



## **KENYA TOURISM BOARD**

### **REQUEST FOR PROPOSALS (RFP)**

**Activity Name:** Magical Kenya Pan- African Tourism Campaign

#### **1.0 BACKGROUND INFORMATION**

The Pan African Tourism Campaign aims to promote travel to Kenya, showcasing its rich cultural heritage, diverse landscapes, and unique wildlife. By leveraging the power of collaboration and strategic marketing initiatives, this project seeks to position Kenya as a premier tourist destination within the African continent.

The Kenya Tourism Board (KTB) seeks to execute a Pan African campaigns in Kenya, Tanzania, Uganda, Rwanda and Ethiopia. Implementing a Pan African Tourism Project in East Africa offers numerous benefits. It stimulates economic growth, encourages collaboration and synergy among East African nations, diversifies tourism markets, fosters cultural exchange, supports conservation efforts, strengthens regional integration, and showcases Africa's potential as a premier tourist destination.

The growing middle class in Africa with more disposable income provides potential market for tourism within the continent. Improved air travel and visa free travel among African countries make it easier for Africans to explore different countries within the continent. This promotes intra-African tourism, contributing to economic growth and regional integration.

#### **1.1 Campaign Objectives**

1. Growing tourism numbers and revenues: Increase the overall number of tourists visiting Kenya and boost tourism revenue for the country. This objective focuses on attracting more visitors through targeted marketing efforts, strategic partnerships, and improved travel experiences.
2. Enhancing the visitor experience: The objective is to ensure that tourists have a memorable and positive experience in Kenya, leading to positive word-of-mouth and repeat visits.
3. Showcasing Kenya's unique selling points: Highlight Kenya's unique attractions, such as the Beach, diverse wildlife, urban adventure, short breaks, and honeymoon holiday among other experiences. The objective is to differentiate Kenya from other destinations, create a strong brand identity, and position it as a must-visit destination within Africa.

## 2.0 PROPOSED CAMPAIGN ACTIVATION

To effectively promote a Pan African project aimed at promoting travel to Kenya, it's essential to utilize various platforms that reach a wide audience. Here are some platforms that will be used:

1. Social media: Leverage popular social media platforms like Facebook, Instagram, Twitter, Tik Tok and YouTube to share engaging content, stunning visuals, and videos showcasing Kenya's attractions, cultural experiences, and wildlife. Encourage user-generated content and run targeted ad campaigns to reach specific demographics.
2. Tourism websites and blogs: Collaborate with popular travel websites and blogs that focus on African travel and tourism. Publish articles, destination guides, and travel itineraries that highlight Kenya's unique offerings. Partner with influential travel bloggers and influencers who can share their experiences and recommendations.
3. Online travel agencies (OTAs): Partner with online travel agencies that specialize in African travel to promote Kenya as a top destination. Feature attractive travel packages, exclusive deals, and itineraries that highlight the best of Kenya's attractions.
4. Travel trade shows and exhibitions: Participate in major travel trade shows and exhibitions, both within Africa and internationally. These events provide an opportunity to network with travel industry professionals, showcase Kenya's tourism offerings, and establish partnerships with tour operators, travel agencies, and airlines.
5. Print media: Collaborate with travel magazines, newspapers, and lifestyle publications to publish articles, interviews, and features that promote Kenya as a must-visit destination. Advertise in relevant print media to reach specific target markets.
6. Influencer marketing: Collaborate with travel influencers, vloggers, and content creators who have a significant following and specialize in African travel. Invite them to experience Kenya firsthand and share their experiences through their platforms, generating authentic and influential content.
7. Destination marketing organizations (DMOs): Partner with local and regional DMOs that promote African tourism. Collaborate on joint marketing campaigns, trade events, and familiarization trips to increase visibility and reach a broader audience.
8. Digital advertising: Utilize targeted digital advertising campaigns across various platforms, including display ads, search engine marketing (SEM), and remarketing ads. This enables you to reach potential travelers who are actively searching for African travel destinations.
9. Video marketing: Create captivating videos that showcase Kenya's attractions, wildlife, and cultural experiences. Publish these videos on platforms

like YouTube, and social media channels to engage and inspire potential travelers.

10. Collaborative promotions: Collaborate with airlines, hotels, and other tourism-related businesses to offer exclusive promotions, discounts, and packages that encourage travel to Kenya. This can be done through joint marketing campaigns, co-branded advertisements, or loyalty programs.

### **3.0 CREATIVE CONCEPT**

- Creative must have powerful call to action and provide key information to drive audiences to offers and booking pages in the campaign microsite
- Theme creatives with offers /deals /packages/sampled itineraries to aid in booking. Path to booking should be seamless, easy and direct.
- Campaign microsite should be user friendly in design and navigation. Visitors to Kenya competitors' landing pages (eg South Africa, Tanzania & Zanzibar, Botswana, Namibia, Seychelles etc) should be retargeted.
- The underlying core message: book Kenya now and experience Kenya's unique travel experiences "Kenya, My bucket list".
- The specific campaign landing page URL should be a one- stop landing page providing - Thematic Sample Itineraries, Offers /Packages, Key destination information and video, and any other campaign element that will aid in driving bookings for the Destination Magical Kenya.
- The campaign partners will develop campaign creative in formats and translations that best suit each target market. KTB will supply the videos and images for developing creatives in the needed formats.
- Kenya-only packages should be featured in the campaign and KTB may review this as well.
- Suggest how KTB's owned digital assets (Facebook, Twitter, Instagram, and YouTube) could be utilized for the campaign to increase reach and impact.
- Tour Operator to confirm M&E tool(s) to be used to measure performance metrics of the campaign.
- Reach out to the destination Kenya trade/suppliers (experience providers and accommodation providers) to have holiday offers and packages for the campaign

### **3.1 Added Value**

- Provide any suggestion to improve performance of the campaign
- Indicate any value-add you have extended to KTB in this campaign to increase purchase/bookings performance

### **4.0 MONITORING & EVALUATION METRICS - KEY PERFORMANCE INDICATORS**

- Return on Ad Spend
- Conversions (Bookings of the destination Magical Kenya)
- Bookings of the specific offers /packages /itineraries /Value
- Booking of the various properties /products /airlines of the destination Magical Kenya
- Number of actual bookings made (actuals No & \$\$ value of bookings)

- Conversion Rate (Booking Rate) %
- CPC (Cost per Booking)
- Social Media reporting
- All landing Page Views and Impression of the Campaign Microsite
- Ad Impressions and Clicks on the sampled itineraries
- Click through rate
- Total clicks

#### 4.1 Reporting

Weekly. Campaign dashboards are to be made accessible for review if/when required to allow for campaign tracking and optimization.

#### 5.0 BUDGET

- The total budget for the campaign amplification across various platforms e.g. social media
- Provide a tabulated budget proposal showing how the budget in **USD money value** and **% value** has been allocated to the various campaign components as per your proposal.

#### 6.0 EVALUATION CRITERIA

NO.	EVALUATION CRITERIA	MAXIMUM SCORE
1	Demonstrate company's and staff experience (and learnings gained) executing country destination tourism conversion campaigns working directly with country destination marketing organizations to support their suppliers (DMCs Experience providers /Accommodation etc) in similar campaigns in the past.	10
2	Outline your proposed methodology or approach for the campaign that will maximize the booking/conversion objective including the campaign microsite/landing pages	20
3	Have a Return on Ad Spend of minimum of 1:14 for packages after the campaign	40
4	Provide a details of the following: (i) Campaign implementation plan (ii) Tabulation of the various topline campaign components of your proposal with proposed % budget allocation (iii) Media plan proposal with a clear breakdown of various cost elements per platform per country market, (include proposed budget allocation and bookings per each key source target country)	10
7	Indicate the following: a) Measurement tool(s) to be used to measure the campaign metrics and performance	10

	<p>b) Third party measurement and verification mechanism for the campaign and Ad viewability of Key performance indicators.</p> <p>c) Confirmation that you would provide KTB Ad campaign manager view access to check on performance.</p>	
8	<p>AOB</p> <p>(i) Comments and suggestion to improve the campaign</p> <p>(ii) Added value offered to enhance reach and impact of the campaign across the target markets</p>	<b>10</b>
	<b>TOTAL</b>	<b>100</b>

**Deadline: 30<sup>th</sup> April 2024**

- **By 18:00hrs**
- Proposals received after this date will not be considered