

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTANT SELECTION (FIRM)

Name of Project	UNLEASHING THE BLUE ECONOMY OF THE CARIBBEAN PROJECT (UBEC)
Loan No.	IDA-70870
Assignment Title	Grenada Visitor Expenditure and Motivation Survey (International Visitor Survey) & Tourism Statistics Insight Dashboard.
Procurement Plan Ref Number	GD-MOIID-496007-CS-QCBS
Country of Delivery	GRENADA
Date Issued	6th June 2025

The Government of Grenada has received financing from the World Bank toward the cost of the Unleashing the Blue Economy of the Caribbean Project (UBEC) and intends to apply part of the proceeds for the consulting services for the **Consultancy for Data Management and Online Monitoring System to Support VEM Modernization**.

The consultant Firm will support the Ministry of Tourism and GTA with redeveloping the methodology of the Grenada VEMS and implement data collection, processing, and analysis for the 2025 calendar year survey. The objectives of this assignment are to build upon the existing VEMS to create a new methodology that specifically enhances the accuracy and timeliness of the Grenada VEMS results including a specific focus on increasing European market sample size.

You can find the detailed Terms of Reference (TOR) for the assignment on the following websites: www.procurement.gd or <https://in-tendhost.co.uk/GND/asp/Home>. Alternatively, you can email beverley.jeremiah@procurement.gov.gd for assistance with the TOR or help with registering on In-tend.

The Ministry of Mobilization, Implementation, and Transformation hereby invites eligible firms to express their interest in providing the required services. Interested consultants are requested to submit information that demonstrates their qualifications and relevant experience to effectively carry out the services.

The attention of interested Consultants is drawn to Section III paragraphs 3.14, 3.16, and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers September 2023, revised November 2020, August 2018 and November 2017("the Regulations"), setting forth the World Bank's policy on conflict of interest.

The best-qualified consultant to carry out the services will be selected in accordance with the Consultant Qualification Selection (Firm) method set out in the Regulations and based on the following criteria:

- (1) Proposal: The proposal should stipulate an initial methodology for implementing the VEM including sampling methodology and targets; data collection systems; data cleaning, processing, and weighting methodologies; and ideas on results reporting and dissemination.

- a. Note how methodology selected affects response rates, accuracy of information, costs, and ability to gather data from target market segments.
- b. Outlining of software to be used for data collection, data analysis, and data storage with an emphasis on cost efficiencies and security.
- c. Sample questionnaires can be included with the proposal.
- d. At least one sample of past quantitative research results must be included.
- e. The proposal should include specific sampling methodologies and information on how this will be managed to ensure data quality.
- f. Timeline for implementation; and
- g. Identification of risks and respective mitigation tactics, including how to deal with coverage and response bias.
- h. Firm has an established proven record in data visualization and tourism analytics, with a portfolio of previous tourism in public sector data projects.
- i. Technical expertise and integration capabilities in dashboard creation; familiar with tools like Power BI, Tableau or custom web dashboards.

Final survey methodology and questionnaire will be refined and agreed with GTA prior to launch of work.

(2) The successful firm should meet the following key qualification criteria:

- a. Firm has an established record of designing and conducting quantitative research in the tourism sector with specific expertise in implementing online exit surveys or visitor surveys.
- b. Firm has an established record of managing and implementing projects remotely with the public sector in emerging markets.
- c. Project team members have experience in tourism, quantitative research, project management and tourism research, preferably in emerging markets.
- d. Strong understanding of the TOR and practical approach proposed to meet TOR requirements in a timely and cost-effective manner; and

(3) It is estimated the firm will start work in September 2025 and complete the work in September 2026 with the potential for contract renewable directly with GTA based on performance.

(4) The proposal should include team members and skills. It is possible the one team member can cover multiple positions if they have both skills sets.

(5) Proficiency in backend development, security protocols, and search engine optimization. Knowledge of mobile and handheld device functionality.

Interested candidates are invited to submit a portfolio demonstrating their business capability and qualifications to perform the required work.

Further information can be obtained by requesting clarification via Intend <https://in-tendhost.co.uk/GND/asp/Home> .

Expressions of interest must be submitted electronically through the procurement system at <https://in-tendhost.co.uk/GND/asp/Home> . Candidates must register on this portal and submit all interest and queries through this medium. Upon submission of documents, you will receive a confirmation email acknowledging receipt.

Deadline date of submission: 7th July 2025, at 3:00 P.M.