A logo with text overlay

Description automatically generated**REQUEST FOR PROPOSALS**

Contact: Polish National Tourist Office (PNTO), Chicago, USA

Date of Issue: 8 February 2024

Deadline: 15 February 2024

The Polish National Tourist Office (PNTO) in Chicago is looking for an experienced hotel distribution platform that will create a media plan and execute a marketing campaign that highlights Poland’s hotels and Polish hospitality. This campaign seeks not only to bolster Poland's positive image among North American travel advisors, but also to elevate awareness about Poland's unique accommodations. The goal of this initiative is to transform potential interest into tangible action, converting those who aspire to visit Poland into actual visitors.

**Section 1: TARGET DATES FOR THIS RFP**

The following schedule summarizes significant target events for the RFP process. The dates may be changed by PNTO at its sole discretion.

* RFP issue date: 8 February 2024
* RFP close date: 15 February 2024
* Notification of awarded company: 16 February 2024

# Section 2: CAMPAIGN OVERVIEW

# Campaign execution period: 3 months

# Target group: North American travel advisors

**Section 3: KPI**

* Reach: Number or impressions
* Number of clicks (CTR)
* PAX production increase as compared to the same timeline in 2023

**Section 4: BUDGET**

* Total budget is 25,500 USD gross

**Section 5: SCOPE OF WORK (SOW) FOR BID**

You are asked to submit a proposal that includes the following information:

* Campaign overview
* Estimated impressions
* Estimated PAX production increase

**Section 6: ENQUIRIES:**

* Questions regarding requirements and scope of work will be received up to

14 February 2024 via email only at bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl.

* Questions submitted after 14 February 2024 will not be responded to.

# No verbal inquiries or verbal requests for clarifications will be accepted.

**Section 7: SUBMISSION REQUIREMENTS**

Proposals should be emailed to [bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl.](mailto:dorota.wojciechowska@pot.gov.pl) Only the awarded company will be notified by email.