

Public Notice for EOI for the Digital Marketing Plan

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Nepal Tourism Board (NTB) is a public-private partnership autonomous body dedicated to the promotion of Nepal tourism in the domestic and international market. NTB has identified the need to develop and implement a Digital Marketing Plan to achieve its long-term strategic goal that will enhance promotional effectiveness.

Therefore, Expression of Interest (EOI) are invited from organizations / agencies interested in working with Nepal Tourism Board to develop and implement Digital Marketing Plan for Nepal. The interested party must demonstrate successful implementation of digital marketing plan for National Destination Management Organization (DMO). Other core competencies will be evaluated through demonstration of significant growth of digital traffic and engagements, tracking, analyzing and reporting of relevant tourism metrics and accounting system, call center or conferencing management system, development and training experience.

EOI on company letterhead should be scanned in PDF format and sent to **procurement@ntb.org.np**. The letter should have authorized signature on every page. We invite you to submit as many supporting documents as possible. The following should be written on subject: "Expression of Interest: Digital Marketing Plan for Nepal Tourism Board". Deadline for receiving the EOI is Feb. 17, 2017.



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