



POLISH
TOURISM
ORGANISATION

INVITATION TO TENDER

Public Relations Services (2026)

Contracting Authority: Polish National Tourist Office (PNTA)

Date of Issue: 20 November 2025

Submission Deadline: 11 December 2025 (23:59 GMT)

Contact: dorota.wojciechowska@pot.gov.pl

1. Introduction

The Polish National Tourist Office (PNTA) invites tenders from qualified public relations agencies to provide PR services throughout 2026. The objective is to enhance media coverage of Poland as a leading travel destination in Central Europe and to strengthen the country's image among UK audiences, including both consumer and travel-trade segments.

The successful agency will be appointed for a **12-month** term (2026).

2. Vendor Profile

Bidders must be PR and/or marketing agencies with relevant experience and proven capability in **destination marketing** and **public relations**. Demonstrable success in generating UK media coverage is essential.

3. Scope of Work

The scope will include, but is not limited to:

- **Social media management** (Instagram, Facebook, X): one post per business day (Monday–Friday).
- **Media relations & pitching:** daily handling of media enquiries; proactive and reactive outreach.
- **Press trip support:** secure a minimum of **five** UK journalists (national and trade) to participate in PNTA-organised press trips to Poland.
- **Monthly newsletter:** preparing and distributing one newsletter per month for agency's database.



- **Press office:** drafting and distributing press releases to print, online, specialist, and broadcast outlets as required.
 - **Interview coordination:** arranging and managing media interviews, as needed.
 - **Monitoring & reporting:** weekly clippings with estimated circulation/reach and media value.
 - **Event support:** PR services for **WTM 2026**.
-

4. Budget & Pricing

Please provide a detailed cost proposal in **GBP, inclusive of VAT**.

Break down fees by workstream/deliverable and indicate any pass-through or optional costs separately.

5. Evaluation Criteria

The contract will be awarded to the agency offering the **best overall value for money**, based on the quality, scope, and cost of the proposed services.

6. Enquiries

- Questions regarding requirements and scope will be accepted **via email only** at **dorota.wojciechowska@pot.gov.pl** until **8 December 2025**.
 - Questions submitted after this date will not receive a response.
 - **No verbal enquiries** or requests for clarification will be accepted.
-

7. Submission Requirements

Email your proposal to **dorota.wojciechowska@pot.gov.pl** by **11 December 2025 (23:59 GMT)**.

Proposals should include:

- Agency overview and relevant case studies (up to 3) in destination marketing and PR.
- Proposed approach and outline work plan for 2026.