



GOVERNMENT OF MEGHALAYA
DIRECTORATE OF TOURISM

EXPRESSION OF INTEREST (EOI)

Project Title: Expression of Interest for “Meghalaya Tourism Marketing and Participation in Events Scheme, 2024”

EOI Ref No: No. M/D-Tour.55/2024/17, Dated 16 July 2024

The Tourism Department seeks to outline a strategic plan for the promotion, publicity and branding of Meghalaya, through participation at travel trade shows in India and abroad. These travel and trade shows or marts are important forum that gives opportunities for B2B and B2C engagements where the state’s tourism products can be effectively marketed.

The Tourism Department, Government of Meghalaya, therefore, invites Expression of Interest (EOI) for:-

- 1) Participation of Meghalaya Tourism in various events/travel trade shows / roadshows, etc, held across the country and abroad, that are scheduled for the year.
- 2) Participation of Meghalaya Tourism in workshops / awareness programs / conclaves, etc, held within the state of Meghalaya.

This is to enable the Tourism Department to plan and create a calendar of events/travel marts/workshops for the entire year.

The Details of the EOI will be available in the official Meghalaya Tourism Website, <https://www.meghalayatourism.in/>

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| Last date of receiving of EOI | 12 th August, 2024 |
| Scheme guidelines/ details will be available at | www.meghalayatourism.in |
| EOI Submission Mode | Through physical mode or email. |
| Address for communication and submission of EOI - | Director of Tourism, Nokrek Building, Lower Lachumiere, Shillong, Meghalaya - 793001 |

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Director of Tourism
Government of Meghalaya
Shillong



Government of Meghalaya
Tourism Department

The Governor of Meghalaya is pleased to notify the “**Meghalaya Tourism Marketing and Participation in Events Scheme, 2024**” with effect from the date of issue of this notification.

Meghalaya Tourism Marketing and Participation in Events Scheme, 2024

1. Introduction:

1.1 Meghalaya, a jewel in north-eastern India, boasts a rich tapestry of culture, biodiversity, and adventure that remains relatively unexplored on the global tourism stage. Meghalaya, often referred to as the Abode of Clouds, possesses unique attributes that make it an ideal destination for discerning travellers. The **Meghalaya Tourism Policy 2023** among other thrust areas also focuses on the importance of **promotion, marketing and branding**. The overall objective of the tourism policy is to promote Meghalaya as a globally recognized, preferred, sustainable and safe tourism destination contributing to the State’s economy, enhancing the well-being of its communities, and enabling growth while conserving its rich cultural heritage and natural beauty.

1.2 The Tourism Department seeks to outline a strategic plan for the promotion, publicity and branding of Meghalaya, through various festivals organised throughout the state and also participation at travel trade shows in India and abroad. These travel and trade shows or marts are important forum that gives opportunities for B2B and B2C engagements where the state’s tourism products can be effectively marketed.

1.3 The Tourism Department has also been an active participant in various travel trade shows over the years, across the country and abroad to promote the brand of Meghalaya Tourism. These engagements at travel shows has enabled the department to showcase the unique products of Meghalaya to a wider audience. Among the prominent travel shows and events that Meghalaya has participated in the past are the WTM London, ITB

Berlin, North-East Festival at Bangkok/Vietnam, NEIFT Milan, Dubai Expo, TTF-OTM, India International Travel Mart (IITM), SATTE, International Tourism Mart (ITM -North-East), etc.

1.4 The government has been proactively and constantly promoting the tourism sector of the State both nationally and globally through a range of initiatives. This has resulted in the global recognition of the unique Living Root Bridges, Mawlynnong (cleanest village), Kongthong (whistling village) and Umngot river (cleanest river).

2. Objectives of the Scheme

2.1 There is a need for Meghalaya Tourism to strategically participate in tourism fairs/marts/workshops/event/award shows/marketing shows/road shows and also encourage tour operators, hoteliers, resort owners, travel and experience operators and other stakeholders in the Tourism industry to participate in such events and travel shows. This will help the State in effective marketing and also give exposure to the stakeholders to the best practices and latest trends in the tourism industry in the country and the world.

2.2 The Tourism Department may design and release national and international campaigns to promote Meghalaya as an attractive, multicultural, and eco-friendly destination year-round.

2.3 The Tourism Department will also work in collaboration with tour operators and stakeholders from neighbouring states of the north east to develop the North East as a combined circuit including collaborations with tour operators from countries like Bangladesh to promote foreign tourists.

2.4 The Tourism Department may consider on boarding a brand ambassador along with sponsoring events/festivals to gain traction among a larger audience.

2.5 The Tourism Department will also organise and participate with various national & prominent tourism stakeholders, media houses, organizations, etc., from across the country in awareness programmes, workshops, tourism award events, trainings, etc.

3. Process of Selection of Events

3.1 At the beginning of the financial year, and preferably before the end of the month of April, the Director of Tourism will call an EOI for proposals for participation of Meghalaya Tourism in various events that are scheduled for the year. This is to enable the Tourism Department to plan and create a calendar of events/travel marts/workshops for the entire year. The proposals may include those events which usually have support of the Ministry of Tourism, Government of India.

3.2 The Department of Tourism, Government of Meghalaya, will constitute a committee which will process & assess the potential of the event to promote tourism within the country or abroad. The committee will review the potential of the event based on the reach of the event, footfalls to the event, B2B meet, post event outreach, publicity, etc.

3.3 The committee constituted for recommendation of events, programmes, etc, described above will comprise the following:

1. Commissioner & Secretary, Tourism, Government of Meghalaya.
2. Director of Tourism, Government of Meghalaya.
3. Assistant Director of Tourism, Government of Meghalaya.
4. Information & Publicity Officer, Government of Meghalaya.

3.4 The following procedure below will be followed by the committee so constituted for processing such proposals:

(i) On receipt of the proposal, views of the tourism stakeholders like associations, registered tour operators, registered hoteliers, etc, from the State will be invited for their inputs.

(ii) The constituted committee will examine the proposal received and list out details of the events, profile of the organizers, the support requested from the Department and the deliverables offered as well as inputs received from the tourism trade/ stakeholders.

(iii) The Committee will give in-principle approval for the proposals indicate the budget required for the entire year under this scheme.

3.5 The terms of reference of the committee constituted for the purpose, would be to make recommendations based on an assessment of the following principles:

- i. The potential of the event to promote tourism within the country/abroad.
- ii. The profile of the event, the target audience, the exposure/reach offered and the deliverables that would be provided, among others.
- iii. The committee will review the cost against each deliverable from the total amount of the proposal recommended for a particular event.
- iv. Post the review of the committee, the proposal will be submitted for required concurrence/ approval as per existing procedures & availability of funds, based on recommendations of the constituted committee.
- v. The committee constituted will initially examine the proposals received and list out details and profile of the events, profile of the organizers, the total estimated cost of the event, other sponsors for the events, participation from other states, tourism organisations/ recognised tour operators, etc.

3.6 The Scheme will cover the cost for the following activities, including:

- i. Cost of Participation in the Travel Show/Mart/Road-Show including cost of travelling and stay of officials and selected stakeholders. The cost of travel & stay support for selected stakeholders, will however depend on the budget available. The support in certain cases may therefore be given only for travel or stay or both.
- ii. Cost of Branding, publicity material and other related costs including shipping costs of publicity material
- iii. Cost of VISA charges and other incidental charges for international participation

3.7 Based on the recommendation of the Committee, the entire fund for the various programmes will be drawn in advance as a lump sum amount under this Scheme, based on the recommendation by the Committee and released to the Director of Tourism.

3.8 Thereafter, based on actual cost incurred for participation in the tourism fairs/marts/workshops/event/award shows/marketing shows/road shows, etc. the Director of Tourism will release the amount.

3.9 At the end of each quarter, the Director of Tourism shall submit a report on the impact or outcomes of the event in which Meghalaya Tourism participated along with a UC of the expenditure incurred.

3.10 The Director of Tourism shall ensure that all registered stakeholders like tour operators, hoteliers, homestay owners, tourist spot managers, tourist guides, etc are given an equal opportunity to participate in events organised outside the state.

3.11 Quantum of amount for participation:

| Category of event/ mart/ roadshow/ workshop/ etc | Brief Description | No. of days | Participation Amount |
|---|--|--------------------|-----------------------------|
| Small | Small events/ mart/ roadshows/ workshops/ etc, are those organized for promotion of tourism across the country by reputed event managers/ organizations | 1 – 2 minimum | Up to INR 5 lakhs |
| Medium | Medium-sized events/ mart/ roadshows/ workshop/ etc, are those organized for promotion of tourism across the country & abroad by reputed event managers/ organizations | 2 – 3 minimum | 5 lakhs – 25 lakhs |
| Large | Large-sized events/ mart/ roadshows/ workshops/ etc, are those organized for promotion of tourism across the country & abroad by reputed event | 2- 7 days | 25 lakhs up to 75 lakhs |

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| | managers/ organizations, travel trade organizations, media houses, etc. | | |
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4. Events to be considered by the Department

4.1 The Tourism Department will consider support & participation for events like Travel Marts/Trade Shows/Workshops/Exhibitions, etc., that are held outside the state & within the country.

Preference will be given to travel trade shows or events or workshops, exhibitions, that have a significant reach and branding. Preference for participation will also be given to organizations with a track record of successfully organizing events across the country & abroad. For travel trade shows, minimum participation of ten other states from India along with prominent tour operators will be a prerequisite for consideration for participation. Further, the benefit to the State and possible impact of the event for promoting tourism should also be clearly highlighted. This is done with a focus on connecting with a larger group of customer base across the country in the short term and globally in the longer term while ensuring sustainable tourism development.

4.2 For Events like Travel Marts/Trade Shows/Workshops/Exhibitions/FAM Tours/Awareness Programs that are organised within the State.

Proper branding of Meghalaya Tourism as the sponsor partner is to be done across all stalls in travel shows and events where the Department participates. The Organizers / Agency are required to upload videos of their Production/Function/Workshop etc. crediting Meghalaya Tourism in all the platforms.

4.3 In the case of participation at overseas events, the proposals will be examined by the committee on the basis of recommendations received from Ministry of Tourism, Government of India, for participation at the *Incredible India* North-East pavilion.

4.4 For other overseas events organised by private tourism organisations from the country, the proposals will be examined by the constituted committee on the basis of the proposal, reach of the event, B2B set up, no of editions held, etc. The recommendation of the committee will therefore be on the following criteria:

- Profile of the event.
- Number of editions of the event held so far.
- Expenditure incurred per edition of the event in the past five years.
- Number of participants /Profile of participants in the event for the past three years.
- Media coverage of the event in the past.
- List of sponsors of the past three editions of the event.

5. Support for participation at overseas events:

5.1 The participation at such events by Meghalaya Tourism, will be against pre-identified deliverables in the form of branding, promotion and marketing opportunities, logo presence, logistics like travel and stay.

5.2 The payment for participation at such events will be released only after the completion of the programme and on submission of invoice along with the following documents:

- I. Statement of deliverables provided, along with supporting documents, photographs, CDs, etc., as proof of deliverables provided.
- II. Statement of expenditure and income relating to the event, duly verified by the Chartered Accountant or an equivalent authority, as may be required.
- III. A report on the event and its outcome.

Annexure I : Format of Submission of Proposals

General Terms and Conditions:

- I. Proposals for financial support should include complete details and profile of the event, an audience profile, expected expenditure along with the break-up under broad components of expenditure, names of other sponsors/sponsorship details, names of other participating states, details and antecedents of the organisers and agencies involved in organizing the event and any other relevant information pertaining to the event.
- II. All proposals must be sent to Tourism Department, Government of Meghalaya well in advance for review and processing. No proposal under these guidelines will be considered for ex-post facto approval.
- III. The proposals which meet the minimum requirements of the as per the guidelines will be processed for placing before the committee for their consideration. Proposals which are not given three months in advance before the event would not be considered for participation by the Department even if the proposal meets the minimum conditions as per the guidelines.
- IV. Participation at any of the events under these guidelines will be considered subject to availability of funds and relevance of the event. The Tourism Department, Government of Meghalaya reserves the right to reject any proposal without assigning any reasons thereof.

Annexure-I

Application Format for application under “Meghalaya Tourism Marketing and Participation in Events Scheme, 2024”

Applications are invited for participation of Meghalaya Tourism in tourism events/ travels shows/ etc under the “**Meghalaya Tourism Marketing and Participation in Events Scheme, 2024**”. Applicant Organization may send the completed documented applications, in the enclosed format. The application should be addressed to The Director of Tourism, Meghalaya, Shillong.

DOCUMENTS TO BE ATTACHED

- I. Constitution of the Company / Organization with appropriate details
- II. Constitution of the Company or Board of Management or Organization, etc.
- III. Copy of the latest available Annual Report if any.
- IV. A detailed proposal including-description, deliverables of the event / program for which participation is requested along with its duration and qualifications.
- V. Item-wise details of recurring and non-recurring expenditure separately, and the source(s) from which counterpart funds will be obtained.
- VI. Details of the bank account to enable electronic transfer of sanctioned funds

Note: *Incomplete applications not supported by the required documents will be summarily rejected.*

APPLICATION FORM

1. Name of the Organization / Company:
2. Postal Address (with telephone/fax/e-mail address):
3. Date of Establishment & Registration of the Organization:
4. Registration number of the Organization, if applicable.:
5. Permanent Account Number (Income Tax):
6. Name of the Banker & Account Number:
7. Brief details of the Institution/Organization, its objectives, and activities:
8. Title of the proposed Program / Event:
9. Date & Period of execution:
10. Synopsis of the Program / Event (to be annexed):
11. Details of the Program / Event (to be annexed):
12. Total estimated cost of the Program / Event (items-wise details to be annexed):
13. Amount of Participation for the Program / Event:

I certify and declare that:

- a) The particulars of statements made above are true
- b) The institution/organization will abide by the rules and conditions laid down by the Directorate of Tourism.

Signature

Name:

Designation:

Office Stamp:

Note: Please enclose all the documents and furnish full information as indicated in enclosed check-list.

CHECK LIST

(To be enclosed with the application)

| SI No. | Information given/documents attached | Whether information given/documents attached (Please write Yes/No or Not Applicable (NA)) |
|--------|--|--|
| 1 | Registration Number | |
| 2 | Copy of the Registration Certificate and Memorandum of Association to be attached | |
| 3 | Permanent Account Number (if applicable) | |
| 4 | Project in brief in not more than 500 type-written words | |
| 5 | Synopsis of the Proposal must include, but not limited to <ul style="list-style-type: none">• Description of the proposal for participation including its duration and the qualifications• Rationale for support by Government• Expected Footfalls• Media coverage plan• O&M Plan• Potential Impact & Outcomes• Financial statement of the proposal providing itemized details of recurring and non-recurring expenditures separately.• Details of the other source(s) from which funds will also be managed. | |
| 6 | Complete details of cost of proposed program/event | |

**Signature-----

Name-----

Designation-----

Office Stamp-----

**The signature must be similar
to that in application.