criteria designed to identify the most capable partner for the SPTO Consumer website revamp project. The evaluation process will ensure that the selected agency has the requisite experience, technical expertise, and innovative capabilities to deliver a high-quality website that meets SPTO's strategic goals.

Evaluation Criteria

1. **Experience and Past Performance (30%)**

   o **Relevant Experience**: The agency's demonstrated experience in executing similar projects, particularly within the tourism sector or for clients with similar needs.

   o **Past Performance**: Review of the agency's previous work, including the quality of deliverables, client satisfaction, and the ability to meet project timelines and budgets.

2. **Technical Competence and Approach (30%)**

   o **Technical Expertise**: The agency's proficiency in modern web technologies, user experience (UX) design, SEO optimization, and analytics integration.

   o **Project Approach**: The proposed methodology for executing the project, including the planning, design, development, and testing phases. The approach should demonstrate a clear understanding of SPTO's objectives and the ability to deliver a tailored solution.

3. **Innovation and Creativity (20%)**

   o **Creative Solutions**: The agency's ability to propose innovative ideas and solutions that enhance the user experience and align with SPTO's vision.

   o **Design and Aesthetic Appeal**: The quality and creativity of the proposed design concepts, including how well they reflect the unique identity of the Pacific Islands and appeal to the target audience.

4. **Team Qualifications (10%)**

   o **Personnel Expertise**: The qualifications and experience of the proposed team members, including project managers, developers, designers, and content strategists.

   o **Team Composition**: The agency's ability to provide a well-rounded team capable of addressing all aspects of the project, from technical development to content strategy.

5. **Financial Proposal and Value for Money (10%)**

   - o **Cost-Effectiveness**: The competitiveness and transparency of the agency's financial proposal, including how well the proposed costs align with the project's scope and deliverables.

   - o **Budget Management**: The agency's ability to demonstrate effective budget management in past projects, ensuring that the project is delivered on time and within the allocated budget.

Scoring System

- Each criterion will be scored on a scale from 1 to 5, with 5 representing exceptional performance, 3 representing satisfactory performance, and 1 representing inadequate performance.

- The final score will be a weighted average based on the percentage allocation of each criterion.

Selection Process

- **Initial Screening**: Proposals will undergo an initial screening to ensure they meet the basic requirements outlined in the TOR.

- **Detailed Evaluation**: Shortlisted agencies will be evaluated in detail based on the criteria above. This may include interviews, presentations, or demonstrations of previous work.

- **Final Selection**: The agency with the highest overall score will be selected for the project. SPTO reserves the right to negotiate terms and conditions before finalizing the contract.

VIII. Other Terms and Conditions

1. **Revision and Modification**:

Any segment or phase of the project that is not implemented for any reason shall be revised or modified by the selected agency at no additional cost to SPTO. This ensures that all aspects of the project can be adapted for future implementation if necessary.

2. **Assessment and Effectiveness**:

The selected agency will be subject to regular assessments by SPTO to evaluate the effectiveness of the project phases. SPTO reserves the right to request adjustments or modifications to the project to better align with its objectives.

3. **Ownership and Intellectual Property**:

All digital content, creative concepts, designs, and original materials (both raw and edited) developed during the project will be the exclusive property of SPTO. SPTO will have full rights to use, modify, and distribute these materials as needed, both within the Pacific region and internationally.

4. **Reporting and Communication**:

The agency must provide regular progress reports detailing work completed, challenges encountered, and proposed next steps. These reports will be submitted according to a schedule agreed upon at the start of the project.

5. **Registration Requirement:**

All bidders must be registered on our SPTO Jobs link platform to be eligible for consideration.

6. **Termination Clause**:

SPTO reserves the right to terminate the contract at any stage if the agency is found incapable of delivering the project as required. Such termination will be guided by the terms outlined by the Government Procurement Policy Board (GPPB).

7. **Force Majeure**:

Neither party shall be held liable for any failure to perform its obligations under this contract due to circumstances beyond its reasonable control, such as natural disasters, war, or other unforeseeable events.

8. **Confidentiality**:

The agency must treat all information provided by SPTO as confidential. This information must not be disclosed to any third party without the prior written consent of SPTO.

9. **Compliance with Laws**:

The agency is required to comply with all relevant laws and regulations in the execution of this project, including those related to intellectual property, data protection, and web accessibility.

IX. Contact Information

For any inquiries or further information regarding this Terms of Reference or the project, please contact:

Kiniviliame Raicebe
Marketing Manager
Pacific Tourism Organisation (SPTO)
Email: kraicebe@spto.org

Phone: +679 9987991

Advertisement and Due Date

This project will be advertised with a submission due date of **10th September**. All interested agencies must submit their proposals by this date for consideration to procurement@spto.org.

Annex

Selection Criteria Scorecard

Criteria	Weight (%)	Score (1-5)	Weighted Score
1. Experience and Past Performance	30		
- Relevant Experience			
- Past Performance			
2. Technical Competence and Approach	30		
- Technical Expertise			
- Project Approach			
3. Innovation and Creativity	20		
- Creative Solutions			
- Design and Aesthetic Appeal			
4. Team Qualifications	10		
- Personnel Expertise			
- Team Composition			
5. Financial Proposal and Value for Money	10		
- Cost-Effectiveness			
- Budget Management			
Total	100		

Instructions

- Score (1-5): Each criterion is scored on a scale of 1 to 5, with 5 representing exceptional performance, 3 representing satisfactory performance, and 1 representing inadequate performance.
- Weighted Score: Multiply the score by the weight to calculate the weighted score for each criterion.
- Total Weighted Score: Sum the weighted scores to get the final score, which will be used to determine the best-suited agency for the project.

Guide for Scorers

The following guide will assist scorers in evaluating the proposals using the selection criteria and scorecard. Each criterion should be assessed based on the quality, relevance, and completeness of the proposal, with scores reflecting the extent to which the agency meets or exceeds expectations.

Scoring Scale

- **1 (Inadequate)**: The proposal does not meet the basic requirements or expectations for this criterion. Significant gaps or weaknesses are evident, and there is little confidence in the agency's ability to deliver this aspect of the project.

- **2 (Below Expectations)**: The proposal partially meets the requirements but lacks some key elements. There are noticeable weaknesses that could impact the successful execution of the project.

- **3 (Satisfactory)**: The proposal meets the basic requirements and expectations. While there may be minor weaknesses, the agency demonstrates an adequate ability to deliver the project.

- **4 (Above Expectations)**: The proposal exceeds the basic requirements, offering additional value or innovative solutions. The agency shows strong capability and a high likelihood of successful project delivery.

- **5 (Exceptional)**: The proposal significantly exceeds expectations in all aspects. It demonstrates exceptional understanding, innovation, and capability, with a clear plan for successful delivery.

Criterion-Specific Guidance

1. **Experience and Past Performance (30%)**

Relevant Experience

Evaluate how closely the agency's past projects align with the SPTO Consumer website revamp. Higher scores should be given if the agency has direct experience with similar tourism-related or large-scale web development projects.

Past Performance

Consider the quality of the agency's previous work, including client satisfaction, project outcomes, and the ability to meet deadlines and stay within budget. Strong references and case studies should support higher scores.

2. **Technical Competence and Approach (30%)**

Technical Expertise

Assess the agency's proficiency in modern web development technologies, UX design, SEO, and security. A high score should reflect comprehensive technical knowledge and relevant expertise.

Project Approach

Review the proposed methodology for executing the project. A clear, well-structured, and realistic approach that aligns with SPTO's goals should receive a higher score. Innovative and efficient project management practices are also considered.

3. **Innovation and Creativity (20%)**

Creative Solutions

Evaluate the agency's ability to propose unique and effective solutions that enhance the user experience. Proposals that offer innovative features, fresh design ideas, or creative content strategies should score higher.

Design and Aesthetic Appeal

Consider the quality and originality of the proposed design concepts. A design that effectively reflects the Pacific Islands' culture and appeals to the target audience should be highly rated.

4. **Team Qualifications (10%)**

Personnel Expertise

Look at the qualifications and experience of the proposed team members. A high score should be given if the team has strong, relevant experience and a proven track record in similar projects.

Team Composition

Assess whether the team composition is well-balanced and capable of handling all aspects of the project. A complete and complementary team structure should receive a higher score.

5. **Financial Proposal and Value for Money (10%)**

Cost-Effectiveness

Evaluate the financial proposal in terms of cost versus the expected quality and value of deliverables. A high score should reflect a competitive, transparent budget that offers good value for the project's scope.

Budget Management

Consider the agency's ability to manage budgets effectively based on past performance. Evidence of efficient budget use and financial stability should contribute to a higher score.

Final Evaluation

After scoring each criterion, sum the weighted scores to determine the final score for each proposal.

The proposal with the highest total weighted score will be the recommended agency for the project.

If necessary, scorers may provide additional comments to justify their scores, particularly for criteria where the score is significantly above or below average.