



**Invitation to Tender N° RFP/AMS/2023-02: Implementation of new strategic positioning of the brand “UNWTO Affiliate Member”**

Dear Madam, Sir

The World Tourism Organization (UNWTO) is pleased to invite you to submit a proposal for the implementation of new strategic positioning of the brand “UNWTO Affiliate Member”.

The tender will be conducted pursuant to the rules and procedures of UNWTO. The award will be made in accordance with the criteria set out in the tender documents (Document I: Tender Information).

1. The Tender documents are:

- Document I: Tender Information
- Document II: Contract and General Terms and Conditions
- Document III: Terms of Reference
- Document IV: Annexes for presenting technical proposal
- Document V: Annexes for presenting financial proposal
- Document VI: UNWTO Affiliate Member brand strategic

2. The proposal must be submitted by email (see Document I for further detailed instructions) and must be received before 29<sup>th</sup> June 2023 at 18:00 pm (Madrid local time) at the following email address: [tender.brandstrategy@unwto.org](mailto:tender.brandstrategy@unwto.org)
3. Should you wish additional information on the tender, questions may be submitted by email to [procurement@unwto.org](mailto:procurement@unwto.org) before 13<sup>th</sup> June 2023 at 18:00 pm (Madrid local time).

Zurab Pololikashvili  
Secretary General  
UNWTO  
Date: 6<sup>th</sup> June 2023