

Simplified Request for Proposals (RFP): Sales Travel Representative – United States & Canada

1. Purpose of the RFP

The Territorial Tourism Committee of Saint Barthélemy (CTTSB) is launching a call for applications to select a niche travel sales representative. The selected candidate will be responsible for developing the visibility and sales of Saint Barthélemy as a destination in the United States and Canada.

2. Specifications

Main Responsibilities:

- Represent CTTSB at trade shows, exhibitions, and professional events in North America.
- Develop and implement a sales plan tailored to the North American niche tourism market and a discerning clientele.
- Conduct prospecting activities with travel agencies, concierge services and private travel designers.
- Organize and escort educational trips (fam trips) for key partners.
- Promote Saint Barthélemy on the representative's website and social media channels.
- Provide monthly activity reports and participate in monthly strategic meetings with CTTSB.
- Identify and propose integration into relevant consortia and preferred partner programs (e.g., Virtuoso, Signature, etc.).
- Manage relationships with agencies and partners to maximize visibility and market share.

Financial Terms:

- Monthly fixed fee (to be proposed by the candidate).
- Reimbursement of travel and event expenses upon presentation of receipts, subject to prior approval by CTTSB.

Duration:

- One-year contract, renewable, with the possibility of termination by either party with 90 days' notice.

3. Publication

The RFP will be published on the official CTTSB website and distributed through niche travel professional networks in North America.

4. Submission Details and Contact Address

Applications must be submitted within 3 weeks from the date of publication.

Contact: direction@saintbarth-tourisme.com

5. Evaluation of Applications

CTTSB will prepare an analysis report evaluating:

- The candidate's experience and network in the North American niche travel sector.
- The relevance and quality of the proposed action plan.
- References and previous results.
- Financial terms.

6. Formalization of Feedback

Unsuccessful candidates will be notified in writing. The awarded contract will be formalized and will include the conditions outlined in these specifications.

7. Archiving

All applications and analysis reports will be archived in accordance with CTTSB's internal procedures.