

**India Tourism, New York  
Ministry of Tourism, Government of India  
1270 Avenue of the Americas, Suite 303  
New York, NY 10020  
USA**

**Request for Proposal (RFP)  
File No: ITONYC/RFP/TMA/ South America-2019**

**“Tender for Inviting Quotations for One Tourism Marketing Agency  
for South America (Argentina, Brazil, Chile)**

Last date of submission of Bids: 21 January 2020 upto 1730pm (Eastern time)

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**Government of India  
Ministry of Tourism  
India Tourism – New York**

**India Tourism New York** is one of the eight overseas offices of the Ministry of Tourism, Government of India, responsible for promotion of tourism to India from North, South and Central America including Canada. With a view to undertake aggressive promotion and marketing of India's rich tourism products in the **South American Market. (Argentina, Brazil, and Chile)** India Tourism, New York proposes to appoint a **Tourism Management Agency**, for assisting the India Tourism office in undertaking work relating to promotion and publicity of Indian Tourism in the **South American Market. ( Argentina, Brazil and Chile)** In other words, selected agency will function as an extended arm of **India Tourism** in **South America**.

2. India Tourism, New York invites proposals from professional agencies having prior experience of representing tourism destinations in **South America (Argentina, Brazil and Chile)**.

3. **Scope of Work: -**

- i. The **Tourism Management Agency** will assist the India Tourism in identifying the Tour Operators/ Travel Agencies and other agencies who have the capacity to sell India as a Tourism Destination. The agency will further contact such agencies to conduct meetings with them and acquaint them about Indian Tourism (destinations, products, itineraries, programmes etc.). This will also include providing adequate information to them about India and motivate them to sell India packages. For this purpose, the **Tourism Management Agency** will conduct meetings/ teleconferencing / interaction with the tour operators as an ongoing process. The agency will conduct regular follow ups with these agencies during their period of contract.
- ii. The **Tourism Management Agency** will help India Tourism in conducting 'Know India Seminars' on regular basis in the **South American Market. (Argentina, Brazil and Chile)**. This will include identifying suitable venue, food/snacks/ cocktail arrangements, Audio Visual requirements, sending invites to identified tour operators/ travel agents, consumers etc. and undertaking presentations on India (if required) to enhance the knowledge of the invitees about India. The **Tourism Management Agency** will conduct these Know India Seminars in cities to be identified as an ongoing process and as per the instructions of India Tourism Office.
- iii. The **Tourism Management Agency** will help India Tourism in conducting 'Road Shows' in the **South American Market. (Argentina, Brazil and Chile)** This will require coordinating arrangements for the Road Show(s) as per the requirement of India Tourism which will include identifying suitable venue,

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