

## **Expression of Interest (EOI)**

### **The Redevelopment of the Vanuatu Famil Program**

The Vanuatu Tourism Office is seeking to secure the services of a suitably qualified person to support the review of the organisations international famil (familiarization) program.

The review will cover both strategic and process elements of the program to ensure it operates efficiently once the program recommences. The review will also incorporate the evaluation of technology solutions for the program.

#### **About the Vanuatu Tourism Office**

The Vanuatu Tourism Office (VTO) is the national tourism destination marketing organization. Our headquarter is based in Port-Vila (Vanuatu) supported by various representations in Australia, New Zealand, New Caledonia and other long-haul markets in Europe, China, and North America.

Our role is to promote Vanuatu as a destination for international and domestic tourists.

#### **Background**

In post border opening, famils will be an imperative part of the marketing program as the Vanuatu Tourism Office seek to provide a first-hand experience of Vanuatu post COVID-19. Vanuatu will need to show case the Vanuatu experience to create consumer confidence to travel and showcase those experiences and products that have been re-born.

The program will need to improve in terms of both process and presentation to take full advantage of the opportunities of the media and trade attending.

The successful candidate will need to consult with local industry and international representatives on the successes and challenges with the program and make recommendations on how to improve. Both strategic and process considerations will need to be reviewed.

We know that visiting Vanuatu and experiencing it first-hand is the most effective way of communicating the Vanuatu holiday experience.

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A Terms of Reference (ToR) can be obtained to prepare submission for the contracted service, by contacting Mr. Paul Pio, Short Haul Markets Manager at the Vanuatu Tourism Office on email address – [ppio@vanuatu.travel](mailto:ppio@vanuatu.travel)

### **Closing Date of Submission**

The closing date for submissions is scheduled for Wednesday 20th October 2021 addressed to the Chief Executive Officer, Vanuatu Tourism Office, First Floor, Tamarama Building, P.o. Box 209, Port Vila, Vanuatu.

