



POLISH  
TOURISM  
ORGANISATION

## INVITATION TO TENDER

### Public Relations Services (2026)

**Contracting Authority:** Polish National Tourist Office (PNT0)

**Date of Issue:** 01 December 2025

**Submission Deadline:** 15 December 2025 (23:59 GMT)

**Contact:** dorota.wojciechowska@pot.gov.pl

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### 1. Introduction

The Polish National Tourist Office (PNT0) 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 Irish audiences, including both consumer and travel-trade segments.

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

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### 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 Irish media coverage is essential.

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### 3. Scope of Work

The scope will include, but is not limited to:

- **Media relations & pitching:** daily handling of media enquiries; proactive and reactive outreach.
- **Press trip support:** secure a minimum of **ten** Irish journalists (national and trade) to participate in PNT0-organised press trips to Poland.
- **Monthly newsletter:** preparing and distributing one newsletter per month for agency's database.
- **Interview coordination:** arranging and managing media interviews, as needed.
- **Monitoring & reporting:** weekly clippings with estimated circulation/reach and media value.



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#### 4. Budget & Pricing

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

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#### 5. Evaluation Criteria

All submissions will be evaluated based on the following criteria:

Criteria	Weighting
Price	70%
Relevant experience and destination marketing expertise	10%
Understanding of PNTD's objectives and Irish media landscape	20%

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#### 6. Enquiries

- Questions regarding requirements and scope will be accepted **via email only** at **dorota.wojciechowska@pot.gov.pl** until **11 December 2025**.
  - Questions submitted after this date will not receive a response.
  - **No verbal enquiries** or requests for clarification will be accepted.
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#### 7. Submission Requirements

Email your proposal to **dorota.wojciechowska@pot.gov.pl** by **15 December 2025 (23:59 GMT)**.

Proposals should include:

- Agency overview and relevant case studies in destination marketing and PR.
- Proposed approach and outline work plan for 2026.