



Request For Proposals

Guadeloupe Islands

THE ULTIMATE FRENCH CARIBBEAN EXPERIENCE

UNIQUE in the Caribbean, the dazzling French Caribbean Archipelago of Guadeloupe boasts unparalleled experiences for adventure and epicurean seekers.

Framed by the Caribbean Sea and the Atlantic Ocean, the French overseas department of Guadeloupe is located in the heart of the Lesser Antilles between Antigua and Dominica and is comprised of five islands (Basse Terre, Grande Terre, Marie Galante, La Désirade and Les Saintes) connected by an efficient inter-island network. A multi-faceted destination with countless sources of memorable experiences for everyone, including lush rain forests, dramatic volcano, spectacular cascading waterfalls, crystal clear turquoise waters adorned with gold, white, pink, and black powdery sand, charming villages, French-Caribbean influenced culture and exquisite cuisine.

Art de Vivre and Simplicity

Gastronomy is part of the lifestyle of the Guadeloupe Islands and with over 200 restaurants, visitors will delight in a French Créole culinary adventure that will tantalize palates for months with international, traditional or *Nouvelle Cuisine Créole* dishes and let's not forget Guadeloupe's Créole delicacies such as the acclaimed BOKIT, SORBET COCO or TOURMENT D'AMOUR.

Oui, Oui, J'ADORE! Yes in the Guadeloupe Islands you get to brush up on your "*Français*" and this is so cool, definitely part of the experience, travelers will immerse themselves and mingle with the locals.

Heavenly Protected Playground For the Outdoorsy Type

The Guadeloupe archipelago is a proud UNESCO BIOSPHERE RESERVE since 1992 with 77% of its territories are classified as a Natural Reserve. The Guadeloupe National Park is also home to the Jacques Cousteau Underwater Reserve and offers over 110 miles of way marked hiking trails. Environmental interests have always been at the heart of the concerns of Guadeloupe's authorities: over 40 years of protecting sea turtles, national days dedicated to cleaning sea beds, the coastline and rivers. On Jan. 1, 2020 the Guadeloupe Regional Authorities banned the use of disposable plastic products such as cups, plates, utensils, cotton swabs, etc.

A Rich Cultural Heritage

The Guadeloupe Islands are bound together by a rich ethnic diversity that characterizes its folklore, language, music and beliefs. Guadeloupe is home to the MACTe, the World's Biggest Museum dedicated to the History of Slavery and Slave Trade from the 17th century to nowadays. GWOKA, Guadeloupe's traditional music and dance is listed since 2014 as part of the UNESCO Intangible Cultural Heritage of Humanity. Also at the origin of ZOUK music and the emblematic KASSAV band, expect Guadeloupe's nightlife to be vibrant!

BRIEF

The USA Agency of the Guadeloupe Islands Tourist Board (GITB) is seeking for a small size New York based PR/Communication agency and is requesting proposals from suitably PR/Communication firms with demonstrated capabilities in strategic media relations, destination branding events and a proven record of success in developing and implementing fully-integrated, dynamic PR/Communication plans in the travel industry.

Pre-requirements:

- Small size PR/COMMUNICATION Agency (2-3)
- NY-Based agency
- Demonstrable record of minimum 5 years' experience in tourism PR/communications and related activities, including leisure, group and travel trade related industry
- Demonstrated capabilities in strategic media relations with a proven, results-oriented approach and proven methodology for measurement/ROI of communications
- Agency profile should outline background, size, client list and geographic coverage

Institution: Atout France - Guadeloupe Islands Tourist Board (US Agency)	Date: 02/28/20
Project: Guadeloupe Islands PR/Communication Agency Review	

Background	<p>The Guadeloupe Islands Tourist Board opened an agency in the US (New York) in November 2012. The destination welcomed 735K visitors in 2018, 80% of which originating from Europe and only 6% from Northern America. After suffering from the absence of nonstop airlift from the US continent for decades, European airline Norwegian Air offered nonstop flights from JFK and FLL from 2015 until spring 2019. Jetblue Airways launched nonstop flights from JFK in Feb, 2020</p> <p>The destination is largely undiscovered by Americans despite its incredible natural, culinary and cultural assets.</p>
Brand Achievement	<ul style="list-style-type: none"> - From 4,000 to around 35,000 American visitors in 5 years - Major accolades from US media
Brand Public Relations Objective	<ul style="list-style-type: none"> - Strategically and prominently position destination Guadeloupe Islands and set it apart as the #1 TRENDING, UP & COMING CARIBBEAN DESTINATION IN THE US; elevate the profile of the destination in US travel markets (consumer & trade) with a focus in New York-tri-state area, Florida and California. Enhance the destination's reputation to attract visitors. - Grow our reach by building awareness of our branding through impactful PR Plans and media relations program - Assist in developing brand strategy

	<ul style="list-style-type: none"> - Have the ability for smart thinking and to produce big ideas that will help jolt the required perception of the destination in the US
Brand Voice	Unique, Undiscovered, Chic yet Authentic, French touch, Pristine
Target Audience	<ul style="list-style-type: none"> - 25-55 - High revenues - Experiential travelers
Success Metrics – Traditional Media	<ul style="list-style-type: none"> - We use measurement criteria internally that take impression numbers, \$ equivalent ad value, quality of coverage, accuracy of coverage and sentiment into consideration. - Our main focus is on improving overall media impressions for the brand and quality of coverage
Influencer/Blogger/ Journalists PR	<ul style="list-style-type: none"> - Pitch journalists/ influencers - Nurture relationships with top tier media - Press/Influencers trips' coordination & follow up - Assist with destination's PR/Branding events (consumer and trade)
Deliverables	<p>Agency proposal shall include:</p> <ul style="list-style-type: none"> - PR capabilities/Business overview - Relevant case studies - Profiles demonstrating creativity, competence and experience in strategic branding, implementation, monitoring and reporting of communications plans/events - Fee estimate - Banking information - Tax ID - Official Letter stating that the company is up to date with State and Federal taxes
Timing	Initial proposal deadline, March 10, 2020 – send electronically to audrey.yacou@atout-france.fr
Budget	\$35K
GITB website	www.guadeloupe-islands.com
GITB social media handles	Facebook: Guadeloupe Islands Twitter: @visitguadeloupe Instagram: @guadeloupeislands