



Palau

Visitors Authority

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REQUEST FOR PROPOSALS

Date of Issue: March 30, 2017

RFP No.: PVA-001-2017

The Palau Visitors Authority on behalf of the Government of Palau is soliciting interested individuals or companies to provide services for the **Palau Visitors Authority Web Site Management**. Interested individuals or companies may obtain copies of the specifications by contacting the Palau Visitors Authority during Government working hours (8:00 am to 5:00 pm) Monday thru Friday, at the above address or via PVA website announcement page.

Interested individuals or companies are requested to submit a detailed proposal with supporting documents in accordance with the Request for Proposal to the following address:

Managing Director
Palau Visitors Authority
P.O. Box 256
Koror, Republic of Palau 96940
RFP NO.: PVA-001-2017

Award of contract is subject to the availability of funds. Palau Visitors Authority reserves the right to cancel this RFP and reject any or all proposals in its interest and to reissue an amended RFP.

A successful contractor must comply with local business laws and shall be subject to applicable Republic of Palau taxes and fees.

Proposals must be submitted in one (1) original and one (1) copy in a sealed envelope and must be received by Palau Visitors Authority no later than **Friday, April 28th, 2017**, which is the closing date of this RFP.

Proposals received before the issuance date and after the closing date of this RFP will not be considered.

Nanae Singeo, Managing Director

PALAU VISITORS AUTHORITY WEB SITE SPECIFICATIONS

Date of Issue: March 30, 2017

RFP No: PVA-001-2017

TITLE: Web Site Management for the Palau Visitors Authority Web Site

TERM: Until September 30, 2017

WHAT IS EXPECTED IN THE PROPOSAL:

The proposal should include the consultancy, design, support and implementation processes of creating a new web site for the Palau Visitors Authority.

MISSION STATEMENT:

We are committed to promote our heritage and the unique attractions of Palau through sustainable tourism development and the encouragement of responsible practices.

BRAND PROMISE:

Unspoiled beauty and a people shaped by pristine seas and nature, which are preserved by culture.

BRAND DEFINITION:

Pristine Paradise. Palau is the Republic of Palau's brand, which was launched on October 1st, 2014. Formerly known as the "Rainbow's End", Palau introduced Pristine Paradise. Palau to spotlight the unique conservation efforts and abundance of marine life that this island country has to offer discerning visitors who aspire to be global citizens.



Elements of the Logo:

- a) Mangrove root - durability of Palauan culture and people, who overcome challenges; yellow circle representative of the moon, which is much a part of life in Palau
- b) Women's money - the culture of the Palauan people, which included the traditional resource conservation methods and teaching of traditional ways throughout generations
- c) Shark - Palau's bountiful ocean; Palau was the first Shark Sanctuary; Palau is highly recognized in diving tourism
- d) Yellow "^" - representative of *bai* artwork, which uses colors from nature
- e) Blue font representative of blue ocean

TARGET CONSUMER:

Overseas tourists from United States, Japan, China, Korea, and Europe; divers and families.

OBJECTIVES:

Create website in HTML which could be edited by Dreamweaver (by PVA) is preferred, however some information may have to come from scripting using a database. It should be user friendly on multiple devices (laptops, cell phones & tablets) in order to inform potential visitors about the destination, post Palau Visitors Authority information and publications, and to attract the following markets:

FIT customers who are interested in Eco-tourism with special interests of:

- SCUBA diving
- Culture and conservation efforts
- Sports enthusiasts
- Bird watching
- Hiking/trekking
- Kayaking
- Traditional history
- Sports fishing

STRATEGY:

Integrate our Website with Facebook and Instagram.

SCOPE OF WORK:

Create a multi-language website (PVA will help with language translation) .

- Similar to sites <http://visitmaldives.com> and <http://www.visitjamaica.com> with an app template; however they take time to load; <http://www.hellobc.com> is British Columbia's web site with an Instagram feed on their site; <http://www.fiji.travel> with a map showing airline routes.
- Integrate the website with Instagram feed to showcase and inspire people to visit. Using a feed based on the hashtag and control what is posted.
- Signature photos of Palau sites and attractions for tourists and families; photos of families enjoying sites and activities, many of the photos PVA will supply.
- Web site with a clean, simple template, using colors seen in Palau, such as blue, turquoise, tan or sand colors.
- Create a simple splash page enticing people to continue into the site and listing multilabel languages user can choose.
- Main page includes: current temperature with menu listing, About Palau, Experiences or What to Do; Where to Stay; Media and PVA; live Instagram Feed showing photos/comments; News feed with articles on what's happening in Palau; Culture and Local Insight featuring stories about people of Palau (farmer, fisherman, basket weaver, someone making ancient medicine, wood carver, child birth ceremony).
- Calendar of Events box on home page
- Rotating images

Navigation menu:

About Palau - have info on History, Government, Postal Services, Visa Requirements, Safety tips, FAQ (general info, weather, etc.), Location and Getting to Palau (this could be a map showing the routes of Airlines).

Experiences - Diving, Tours; List name, contact information, website and e-mail (list of tour guides and different services they offer, this can be a search result by activity), Heritage sites, Bird watching, Kayaking, Dining, Snorkeling, Shopping, Weddings/Honeymoons, Sports Fishing, Sports, World War II sites, and other activities. We have 16 states in Palau, should list all 16 and description on each.

Where to Stay - Resorts/Hotels, Bungalows, B&B/Hostels, Liveaboards. This could be a check box and then a return of places that the user checks - save in favorites. The return will have an list of the name of the resort/hotel, a picture and their website, e-mail, address and phone number.

Media - Photo Gallery, Awards, Contact Us, Press Releases, Brochures, Videos

PVA - Mission statement; overseas representatives; board, management & staff; statistics

Blog - To be created at later date.

SUBMISSION OF PROPOSALS:

- Interested individuals or firms may submit three (3) hard copies of their proposal with accompanying documents in a sealed envelope to the following address:

Nanae Singeo
Managing Director
Palau Visitors Authority
P.O. Box 256
Koror, Palau 96940

NOTE: Proposals should arrive at the Palau Visitors Authority office by Friday, April 28th, 4pm (Palau time), which is the deadline for this Request for Proposal. However, an email with an electric version of the proposal may be sent before the deadline in order to advise that the hard copies have been sent before the deadline. In addition, submissions received by facsimile will be excluded.

- Please submit Proposal for contractual period of May 1 to September 30, 2017.

CONDITIONS:

- Proposals must include all staffing and execution of activities carried out on the contract, to be covered by project fee.
- Proposal must also include references from previous clientele, or a resume showing experience in sales & marketing in the tourism & hospitality field.

TERMS OF PAYMENT:

- 30% upon signing of contract
- 30% upon approval of template pages with menu and footer
- 40% upon satisfactory completion of project

EVALUATION CRITERIA:

- Demonstrable competence, qualifications and experience
- Competitive fees and other costs

BID SUBMISSIONS SHALL INCLUDE:

- Resumes of persons involved in the planning, design, and implementation of the new Web Site
- Detailed description of work/activities to be carried out
- References/names and complete contact information of previous clients
- Examples of previous web sites managed