# Government of India Ministry of Tourism (IIDP Division)

Transport Bhawan 1, Parliament Street, New Delhi-110001

File No. IT-5/1/2019

Dated: 22.12.2023

Subject: Request for Proposal [RFP] for Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform.

I am directed to attach the RFP document bearing reference no. IT-5/1/2019 dated 22.12.2023 regarding 'Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform'.

2. The interested bidding agencies go through the details and the procedures mentioned in the said RFP documents. Important dates are also given in the RFP document. Corrigendum/ Amendments/ Clarifications in respect of this RFP, if any, will be posted on websites – www.tourism.gov.in and https://eprocure.gov.in/eprocure/app only. Therefore, interested bidding agencies may keep checking the above-mentioned websites for such details.

(Jisha Ashok) Assistant Director (IIDP)

जिया अशिक/JISHAASHOK सहायेख विदेशक/Asstt. Director पर्यटन मंद्रास्य/Ministry of Tourism भारत सरकार/Govt. of India नई दिल्ली/New Delhi

Encl: As Stated.

To

All interested bidding agencies

# **Request for Proposal [RFP]**

for

# Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform



RFP reference no. IT-5/1/2019
22 December 2023

Ministry of Tourism

Government of India

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#### 1. Disclaimer

- 1.1 The purpose of this RFP is to provide interested parties with the information that may be useful to them in the formulation of their Bids. The information contained in this RFP has been provided to the best of knowledge of Ministry of Tourism (MoT) and in good faith. However, the information may not be complete and accurate in all respects and may not be exhaustive. This RFP includes statements which reflect various assumptions and assessments arrived at by the MoT in relation to the project.
- 1.2 While reasonable care has been taken in providing information in this RFP, the Bidders are advised not to rely solely on this information only but also carry out their independent due diligence and risk assessments before submitting their response to this RFP. Further, the Bidders are advised to conduct their own analysis of the information contained in this RFP, carry out their own investigations about the project, the regulatory regime which applies thereto and all matters pertaining to the MoT and to seek their own professional advice on the legal, financial, and regulatory consequences of entering into an agreement or arrangement relating to this RFP.
- 1.3 This RFP includes statements, which reflect various assumptions and assessments arrived at, by the MoT in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the MoT, its officers, employees, advisors, or consultants to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP.
- 1.4 The information contained in this RFP is subject to update, expansion, revision, and amendment prior to the last day of submission of the Bids at the sole discretion of the MoT. In case any major revisions to this RFP are made by the MoT within seven days preceding the last date of submission of the Bids, the MoT may, at its discretion, provide reasonable additional time to the Bidders to respond to this RFP. Neither the MoT nor any of its officers, employees, advisors nor consultants undertakes to provide any Bidder with access to any additional information or to update the information in this RFP.
- 1.5 The MoT, its officers, employees, advisors, or consultants make no representation or warranty and shall have no liability of any nature to any person including any Bidder or Vendor under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost, or expense which may arise from or be incurred or suffered on account of anything contained in this RFP.

- 1.6 The issue of this RFP does not imply that the MoT is bound to select or appoint a Bidder for the Project and the MoT reserves the right to reject all or any of the Bidder or Bids without assigning any reason whatsoever.
- 1.7 The Bidders shall bear all costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the MoT or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the MoT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

# 2. Fact Sheet

#.	Item	Description
1.	Name of the Client	Ministry of Tourism
2.	Bid Securing Declaration	Bidders shall submit, along with their Proposals, a signed 'Bid securing declaration' accepting that if the Bidder withdraws or modifies the bids during period of validity, or if the Bidder is awarded the contract and they fail to sign the contract, the Bidder will be suspended for a period of one year from being eligible to submit bids for contracts with MoT. The format is available in <b>Annexure A Format</b> 4.
3.	Tender Inviting Authority	The Secretary, Ministry of Tourism, Government of India
4.	Title of the RFP	RFP for Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform
5.	Method of Selection	The method of selection is Technical Score Cut-off followed by Quality and Cost Based Selection (QCBS)
6.	Availability of RFP Documents	RFP documents shall be available on the Central Public Procurement Portal and MoT website (URL: http://eprocure.gov.in) & https:// https://tourism.gov.in/ respectively.
7.	Date of RFP issue	23.12.2023 (Friday)
8.	Last date for Submission of Pre-Bid Queries	All the queries should be received on or before 03.01.2024 at 17:00 hours, through email only with subject line as follows:

		"RFP for Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform" Pre-Bid Queries _ <bidder's name="">".  The queries should be submitted as per the Format 11 prescribed in Annexure A of this RFP.  The Pre-Bid queries to be sent to the following Email ID:(Roshan M Thomas <roshanmthomas.dad@nic.in>)</roshanmthomas.dad@nic.in></bidder's>
9.	Pre-Bid Workshop & Conference Time, Date, & Venue	Date- 05.01.2024 (Friday)  Time- 11:00 Hrs  Venue: - Manthan, First Floor, Ministry of Tourism (MoT), Transport Bhawan, 1, Parliament Street,  New Delhi 110 001.
10.	Publishing of Responses to pre-bid queries / corrigendum by MoT – Date	Date: 12.01.2024 (Friday)  Note: MoT shall not be obligated to respond to any or all the queries. MoT may, at its sole discretion, choose to publish responses to the pre-bid queries and/or any corrigendum on Central Public Procurement Portal (URL: https://eprocure.gov.in/eprocure/app)
11.	Last date and time for Bid submission (on or before)	Date & Time: - 29.01.2024 (Monday) 15:00 Hrs  Proposals shall be uploaded in the format and mode as provided for in the Central Public Procurement Portal. No Bids shall be submitted in hard copy to MoT.

		Portal (URL: https://eprocure.gov.in/eprocure/app) for this RFP and shall be digitally signed by the authorized signatory of the Bidder.
12.	Technical Bid Opening	Date & Time: 30.01.2024 (Tuesday) 16:00 Hrs  Venue: - Manthan, First Floor, Ministry of Tourism (MoT), Transport Bhawan, 1,  Parliament Street, New Delhi 110 001
13.	Date for Technical Presentation by Bidders	Date & Time: To be intimated later to the shortlisted bidders.  Venue: Manthan, First Floor, Ministry of Tourism (MoT), Transport Bhawan, 1, Parliament Street, New Delhi 110 001.  If changed, this may be done online or through a physical meeting. To be intimated later.
14.	Financial Bid Opening	The date of opening of financial bids will be informed separately to successful bidders after technical evaluation of bids and only those bids will be opened which are technically qualified.
15.	Language of Bid Submission	Proposals should be submitted in English only.
16.	Term period of services	The term period of services shall be valid for a period of 2 years from the Effective date of Agreement, which may be further extended by MoT for up to the period of 1 year on the same terms and conditions.
17.	Currency	Currency in which the Bidders may quote the price and will receive payment is INR only.

18.	Name and Address for Communication and seeking clarifications	Name: Roshan Thomas M, Deputy Secretary to the Government of India, Ministry of Tourism (IT Division), Transport Bhawan, New Delhi-110 001.  Email ID: Roshan M Thomas <roshanmthomas.dad@nic.in></roshanmthomas.dad@nic.in>
19.	Joint ventures and consortiums	Joint ventures and consortiums of companies will not be allowed.

## 3. Notice Inviting Tender

- 3.1 The Ministry of Tourism (MoT), Government of India, having its Office at Transport Bhawan, Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi, 110001, invites Bids against this RFP for "Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform" from eligible Bidders.
- 3.2 Interested Bidders are advised to study this RFP document carefully before submitting their Bids in response to this RFP document. Submission of a Bid in response to this RFP shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions, and implications.
- 3.3 The RFP document is available on the Central Procurement Portal (CPP) and can be downloaded by interested Bidders. Any subsequent corrigenda / clarifications shall be uploaded on the CPP Portal: https://eprocure.gov.in/eprocure/app. The time, date and venue details related to the pre-bid conference and bid submission are mentioned in the Fact Sheet contained in the RFP. Any changes in the same shall be uploaded on the portal. The bids shall have to be uploaded electronically on the CPP Portal, with valid digital signatures before the Bids submission deadline. MoT reserves the right to accept or reject any or all the bids and terminate the RFP process at any stage at its own discretion without assigning any reasons or incurring any liability thereof.
- 3.4 Bids that are received after the last date and will not be considered in this RFP process. MoT takes no responsibility for issues faced by bidders on the CPP portal for uploading of bids or corruption of files on the CPP portal. The Bids shall be evaluated

in accordance with the qualification and evaluation criteria to shortlist Bidders as prescribed in the RFP document.

## 3.5 Details of the appointed officer:

Roshan M Thomas

The Deputy Secretary to the Government of India, Ministry of Tourism,

Transport Bhawan, New Delhi- 110 001

## 4. Structure of RFP

# 4.1 This Request for Proposal document consists of the following:

Clauses		
Clause 1	Disclaimer	
Clause 2	Fact Sheet	
Clause 3	Notice Inviting Bidder	
Clause 4	Structure of RFP	
Clause 5	Introduction to Incredible India Digital Platform	
Clause 6	Instructions to Bidder	
Clause 7	Evaluation Criterion	
Clause 8	Scope of Work and Deliverables	
Clause 9	Payment Terms and Conditions	
Clause 10	Allocation of Core Team Resources	
Clause 11	Appointment of Bidder	
Clause 12	Exit Management	

Clause 13	Penalties	
Clause 14 Fraud & Corrupt Practices		
Clause 15	Conflict of Interest	
Annexures		
Annexure A	Pre-Qualification and Technical Bid Templates	
Format 1	Compliance Sheet for Pre-Qualification Proposal	
Format 2	Particulars of the Bidder	
Format 3	Financial of the Bidder	
Format 4	Format for Bid Securing Declaration	
Format 5	Compliance Sheet for Technical Proposal	
Format 6	Cover Letter for Technical Proposal	
Format 7	Project Citation Format	
Format 8	Approach and Methodology	
Format 9	Curriculum Vitae (CV) of Key Personnel	
Format 10	Letter of No Deviation	
Format 11	Format for Pre-Bid Queries	
Annexure B	Financial Bid Templates	
Format 12	Cover Letter for Financial Proposal	
Format 13	Financial Proposal	

Annexure C	Template Performance Bank Guarantee	
Annexure D	Format of Letter of Intent	
Annexure E	Self-Declaration Non-Blacklisted format	
Annexure F	Experiences	
Appendices		
Appendix 1	Draft Master Service Agreement	
Appendix 2	Incredible India Digital Platform Strategy & Vision Document	
Appendix 3	Incredible India Digital Platform Benchmarking Reference Document	

## 5. Introduction to Incredible India Digital Platform

## 5.1 Incredible India Digital Platform

- 5.1.1 India is one of the best countries in terms of richness and diversity of tourism destinations and products. India has many worlds heritage sites, home to the cultural heritage of Hinduism, Buddhism, Jainism, Sikhism, Christianity, and Islam. Innumerable monuments, exquisitely carved temples, stupas, forts, and palaces are dotted all over the country. The natural beauty of the country is equally varied. India has diversity in geographical features like spectacular mountain ranges, meandering rivers, and miles of dense forests and many more.
- 5.1.2 Ministry of Tourism envisions to revamp its incredible India digital platform (includes Incredible India website, mobile apps, modules deployed in Adobe cloud, any other digital asset utilized to engage with visitors) to make it one of the top tourism portals in the world. It is envisaged to revamp the platform into a tourist centric one stop digital platform, which will provide the tourists with information and services all through their journey from dreaming, planning, booking, visiting, and returning. It is further envisaged to integrate the information and services from various State Governments, Destinations and other hospitality, travel & tourism stakeholders.

5.1.3 Ministry of Tourism has held extensive deliberations to revamp the portal and make it one of the top tourism portals in the world. The Ministry has benchmarked best country tourism portals, like USA, Switzerland, Singapore etc. for features and studied best practices for developing a world class platform (Refer to Appendix 3: Incredible India Digital Platform Benchmarking References Document) and basis this prepared a strategy document (Refer to Appendix 2: Incredible India Digital Platform Strategy & Vision Document) for the Incredible India digital platform, which revolves around the vision of transforming Incredible India digital platform as focal point for information, experiences, and services for tourists across the world thereby increasing visitor satisfaction & make India as a preferred destination.

#### 5.2 Brief on Roles and Responsibilities of Implementation Partners

- 5.2.1 As a part of strategy and roadmap, MOT has envisioned to engage four implementation partners for revamping the Incredible India digital platform. The following are the four implementation partners:
  - (i). Brand Strategy and Design Agency
  - (ii). Production Agency
  - (iii). System Integrator Agency
  - (iv). Project Management Unit

#### 5.2.2 Brand Strategy & Design Agency – Lead Implementation Partner

- (i). Brand Strategy and Design Agency shall play a pivotal role in driving the multifaceted strategy for the Incredible India digital platform as per the vision laid down by the Ministry of Tourism. As a lead agency, it shall draft overall branding and experience strategy, deliver content to enhance the digital platform. In addition to this, it shall provide guidance and support to System Integrator and Production Agency and work together to achieve project milestones.
- (ii). The agency shall be responsible and accountable for planning, designing, and monitoring all campaigns executed during the period of engagement and shall also coordinate with internal and external stakeholders for managing the digital marketing initiatives.
- (iii). The Incredible India digital platform envisages an integrated and holistic approach to showcase Indian tourism, destination, products, and other

offerings including lesser-known destinations and undiscovered facets of Indian tourism across the length and breadth of the country in a scalable and sustainable manner, to increase the footfalls of both the international and domestic tourists.

- (iv). This agency shall also provide content for Incredible India digital platform which shall include the following:
  - (a). **Content Creation**: Drafting content for the website and other Social Media platforms, newsletters, banners, Mobile App, and other related deliverables
  - (b). **Content Presentation**: The agency shall be responsible for translating content in multiple languages from India and abroad to target global audience, draft experience strategy, define brand guidelines, repurpose existing content
  - (c). **Content Structure**: Design UI/UX in minimum clicks (3-4) for complete user journey on the platform, create theme-based content, define structure to granular level in terms of attractions or destinations e.g., State level, city level, district level, place level.
  - (d). **Content Collaboration**: Content shall also be sourced via collaborations with states, industry bodies, travel writers, editors, content producers, freelance writers, brand writers, influencers, photographers, etc.
  - (e). **Personalisation**: Create content as part of demographic / behavioural trends to push to different target groups and create customised key messages
  - (f). CRM based content management, ORM, SEO, industry partnerships, etc.
  - (g). Any other support which may be required to achieve the vision of Incredible India digital platform as one stop solution for information, services, and outreach.

#### **5.2.3 Production Agency**

The Production agency shall work closely with Brand Strategy & Design Agency, the lead implementation partner, and MoT. MoT has a rich repository of images and videos which will be repurposed by Brand Strategy and Design agency. In addition, the production agency will create new media assets including videos, stills

(photographs) and other technology-based media assets for the purpose of brand building of Incredible India. The Production agency will provide new content in coordination with Brand Strategy and Design agency and shall perform the broad responsibilities as highlighted below:

- (i). Providing new images and videos to enrich the portal
- (ii). Perform moderation of images and videos
- (iii). Editing and post-processing of images and videos
- (iv). Pan India network for capturing images and videos in far-fetched destinations/monuments/attractions.

#### **5.2.4** System Integrator Agency

System Integrator Agency will play a vital role in maintaining, revamping, and providing technical support to the Incredible India digital platform. This agency shall keep the platform updated with support from the above two agencies and in line with the design strategy defined by the lead Brand Strategy and Design Agency. The broad responsibilities are highlighted as follows.

- (i). Website and native mobile apps revamping & integration of services/features
- (ii). Operations & Maintenance of the Incredible India digital platform (website and mobile app)
- (iii). Content management, aggregation, and update
- (iv). User engagement using Adobe tools such as Adobe Analytics, Target, Campaign and AEM

#### 5.2.5 Program Management Unit (PMU)

PMU will be responsible for translating the vision of the Incredible India digital platform to all the agencies as action items and then overseeing the execution of the strategy that has resulted from the vision and benchmarking exercise conducted. It shall liaison with three agencies and the Ministry for executing the vision of the Incredible India digital platform. The broad responsibilities are highlighted as follows:

(i). Project monitoring and contract management including stakeholder management.

- (ii). Assistance in the procurement process (Creation of RFPs, Bid Process Management, etc.)
- (iii). Assistance in preparation of presentations (status reviews, vision, plan, requirements, etc.)
- (iv). Conducting meetings, reviews and doing other necessary communications for smooth functioning of the project.
- (v). Responsible for onboarding of all agencies and getting approvals from Ministry
- (vi). Defining SOPs for hassle-free functioning of platform and operations of three agencies altogether. This will be done in collaboration with the abovementioned agencies.

#### 6. Instruction to Bidders

#### 6.1 General

- 6.1.1 While every effort has been made to provide comprehensive and accurate background information and requirement & specifications, bidders must form their conclusion about the solution needed to meet the requirements. Bidders may consult their legal team before submitting response to this RFP.
- 6.1.2 All information supplied by the Bidders may be treated as contractually binding on the bidders, on the successful award of the assignment by the MoT based on this RFP.
- 6.1.3 No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the MoT. Any notification of the preferred Bidders status by the MoT shall not give rise to any enforceable rights by the Bidder. MoT may cancel this public procurement at any time prior to a formal written contract is executed by or on behalf of the MoT.
- 6.1.4 This RFP supersedes and replaces any previous public procurement documentation and communications, and Bidder should place no reliance on such communications.

#### 6.2 Due Diligence by Bidders

6.2.1 Bidders may prior to submitting their Proposals, examine the requirements at their own expense and obtain and ascertain for themselves, at their own responsibility and other information necessary for preparing their Proposals.

- 6.2.2 Bidders shall be deemed to have full knowledge of the requirements of the work. MoT will not accept any responsibility or liability for any errors, omissions, inaccuracies, or errors of judgment with respect to information or materials provided by MoT in this RFP Document or otherwise, with respect to this Project. Although such information and materials are to the best of MoT's belief, however, their verification is the sole responsibility of Bidder.
- 6.2.3 Neither MoT, nor their employees make any representation or warranty as to the accuracy, reliability or completeness of the information provided nor will have any liability to any bidder which may arise from or be incurred or suffered in connection with anything contained in this RFP and the award of the work or otherwise arising in any way from the selection process.

## 6.3 Compliant Proposals/ Completeness of Responses

Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and Proposal may be rejected. Bidder must:

- (i). Include documentation specified in this RFP.
- (ii). Follow the format of this RFP and respond to each element in the order as set out in this RFP
- (iii). Comply with all requirements as set out within this RFP.

## 6.4 Code of Integrity

- 6.4.1 No official of a procuring entity or a bidder shall act in contravention of these codes which includes prohibition of:
- a) Making an offer, solicitation or acceptance of a bribe, reward or gift or any material benefit, either directly or indirectly, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.
- b) Any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained, or an obligation avoided.
- c) Any collusion bid rigging or anticompetitive behaviour that may impair the transparency, fairness, and progress of the procurement process.
- d) Improper use of information provided by the procuring entity to the bidder with an intent to gain unfair advantage in the procurement process or for personal gain.

- e) Any financial or business transaction between the bidder and any official of the procuring entity related to the tender or execution process of contract, which can affect the decision of the procuring entity directly or indirectly.
- f) Any coercion or any threat to impair the harm, directly or indirectly, any party or its property to influence the procurement process.
- g) Obstruction of any investigation or auditing of a procurement process.
- h) Making false declarations or providing false information for participation in a tender process to secure a contract.

#### 6.4.2 Disclosure by the Bidder

- (i). Disclosure by the bidder of any transgression made in respect of the provision of sub-clause 6.4.1 with any entity in any country during the last three years or of being debarred by any other procuring entity.
- (ii). In case of any reported violations, the procuring entity, after giving a reasonable opportunity of being heard, concludes that a bidder or prospective bidder has contravened the code of integrity, may take appropriate measures.

## 6.5 Pre-Bid Meeting and Clarifications

#### **6.5.1** Pre-Bid Conference

- (i). The Bidders will have to ensure that their queries for Pre-Bid meeting should be sent as per details in the Fact Sheet.
- (ii). The queries should necessarily be submitted in the format mentioned in **Annexure A Format 11: Pre-bid queries format**.
- (iii). MoT shall not be responsible for ensuring that the Bidder's queries have been received by them. Any request for clarification posts the indicated date and time may not be entertained by the MoT.

## 6.5.2 Responses to Pre-Bid Queries and Issue of Corrigendum

(i). The MoT will endeavour to provide a timely response to all queries. However, MoT makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MoT undertake to answer all the queries that have been posted by the Bidders.

- (ii). At any time prior to the last date for receipt of bid, MoT may, for any reason, whether at its initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by Corrigendum.
- (iii). The Corrigendum (if any) and clarification to the queries from all Bidders will be posted on the MoT website (www.tourism.gov.in) and e-Procure portal https://eprocure.gov.in. Any such Corrigendum shall be deemed to be incorporated in this RFP.
- (iv). To provide prospective Bidders reasonable time for taking the Corrigendum into account, MoT may, at its discretion, extend the last date for the receipt of the Proposals.

#### 6.6 Key Requirements of the Bid

#### **6.6.1** Bid Securing Declaration

Bidders shall submit, along with their Proposals, a signed 'Bid securing declaration' accepting that if the Bidder withdraws or modifies the bids during the period of validity, or if the Bidder is awarded the contract and they fail to sign the contract, the Bidder will be suspended for a period of one year from being eligible to submit Bids/ Proposals for contracts with MoT. (Refer Annexure A Format 4: Format of Bid Security Declaration)

## 6.6.2 Submission of Bids

- (i). Bidders shall submit their responses to the RFP as per the procedure specified in the e-Procurement portal (URL: https://eprocure.gov.in) being used for this purpose. Generally, the items to be uploaded on the relevant sections/folders on the portal would include all the related documents mentioned in this RFP, such as:
  - (a). Bid securing declaration (Annexure A Format 4: Format of Bid Security Declaration)
  - (b). Pre-qualification response with Compliance sheet for Prequalification (Annexure A Format 1: Compliance Sheet for Pre-Qualification Proposal)
  - (c). Technical Proposal with the Cover Letter for Technical Proposal (Annexure A Format 6: Cover Letter for Technical Proposal)
  - (d). Financial proposal with the Cover letter for Financial proposal (Annexure B Format 12 & Format 13)

- (e). Additional certifications/documents e.g., Power of Attorney, CA certificates on turnover, etc.
- (ii). However, each of the above documents must be uploaded in the format specified for this purpose and as per the specified folder structure in the portal.
- (iii). The bidder must ensure that the bid is digitally signed by the Authorized Signatory of the bidding firm and has been duly submitted within the submission timelines. The MoT will in no case be responsible if the bid is not submitted online within the specified timelines.
- (iv). All the pages of the proposal document must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bidder's Proposal.
- (v). Please note that prices shall not be indicated in the pre-qualification proposal or technical proposal but shall only be indicated in the Financial proposal.
- (vi). All the pages of the proposal must be sequentially numbered, signed by the authorized signatory and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bidder's Proposal.

## 6.6.3 Bidders Authorized Signatory

The proposal shall be accompanied by an appropriate board resolution or power of attorney in the name of an authorised signatory of the Bidder stating that he/she is authorised to execute documents and to undertake any activity associated with the Bidder's Proposal.

## 6.7 Preparation and Submission of Proposals

## **6.7.1** Proposal Preparation Cost

The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in the conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of the proposal, in providing any additional information required by MoT to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process. MoT shall, in no event, be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

## 6.7.2 Language

The proposal shall be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in the English language is to be duly attested by the Bidders. For purposes of proposal evaluation, the English translation shall govern.

## 6.7.3 Venue and Deadline for Submission of Proposals

Bidders shall submit their responses to the RFP as per the procedure specified in the e-Procurement portal (URL: https://eprocure.gov.in). Any proposal submitted on the portal after the deadline will not be accepted and hence shall be automatically rejected. MoT shall not be responsible for any delay in the submission of the documents.

#### 6.8 No Deviations

The Bidder shall be required to provide a declaration for no deviation to the contents of the RFP document in the format prescribed in **Format 10: Letter for No Deviation**.

#### **6.9** Evaluation Process

- 6.9.1 The Evaluation Committee constituted by the MoT shall evaluate the responses to the RFP and all supporting documents/documentary evidence. The inability of a Bidder to submit required supporting documents/documentary evidence within a reasonable time provided to it may lead to the Bidder's Proposal being declared non-responsive.
- 6.9.2 The decision of the Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Evaluation Committee.
- 6.9.3 The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.
- 6.9.4 The Evaluation Committee reserves the right to reject any or all proposals based on any deviations contained in them.
- 6.9.5 Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

## 6.10 Proposal Evaluation

#### 6.10.1 Initial Proposal Scrutiny

Initial Proposal scrutiny will be held to confirm that proposals do not suffer from the infirmities detailed below. Proposals will be treated as non-responsive if a proposal is found to have been:

- (i). Submitted in a manner not conforming with the manner specified in the RFP document
- (ii). Submitted without appropriate Bid Security Declaration as prescribed herein
- (iii). Received without the appropriate power of attorney
- (iv). Containing subjective/incomplete information
- (v). Submitted without the documents requested
- (vi). Non-compliant with any of the clauses stipulated in the RFP
- (vii). Having lesser than the prescribed validity period.

## 6.10.2 Pre-qualification Scrutiny

MoT shall prepare a list of all the responsive Bidders, who comply with all the prequalification criteria of the RFP. All pre-qualified bids shall then be considered for further evaluation by the evaluation committee according to the evaluation process defined in this RFP document. The bids that do not qualify basis on the prequalification criteria will be rejected.

## 6.11 Bid Opening

The proposals submitted up to 15:00 Hrs on 29.01.2024 will be opened at 16:00 Hrs on 30.01.2024 by the Nodal Officer or any other officer authorized by MoT, in the presence of the Bidder's representatives who may be present at the time of opening (physically or virtually as decided).

#### 6.12 Bid Validity

The offer submitted by the Bidders shall be valid for a minimum period of 90 days from the last date of submission of the proposal.

#### 7. Evaluation Criteria

#### 7.1 Method and Terms of Selection

- 7.1.1 MoT shall evaluate the responses to this RFP and evaluate the bidders on a "best value bid" basis by using the **Quality and Cost Based Selection (QCBS) method**. Except for the public opening of bids, information related to the examination, clarification, evaluation and comparison of bids and recommendations concerning the award of contract shall not be disclosed to any Bidder or any person not officially concerned with such process.
- 7.1.2 Each bid carries 100 marks. On technical bid, 70% weightage would be given for computation of total technical marks and on financial bid, 30% weightage would be given for computation of financial marks, as detailed at clause 7.5.1.
- 7.1.3 If there is only one valid Bid, MoT reserves the right to evaluate the single Bid or take recourse to re-tendering.
- 7.1.4 MoT reserves the right to accept or reject any Bid and/or cancel or annul the entire tender process and reject all the bids at any time prior to award of contract, without thereby incurring any liability whatsoever to the affected Bidder(s) and without informing the grounds of rejection/annulling.

#### 7.2 Pre-Qualification Evaluation Criteria

The Pre-Qualification documents shall be submitted along with the Pre-qualification Compliance Sheet (Refer Annexure A Format 1: Compliance Sheet for Pre-Qualification Proposal). MoT reserves the right to check/validate the authenticity of the information provided in the Pre-qualification compliance and requisite support must be provided by the bidder. The following table enlists the pre-qualification criteria for this RFP:

#	Eligibility Criteria	Supporting documents to be submitted
1.	Legal Entity  The Bidder must be:  a. Incorporated and registered in India under the Indian	Certificate of Incorporation /Copy of Registration Certificate(s)/Copy of GST registration  AND  Bidder General information as per
	Companies Act 1956/2013 or LLP registered under LLP Act, 2008	Annexure A Format 2: Particulars of the Bidder, to be included for the Bidder

	b. Operational in India for minimum five years.	
2.	Office in Delhi/NCR  The bidder must have an office in Delhi / NCR.	Copy of Electricity/ telephone bill in the name of Bidder OR  Lease agreements or Certificate from Company Secretary
3.	Presence in India  The bidder must have presence in minimum two cities in India other than Delhi / NCR. The bidder can include their offices, and other offices in various cities.	<ul><li>a. Rent agreement</li><li>OR</li><li>b. Lease for each city office</li></ul>
4.	Annual Turnover  The Bidder must have an annual turnover of minimum INR 25 crore per year during any of the three financial years out of the last five financial years ending 31st March 2023.	<ul> <li>a. Certified true copy of Balance Sheet with Profit &amp; Loss A/c for the year: 2018 – 2019, 2019 – 2020, 2020 – 2021, 2021 – 2022, 2022 – 2023.</li> <li>b. Details be provided in Annexure A Format 3: Financials of the Bidder</li> <li>c. The details should be certified by the Statutory Auditor of the Company or Company Secretary</li> </ul>
5.	Similar Work Experience  The Bidder must have executed at least three projects involving videography and photography services in Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.), with a	<ul> <li>a. List of the 3 clients should be provided along with the nature of services provided.</li> <li>b. Use the format provided in Annexure A Format 7: Project Citation Format</li> </ul>

	project fee of at least INR 50 Lakhs per project, in the last	AND
	three financial years (2020 – 2021, 2021 – 2022, 2022 – 2023).	a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR
		b. Copy of Work order and Self- Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR
		c. Copy of client certificate as documentary proof for the stated criteria and project status, OR
		d. In case of NDA, Self-certificate of completion by the Company Secretary.
	Resources	
6.	Profiles proposed for Core Team should meet experience & minimum requirement criteria as mentioned in Clause 10.2	CVs of core team as per Annexure A Format 9: Curriculum Vitae (CV) of Key Personnel
	Not Blacklisted	
7.	The Bidder should not have been blacklisted by (Central Govt./State Govt. / Centre/State PSUs/ Autonomous Body) on the bid submission date.	Self-declaration from the bidder in company letter head, signed by authorized signatory as per Annexure E: Self-declaration -Not Blacklisted Format

## 7.3 Technical Evaluation Criteria

7.3.1 The Technical Evaluation documents shall be submitted along with the Compliance Sheet for Technical Evaluation (Refer Annexure A Format 5: Compliance Sheet for Technical Evaluation). MoT reserves the right to check/validate the authenticity of

the information provided in the Technical compliance and requisite support must be provided by the bidder.

7.3.2 Only those agencies scoring a minimum of 70 marks in the technical evaluation will qualify for the Financial evaluation stage. The bids failing to secure minimum marks in the technical criteria will not qualify for the evaluation of Financial bids. The evaluation criteria for technical bid are given as below:

#	Criteria	Particulars	Documentary Evidence	Max. Marks
1.	Average Annual Turnover	The average annual turnover of the firm in any of the three financial years out of the last five financial years (2018 - 2019, 2019 - 2020, 2020 – 2021, 2021 – 2022, 2022 – 2023)  Refer to the below table 7.3.2.1 for further details.	<ul> <li>a. Self-attested certificate from Chartered Accountant to this effect to be submitted along with the Bid.</li> <li>b. Details be provided in Annexure A Format 3: Financials of the Bidder</li> </ul>	10
2.	Presence in India	The bidder will be marked based on their presence in the number of cities in India.  Refer to the below table 7.3.2.2 for further details	<ul><li>a. Rent agreement</li><li>OR</li><li>b. Lease for each city office</li></ul>	5
3.	Experience in Videography and Photography in	Each tourism related project will get 5 marks. A maximum of 4	a. List of all the clients should be provided along	30

Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.) in the last five years.

projects can be submitted.

OR

Each similar industry related project will get 4 marks. A maximum of 5 projects can be submitted.

(In case, bidder is citing a combination from above two categories, the maximum marks allotted will be 20 only)

Refer to the below table 7.3.2.3 for further details.

AND

Bidder must have worked with at least three of the Top 100 brands across the globe in the last five financial years for videography or photography services. (Refer to the below table 7.3.2.3 for further details.)

- with the nature of services provided.
- b. Use the format provided in Annexure AFormat 7

AND

- a. Copy of Work
   Order and
   Completion
   Certificates/
   Phase Completion
   Certificate from
   the client, OR
- Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR
- c. Copy of client certificate as documentary proof for the stated criteria and project status.
- d. In case of NDA,
  Self-certificate of
  completion by the
  Company
  Secretary
- e. Samples of photos or videos of the submitted

			projects shall be uploaded in a drive link and the drive link with appropriate access to be shared along with the project details.	
4.	Resources	Assessment of Profiles proposed for Core Team:  a. Project Manager  b. Senior Art Director  c. Creative Head  d. Senior Copywriter  Refer to the table 7.3.2.4 below	Resume of the profiles. HR should also certify that details provided in the resume are correct.  Refer Annexure A  Format 9.	25
5.	Approach and Methodology	a. The bidder shall submit the technical write-up as follows:  1. Understanding of scope of work  2. Approach & Methodology  3. Creating a two-minute video representing India: India as a Wellness Destination  b. The Evaluation Committee shall	a. Write-up on the understanding of scope of work and approach & methodology b. Video based on the theme – India as a Wellness Destination	30

Refer to the Section 7.3.2.5 below The bidder will be required to make a presentation before the Evaluation Committee.	
Total	100

# 7.3.2.1 **Technical Bid Criteria 1:** Average Annual Turnover

The marks will be awarded as per the following table:

#	Average Annual Turnover	Maximum Marks
1.	25 Cr to 40 Cr	5 Marks
2.	40 Cr to 50 Cr	7 Marks
3.	> 50 Cr	10 Marks

## 7.3.2.2 **Technical Bid Criteria 2:** Presence in India

The bidder will be marked based on their presence in the number of cities in India other than Delhi/NCR. The bidder can include their offices and other chapters or infrastructural support in various cities.

#	Presence in the number of cities	Maximum Marks
1.	2 Cities	2 Marks
2.	3 Cities	3 Marks
3.	4 Cities	4 Marks

	5+ Cities	
4.	3+ Cities	5 Marks

## 7.3.2.3 **Technical Bid Criteria 3:** Experience in Photography and Videography services

The marks will be awarded for doing photography and videography projects for any Tourism or Similar industry (like Airline, Hospitality, Travel aggregators, etc.) in the last five years as per following table:

#	Criteria	Particulars	Max. Marks
1.	Experience in Videography and Photography in Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.) in the last five years.	For Tourism-related project:  Each project shall be assessed on following parameters:  a) Tourism related – 1 mark  b) Sample asset – photographs or videos. (2 marks). This marking will be based on the evaluation of the quality of the submission.  c) Order value without GST (2 marks)  d) 50 lakhs – 75 lakhs: 1 mark  e) > 75 Lakhs: 2 marks  For similar industries (Airline, Hospitality, Travel Aggregators, Accommodation, MICE) related project:  Each project shall be assessed on following parameters:  1. Sample assets – photographs or videos (2 marks). This marking will be based on the evaluation of the quality of the submission.	20

		2. Order value without GST (2 marks)  a. 50 Lakhs - 75 Lakhs: 1 mark  b. > 75 Lakhs: 2 marks	
2.	Experience of working with top brands across the globe.	The bidder shall have done photoshoot or video campaign/film production for at least <b>top three brands</b> across the world based on the Best Global Brands -2022 ratings in the last 5 years. Each project shall have a project value of minimum INR 50 Lakhs (exclusive of GST).  The bidder can refer to Interbrand.com or Fortune 500 and present a list of brands they have worked with from the top 100 list from either of the website mentioned above.  a) 3 - 5 brands: 5 marks  b) 5 or more brands: 10 marks	10
Total S	core	30	

7.3.2.4 **Technical Bid Criteria 4:** Evaluation of the CVs for resources proposed for the Core Team.

The detailed evaluation of the proposed resources and project experience relevance on previous assignments to be provided as per **Annexure A Format 9**.

#	Resources	Scoring pattern
1.	Project Manager	Max Marks: 8 Marks

		(i). Work Experience – Minimum 12 years of experience
		a. 12 - 15 years: 3 marks
		b. 15+ years: 5 marks
		(ii). Total no. of projects with at least INR 50 Lakhs project value in managing photograph and video production projects in the last five years.
		a. Up to 3 projects: 2 marks
		b. More than 3 projects: 3 marks
		Max Marks: 7 Marks
	Creative Director	(i). Work Experience – Minimum 10 years of experience
		a. 10-12 years: 3 marks
2.		b. 12+ years: 4 marks
		(ii). Total no. of projects with at least INR 50 Lakhs project value in directing videos, ad films and photoshoots.
		a. Up to 3 projects: 2 marks
		b. More than 3 projects: 3 marks
		Max Marks: 5 Marks
3.	Senior Art Director	(i). Work Experience – Minimum 10 years of experience
		a. 10 – 12 years: 2 marks
		b. 12+ years: 3 marks

		(ii). Total no. of projects with at least INR 50 Lakhs project value in projects like video production, directing films and photoshoots, and handling the audio-visual fields in the last five years.
		a. Up to 3 projects: 1 mark
		b. More than 3 projects: 2 marks
		Max Marks: 5 Marks
4.		(i). Work Experience — Minimum 10 years of experience
		a. 10-12 years: 2 marks
		b. 12+ years: 3 marks
		(ii). Total no. of projects where the Senior Copywriter should have managed the entire campaigns, providing strong leadership and direction throughout all stages of a project, including the management of a wider team of creatives, designers, videographers, and animators with at least INR 50 Lakhs project value in the last five years.
		a. Up to 3 projects: 1 mark
		b. More than 3 projects: 2 marks

# 7.3.2.5 **Technical Bid Criteria 5:** Components of Approach and Methodology.

The core team shall be responsible for a detailed presentation on understanding of scope of work, approach and methodology, two-minute sample video and interaction with the evaluation committee. The marks for understanding of scope of work, approach and methodology, the sample video and interaction with the core team will be marked by the evaluation committee:

#	Particulars	Max Marks
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1.	Understanding of scope of work	5 Marks
2.	Approach and Methodology	8 Marks
3.	Creating two-minute video sample for Incredible India Digital Platform for presenting India on the theme of: India as a Wellness Destination (Refer Annexure A Format 8 for more details)  Following elements to be covered:  a. Concept and description (4 marks)  b. Visual appeal (4 marks)  c. Creativity (4 marks)	12 Marks
4.	Evaluation of the Core Team based on their interaction with the Evaluation Committee.  a. Project Manager (2 marks)  b. Creative Director (1 mark)  c. Senior Art Director (1 mark)  d. Senior Copywriter (1 mark)	5 Marks

#### 7.4 Financial Evaluation

- 7.4.1 The Financial bids for the technically qualified bidders shall be opened on the notified date and time and reviewed to determine whether the Financial bids are substantially responsive.
- 7.4.2 The bid price will be inclusive of all the expenses and no additional expenses shall be mentioned separately. The bid price will exclude all taxes and levies and shall be in Indian Rupees and mentioned separately.
- 7.4.3 Bids that are not as per the Financial format (Refer Annexure A Format 13) or are conditional bids, shall be summarily rejected by the MoT.

- 7.4.4 Each bidder will be given a Normalized Score as per below mentioned formula:

  Normalized Financial Score of a Bidder = {Lowest Total Contract Value/ Bidders Total

  Contract Value} X 100 (adjusted to 2 decimals)
- 7.4.5 For the purpose of evaluation of the financial bid, the total price (Sr. No. 10 of Annexure B Format 13) for all the activities would be taken into account.

#### 7.5 Final and Combined Score Calculation

- 7.5.1 The final score will be calculated through the Quality and Cost based selection method with the following weightage:
  - (i). Technical: 70 Marks
  - (ii). Financial: 30 Marks
  - (iii). Final Score = (0.70\* Technical Score) + (0.30\* Normalized Financial Score)
- 7.5.2 The bidder with the highest Final Score shall be treated as the Successful Bidder.
- 7.5.3 In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for the award of the project.

## 8. Scope of Work and Deliverables

#### 8.1 Overview of the Scope

The objective of appointing Production agency is to capture the beauty and essence of India as a tourist destination by showcasing the best visuals of India through different lenses of photography, videography, and storytelling. In line with the strategy & vision document (Refer to Appendix 2: Incredible India Digital Platform Strategy & Vision Document) and benchmarking report (Refer to Appendix 3: Incredible India Digital Platform Benchmarking References Document), the bidder shall deliver the following scope defined.

#### 8.2 Detailed Scope of Work

The scope has been defined keeping in tandem with the objective of capturing the landscape and beauty of India to market and promote Incredible India Digital Platform as a portal for all national and international tourists. The indicative scope of work for the Bidder is provided below:

#### 8.2.1 Inception report

The Brand Strategy and Design Agency – Lead Agency will present a detailed As-Is Analysis and Strategy Document to the bidder. The bidder shall check all the existing libraries to map a detailed plan to click and create new digital assets (photographs and videos) for all the destinations that needs to be captured. The bidder shall submit an Inception report along with the template for receiving the briefs for creating digital assets like photographs and videos in coordination with the Lead Agency.

## 8.2.2 Planning & Support for New Imagery & Videos

Based on the Inception report, the bidder will work closely with the Lead Agency – Brand Strategy and Design Agency for planning and supporting new images and videos in accordance with plan and strategy approved by MoT.

- a) The bidder will closely work with the Lead Agency for planning new videos and photographs to be developed/clicked for attractions, destinations, wedding venues, MICE venues, wellness destinations, heritage monuments, spiritual destinations/attractions, festivals, fairs, gastronomy, handicrafts, art, music, folklore etc and other categories as per requirement stated by Lead Agency.
- b) The bidder shall submit a detailed plan on a monthly basis showcasing the plan for new photos and videos to be developed/clicked for all cities, experiences, monuments, destinations, attractions and as per requirement stated by Lead Agency.
- c) The bidder will also coordinate with Lead Agency for planning additional videos and photographs to be developed/clicked as per the campaigns planned by the Lead Agency.
- d) The bidder shall adhere to brand guidelines, advisory, narratives, scripts, formats etc. as advised by the Lead Agency.

#### 8.2.3 Photography

The bidder needs to capture high quality or high-resolution photographs, in various formats in line with the Brand Strategy and Design document drafted by the Lead Agency.

(i). The photographs are divided into three groups (Hero Photographs, Activity Photographs, and Environment Photographs), which may be suitable for various pages, communication channels and tools.

- a. **Hero Photographs**: These are promotional in nature and present key features of iconic India's destinations. The hero photograph is used for headline promotional material.
- b. **Activity Photographs**: The activity level includes photographs of what an individual may do at a destination. Content visualization is the key for activity level photographs. Photographs on experiences will be a part of activity photographs. This shall also include coverage of events, sports, fine art, culture, gastronomy, action shots, etc.
- c. **Environment Photographs**: The environment level includes visuals of the natural landscapes, environmental portraits, wildlife, etc., where an individual is not necessarily present. Photographs on experiences covering adventure, nature, flora, and fauna shall be a part of environment photographs.
- d. Drone Photographs: The bidder shall be responsible for using the drone technology for aerial shooting with high quality drone camera for photographs. The drone photographs can be a part of hero, activity, or environment photographs. The bidder shall be responsible to comply with all national and local laws pertaining to photography and other project activities.

## (ii). Instructions for photography:

- a. MoT wishes to obtain unique and breath-taking photographs, which feature the landscape or experiences in various seasons. The bidder must capture a wider shot of the motif, so that MoT may use the photograph in landscape and portrait formats. Photographs may have sufficient empty space to allow the positioning of text and logo.
- b. Photography shall be as per the visual principle of Incredible India to support the brand in the promotion of India as a responsible tourist destination. The style of photographs determined by the brand guidelines defined by the Lead Agency must enable the viewer an intimate insight into the experiences.
- c. When selecting a photograph, it is thus essential to communicate the unique energy that can be found in the landscape, town centres, culture, and people. A style which moves from a visual image of a perfect postcard to an image that enables the viewer to connect with an image that not only informs but also communicates.

- d. The photograph must be authentic and candid, this means that the protagonists are caught in a moment and are not posing for the camera; the experience is presented through their perspective, and the storytelling approach must be taken into consideration. The photographs should include adventure motifs with individuals in the foreground and should express their attitude to nature or the landscape.
- e. Supporting photographs at the Activity level encourage understanding of the tourist activity or experiences offered in India. The photographs of the Activity level should thus focus on the activities of protagonists at various destinations. Although the objective of the photograph is to show the protagonist's activity in the environment, the recognisability of the destination is also important.
- f. Each photograph shall be at least 12 mega pixels in size and 770 PPI in resolution.
- g. The Ministry can also request for different versions of the same photo, with the versions varying in terms of the aspect ratio or down scaling of the resolution.

### 8.2.4 Videography

The Bidder needs to augment the Incredible India digital platform with best videos to be shot and produced in below mentioned formats along with meeting the requirements of storyboarding as proposed by the Lead Agency:

- (i). The following video formats are expected to be delivered in consultation with the Lead Agency:
- a. Experience videos: These are videos showcasing the glimpse and overarching impression for every category of experiences. (Refer Annexure F for the list of Experiences) (2 3 minutes)
- b. Corporate videos: The storyline for the video production may include brief about Incredible India, its functions or mandate, vision and mission, new policies, capacity building and training activities of Incredible India. The purpose of the video is to provide extensive publicity of various project activities being implemented by Incredible India to the tourist and different stakeholders in travel and tourism ecosystem. (2 4 minutes)

- c. **Overarching Incredible India video**: This will be a video promoting various facets of Incredible India like cultural heritage, natural heritage, and adventures to promote tourism in India and to make it more appealing for all the international as well as domestic tourists giving them a reason to visit India. (2 3 minutes)
- d. Short videos: The bidder shall produce short videos exhibiting various destinations, attractions, monuments, and their features capturing different views, culture, specifications in a storytelling manner, that will be played on the digital platform. (2 3 minutes)
- e. **Campaign videos:** The bidder shall produce campaign specific, theme specific and animated videos promoting different themes based on the recommendations proposed by the Lead Agency. (2 3 minutes)
- f. **AR (Augmented Reality Videos):** Creation and deployment of several 360-degree by 180-degree virtual tour (sites and points) so that such virtual tours may be integrated with the Incredible India website. Composition of corresponding panoramas by photo stitching with at-least two reasonably distinct panoramas per point. Caption/Text Integration with each virtual video/photograph as required and stated by the lead agency.
  - (ii). Instructions for videography
    - a. All video contents shall be filmed in India and shall express the authenticity of the Indian environment.
    - b. All video contents shall be filmed in **at least 4K Ultra HD format**, in a manner allowing the videos to be suitable to be viewed from all the devices.
    - c. All videos shall include individual graphic elements, by way of which the bidder highlights the content and shows important features.
    - d. All videos must also contain suitable and copyright free background music, that must be adjusted and composed based on the storyboard, to suit the dynamics of individual frames.
    - e. Every deliverable will require to conform to the Brand Guidelines that will be issued by the Brand Strategy & Design agency and should be in line with script/narrative provided.

- f. The bidder shall work in coordination with the Brand Strategy and Design Agency for all the support required in terms of captions and graphics that are easily understandable for any target group.
- g. The videos shall be as per the visual principle of Incredible India to support the brand in the promotion of India as a responsible tourist destination.
- h. Drone Technology: The bidder shall be responsible for using the drone technology for aerial shooting with high quality drone camera for filming. The bidder shall be responsible to comply with all national and local laws pertaining to filming and other project activities.
- i. The bidder shall ensure that each video shall be of full 4K HD resolution and have a minimum frame rate of 60 fps.
- j. The Ministry can also request for different versions of the same video, with the versions varying in terms of the length, aspect ratio or down scaling of resolution.
- (iii). The bidder will be responsible for the following activities related to videography:
- a. Master production in Hindi and English (Professionally edited-Hindi and English Subtitle) with proper music and voice over.
- b. The equipment used should best-in-class and cameras should be of high quality.
- c. Bidder shall be responsible for submitting raw footage and final videos after editing.
- d. Hiring specific camera based on the content and hiring light unit, quantity of lights based on the film subject.
- e. Hiring camera equipment's like track and trolly, jimmy jib, handheld riggs, cranes, special lights, gimbals, drones, motion capture equipment, camera grips, utility dolly, vehicle grips and special cameras based on the subject of the film.
- f. Casting actors based on the number of characters in the subject.
  - (iv). The bidder needs to manage end to end following indicative tasks in postproduction:
    - a. Editing of the film
    - b. Background music of the film.

- c. Dubbing artists based on the number of characters in the film and voice over artists if required based on the subject.
- d. Sound effects based on the subject.
- e. Sound mixing.
- f. CG/3D/2D/ title graphics based on the film subject.
- g. D.I. (colour correction) of the film.
- h. Voice over, subtitles and languages for translation of audios.
- Language Translation in 13 regional languages (Hindi, Urdu, Marathi, Bengali, Punjabi, Malayalam, Tamil, Gujrati, Assamese, Telugu, Odia, Maithili and Kannada) and 11 international languages (Russian, Japanese, Mandarin Chinese, Arabic, Spanish, Dutch, French, German, Portuguese, Italian, and Korean) as prescribed and prioritized by the Lead Agency.
- j. Footage should include a large variety of shots: wide, medium and closeups

### 8.2.6 Non-exhaustive scope

The Scope of Work specified in clauses 8.2.1 to 8.2.5 are not exhaustive and the Bidder shall undertake such other tasks as may be necessary for the successful completion of the project.

## 8.2.7 Copyrights of images and videos

MoT will have the full copyright of all the photos and videos produced as deliverables for this assignment.

- e) The photos and videos created by the Bidder (for any of the elements stated above) must be copyright protected and unauthorized use of this must be monitored.
- f) MoT will have rights to distribute the photos and videos with the industry.
- g) The Bidder shall be responsible for copyright issues concerning the usage of images, footage, text used in the photos and videos, etc. MoT shall not be a party to any disputes arising out of copyright violation by the Bidder.
- h) The photos and videos created will be the property of MoT in perpetuity.

## 8.3 Reporting & Submission of work

Systematic reporting of activities specific to photography and videography should be shared regularly:

- a. The Bidder shall submit monthly progress reports on the work, in line with the penalty clauses mentioned in the Clause 13.
- b. The Bidder shall ensure submission of required digital assets and any other work undertaken within the time frame that would be conveyed by MoT for each work assigned.
- c. The Bidder shall share a monthly detailed report on deliverable plan and activity plan.

#### 8.4 Deliverables

- 8.4.1 The bidder is expected to deliver the following indicative number of photographs:
  - (i). Hero Photographs 200
  - (ii). Activity Photographs 12000
  - (iii). Environment Photographs 12000
- 8.4.2 The bidder is expected to deliver the following indicative number of videos:
  - (i). Experience videos (2 3 minutes) 16
  - (ii). Corporate videos (3 5 minutes) 10
  - (iii). Overarching Incredible India video (2 3 minutes) 4
  - (iv). Short videos (2-3 minutes) 25
  - (v). Campaign videos (2 3 minutes) 20
  - (vi). AR Videos 10
- 8.4.3 The timeline and the actual number of the deliverables shall be finalized by MoT based on the recommendation of the Brand Strategy and Design agency in consultation with the bidder. The number of deliverables mentioned are indicative, the timeline mentioned in the Clause 9.2 will be final and binding on the bidder and

any deviation from the timeline shall attract penalty as mentioned in the clause 13 of this RFP.

- 8.4.4 The total number of deliverables may exceed the above-mentioned indicative number of images and videos.
- 8.4.5 The raw and final cut of photographs and videos to be presented, certified by the Ministry, and shared in hard disc or pen drive.
  - (i). One unmixed master copy with the track without subtitles and supers to be submitted.
  - (ii). Story Board- One hard copy and one soft copy of commentary of text used in the videos.

The bidder may also be required to upload the deliverables on MoT's centralised repository of digital assets (DAM) properly tagged & categorized as per the theme and categories.

#### 8.5 Period of Contract

The period of contract is for two years from the date of signing of agreement (T). The contract may be extended further for another one year on the same terms and conditions.

### 9. Payment Terms & Conditions

## 9.1 Terms & Conditions

- (i). No advance payment shall be made to the bidder.
- (ii). The bidder shall submit the bill for payment quarterly as per the stages defined in the Clause 9.2. The Bill after the due verification as per the scope of work and quality check, if found eligible, shall be paid by the MoT.
- (iii). The bidder shall furnish only the original GST Bill for payment along with the Bank account details.
- (iv). MoT reserves the right to deduct the payment if any deliverables is found missing/not delivered.
- (v). The Ministry reserves the right to accept or reject the digital assets submitted by the agency. The final count of deliverables of digital assets shall be the ones approved/accepted by the Ministry.

(vi). Delivery of multiple edits of the same photos or videos would be considered as the delivery of the single photo or video and hence payment would be made only for one photo or video.

# 9.2 Payment Terms as per Deliverable

(i). The payments will be made based on the successful submission of milestones defined in the table below:

#	Deliverable	Timeline (Days)	Payment %
	Quarter 1		
1.	i. Inception Report	T + 15	
	ii. Template for sharing brief for creating digital assets	1 . 13	
2.	Photographs:		
	i. Hero Photographs - 50		
	ii. Activity Photographs – 3000		
	iii. Experience Photographs - 3000		20%
3.	Videos:		20%
	i. Experience videos – 4	T + 90	
	ii. Corporate videos – 2		
	iii. Short videos – 5		
	iv. Campaign videos – 3		
	v. AR videos – 2		
	Quarter 2		
4.	Photographs:		
	i. Hero Photographs - 50	T+180	20%

		ı	Г
	ii. Activity Photographs – 3000		
	iii. Experience Photographs - 3000		
5.	Videos:		
	i. Experience videos – 4		
	ii. Corporate videos – 2		
	iii. Overarching Incredible India Video – 1		
	iv. Short videos – 5		
	v. Campaign videos – 2		
	vi. AR videos – 2		
	Quarter 3		
6.	Photographs:		
	i. Hero Photographs - 30		
	ii. Activity Photographs – 1200		
	iii. Experience Photographs - 1200		
7.	Videos:		
	i. Experience videos – 2	T + 270	10%
	ii. Corporate videos – 1		
	iii. Short videos – 4		
	iv. Campaign videos – 3		
	v. AR videos – 1		
	Quarter 4		
8.	Photographs:		
	i. Hero Photographs – 30	T+360	10%
		·	

	ii. Activity Photographs – 1200		
	iii. Experience Photographs - 1200		
9.	Videos:		
	i. Experience videos – 2		
	ii. Corporate videos – 1		
	iii. Overarching Incredible India Video – 1		
	iv. Short videos – 4		
	v. Campaign videos – 2		
	vi. AR videos – 1		
	Quarter 5		
10.	Photographs:		
	i. Hero Photographs - 10		
	ii. Activity Photographs – 1200		
	iii. Experience Photographs - 1200		
11.	Videos:		
	i. Experience videos – 1	T + 450	10%
	ii. Corporate videos – 1		
	iii. Short videos – 2		
	iv. Campaign videos – 3		
	v. AR videos – 1		
	Quarter 6		
10.	Photographs:		
	i. Hero Photographs - 10	T + 540	10%

	ii. Activity Photographs – 1200		
	iii. Experience Photographs - 1200		
11.	Videos:		
	i. Experience videos – 1		
	ii. Corporate videos – 1		
	iii. Overarching Incredible India video - 1		
	iv. Short videos – 2		
	v. Campaign videos – 2		
	vi. AR videos – 1		
	Quarter 7		
10.	Photographs:		
	i. Hero Photographs - 10		
	ii. Activity Photographs – 600		
	iii. Experience Photographs - 600		
11.	Videos:		
	i. Experience videos – 1	T + 630	10%
	ii. Corporate videos – 1		
	iii. Short videos – 2		
	iv. Campaign videos – 3		
	v. AR videos – 1		
	Quarter 8		
10.	Photographs:		
	i. Hero Photographs - 10	T+720	10%

	ii. Activity Photographs – 600	
	iii. Experience Photographs - 600	
11.	Videos:	
	i. Experience videos – 1	
	ii. Corporate videos – 1	
	iii. Overarching Incredible India video - 1	
	iv. Short videos – 1	
	v. Campaign videos – 2	
	vi. AR videos – 1	
12.	Detailed Handover Kit and report	
	Total	100%

## 10. Allocation of Core Team Resources

## 10.1 Key details about Core Team Resource

The selected Bidder would be required to allocate a dedicated team of professionals as indicated below:

- (i). Each member of the core team must be a full-time employee of the Bidder.
- (ii). The core team should be available in Delhi NCR. The Bidder shall arrange all necessary infrastructure, hardware, and software to render services under the scope of this RFP.
- (iii). The team will be travelling to different cities/attractions/destinations based on the requirements and the photography/videography schedule across the country.
- (iv). In case the allocated resource resigns, then the Bidder must inform MoT within one week of such resignation. The Bidder shall ensure that the

role of allocated resource is not vacant at any point of time during the contract period. The Bidder must provide replacement resources of equal or better qualification and experience as mandated in the RFP. MoT reserves the right to conduct interviews of the resources proposed by the selected Bidder in such a case. There must be proper documentation and knowledge transfer session of a minimum of 30 days between the resigned and the new appointed resource.

(v). The bidder shall conduct a proper background check of the resource and should submit BGV (background check verification document) to MoT, in case the same is requested.

## 10.2 Core Team Structure and Experience Criteria

Below mentioned resources shall be on the bidder's payroll and meet minimum requirements to achieve the deliverables as mentioned in this RFP document.

#	Resource	Experience & Minimum Requirements	
	Project Manager	a) Minimum Qualification: Graduate	
1.		b) Minimum experience of 12 years in managing video production or photography projects.	
		c) Should be an expert in managing photography and video production projects.	
	Creative Director	a) Minimum Qualification: Graduate	
2.		b) Minimum 10 years of experience in directing films, conducting photoshoots, and similar activities.	
		c) Should be an expert in directing and managing the quality of creative work.	
		a) Minimum Qualification: Graduate	
3.		b) Minimum experience of 10 years in managing video production projects.	
		c) Should be an expert in identifying and mapping the best trends in the industry and enabling suitable art	

		backgrounds, colour pallets and textures used in the films and photoshoots.
4.	Senior Copywriter	<ul><li>a) Minimum Qualification: Graduate</li><li>b) Minimum 10 years of experience in copywriting.</li><li>c) Should be an expert in writing screenplays and scripts.</li></ul>

# 10.3 Non-Core Team Structure and Experience Criteria

The bidder shall allocate resources with the below-mentioned skill/experience onsite/offsite necessary for achieving the deliverables as described in this RFP. These resources will aid the core team in achieving the deliverables. The CVs of the below-mentioned team resources shall not be evaluated during the Technical Bid process. The number of resources should be enough to meet the project deliverables listed in this RFP.

#	Resource	Experience Requirements
1.	Junior Art Director	Assists one or more art directors in preparing paste- ups, rough lettering, and layouts for print ads and television storyboards, developing visual concepts and designs, and overseeing photo sessions and the filming of television Financials
2.	Junior Copywriter	Assists one or more copywriters in editing and proofreading ad copy, writing body copy for established print campaigns, and developing promotion materials.
3.	Associate Creative Director	Supervises and guides the total creative effort of one or more creative groups. Ensures creative compliance with clients' goals.
4.	Video Editor	An expert in visualizing a story using provided and created content. This is achieved through the acquisition and creative arrangement of audio/visual elements (video, animations / composites, music,

		voice over, text, etc.) while adhering to industry- standard quality expectations.
5.	Assistant Producer	Under direct supervision, assists liaison with other departments and outside vendors as needed, executes on tasks.
6.	Senior Producer	Responsible for day-to-day film, dealing with studios, participates in bid submission, pre-production, shooting, recording, and editing.
7.	Videographer	Works as part of the production team. Skilled in the use of multi-camera studio equipment, video switching, sound direction (audio equipment), set direction (props and backdrops) and lighting direction
8.	Drone Pilot	Able to shoot and click landscape and aerial photographs and videos.

## 11. Appointment of Bidder

#### 11.1 Award Criteria

The MoT will award the Contract to the successful Bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined above.

## 11.2 Right to Accept Any Proposal and To Reject Any or All Proposal(s)

The MoT reserves the right to accept or reject any proposal, and to annul the tendering process/ Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for MoT action.

#### 11.3 Notification of Award

Prior to the expiration of the validity period, MoT will notify the successful Bidder in writing or by fax or email, that its proposal has been accepted (Letter of Intent) Refer to **Annexure D: Format for Letter of Intent**. In case the tendering process / public procurement process has not been completed within the stipulated period, the MoT

may request the Bidders to extend the validity period of their Proposal. The decision to extend the validity period of a Bidder's Proposal shall be the Bidder's sole prerogative.

#### 11.4 Contract Finalization and Award

The MoT shall reserve the right to negotiate with the Bidder(s) whose Proposal has been ranked best value bid based on Technical and Financial Evaluation, as per the guidance provided by Evaluation Committee. On this basis, the draft contract agreement would be finalized for award & signing.

#### 11.5 Performance Guarantee

- 11.5.1 On receipt of a letter of intent (Refer **Annexure D** for format) from the MoT, the successful Bidder will furnish a bank guarantee, by way of performance security, equivalent to 3 per cent of the total contract value, on or before the signing of the subsequent contract, typically within 15 days from notification of award, unless specified to the contrary (Performance Guarantee). In case the successful Bidder fails to submit Performance Guarantee within the time stipulated, the MoT may at its sole discretion cancel the letter of intent without giving any notice, in addition to any other right available to it under this RFP.
- 11.5.2 The Performance Guarantee furnished by the successful Bidder shall be in the manner prescribed at **Annexure C: Template Performance Bank Guarantee**. The successful Bidder shall ensure, the Performance Guarantee is always valid during the Term of the subsequent contract (including any renewal) and for 60 days beyond all contractual obligations, including warranty terms.

## 11.6 Signing of Contract

After receipt of valid Performance Guarantee from the Bidder, the parties shall enter a contract, incorporating all clauses, pre-bid clarifications and the Proposal of the Bidder, between the MoT and the Bidder. The draft Master Service Agreement (MSA) is provided in **Appendix 1**.

#### 11.7 Indemnity

The bidder shall, subject to the provisions of the Agreement, indemnify the Authority for an amount not exceeding the value of the Agreement for any direct loss or damage that is caused due to any deficiency in services.

#### 11.8 Right to Terminate the Process

MoT may terminate the RFP process at any time and without assigning any reason. MoT makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by the MoT. The Bidder's participation in this process may result in MoT selecting the Bidder to engage towards execution of the subsequent contract.

## 12. Exit Management

The selected bidder at the end of the contract or termination of the contract before the planned contract period for any reason shall successfully carry out the exit management and transition of this project to the MoT or the bidder identified by MoT to the satisfaction of the MoT. The bidder shall undertake to complete the following as part of the exit management and transition:

- 12.1 Complete updating of all project documents and other artefacts and handover the same before transition.
- 12.2 Undertake to design standard operating procedures to manage deliverables, document the same and train identified personnel on the same.
- 12.3 The exit management and transition will be considered complete based on approval from MoT.

#### 13. Penalties

13.1 Any delay in delivery, quality of submission or change in resources would invite a penalty to be imposed on the bidder.

#	Clauses	Penalty
1.	Delay in delivery of assignment	a. For each day of delay in submitting any deliverable beyond the decided timeline, a penalty of 1% of the cost quoted for that deliverable per day shall be levied as cited in the Financial Proposal.
		b. If the delay in submission of any of the deliverable exceeds 4 weeks, then MoT may at its discretion, shall terminate the contract and take necessary steps to blacklist the bidder.

2.	Quality of submission	In case of unsatisfactory submission of photos or videos, MoT shall have the right to get the photo or video recreated. Further delay to delivery beyond the decided deadlines will attract the penalty clause #1 as mentioned in this table.
3.	Disengagement of the Bidder in the middle of the project because of any reason attributable to it.	<ul><li>a. Blacklist the production house</li><li>b. Legal recourse that MoT may deem fit</li></ul>

## 14. Fraud and Corrupt Practices

- 14.1 The Bidders and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the MoT shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the MoT shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost, and effort of the Authority, regarding the RFP, including consideration and evaluation of such Bidder's Proposal.
- 14.2 Without prejudice to the rights of the MoT under Clause above and the rights and remedies which the MoT may have under the LoI or the Agreement, if a Bidder or Systems Implementation Bidder, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LoI or the execution of the Agreement, such Bidder or Systems Implementation Bidder shall not be eligible to participate in any tender or RFP issued by the MoT during a period of <2 (two) years> from the date such Bidder or Systems Implementation Bidder, as the case may be, is found by the MoT to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

14.3 For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them:

### 14.3.1 "corrupt practice" means

- (i). the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the MoT who is or has been associated in any manner, directly or indirectly with the Selection Process or the LoI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the MoT, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or
- (ii). save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LoA or after the execution of the Agreement any person in respect of any matter relating to the Project or the LoA or the Agreement, who at any time has been or is a legal, financial, or technical consultant/ adviser of the MoT in relation to any matter concerning the Project.
- 14.3.2 "fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, to influence the Selection Process.
- 14.3.3 "coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the Selection Process.
- 14.3.4 "undesirable practice" means.
  - (i). establishing contact with any person connected with or employed or engaged by MoT with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or
  - (ii). having a Conflict of Interest; and
- 14.3.5 "restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

#### 15. Conflict of Interest

- 15.1 A Bidder shall not have a conflict of interest that may affect the Selection Process or the Solution delivery (the "Conflict of Interest"). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the MoT shall forfeit and execute the bid securing declaration, if available, as mutually agreed genuine pre-estimated compensation and damages payable to the MoT for, inter alia, the time, cost and effort of the MoT including consideration of such Bidder's Proposal, without prejudice to any other right or remedy that may be available to the MoT hereunder or otherwise.
- 15.2 The MoT requires that the Bidder provides solutions which always hold the MoT's interest's paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work.
- 15.3 Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:
- 15.3.1 the Bidder, its Associates (or any constituent thereof) and any other Bidder, Associate (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding or ownership interest of an Bidder, or Associate (or any shareholder thereof having a shareholding of more than 5 per cent of the paid up and subscribed share capital of such Bidder, Associate, as the case may be) in the other Bidder, Associate is less than 5% (five per cent) of the subscribed and paid up equity share capital thereof. For the purposes of this Clause, indirect shareholding held through one or more intermediate persons shall be computed as follows:
  - (i). where any intermediary controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the "Subject Person") shall be taken into account for computing the shareholding of such controlling person in the Subject Person; where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on
  - (ii). a proportionate basis: provided, however, that no such shareholding shall be reckoned under this Sub-clause if the shareholding of such person in the intermediary is less than 26% (twenty-six per cent) of the subscribed and paid-up equity shareholding of such intermediary; or

- 15.3.2 a constituent of such Bidder is also a constituent of another Bidder; or
- 15.3.3 such Bidder or its Associate receives or has received any direct or indirect subsidy or grant from any other Bidder or its Associate; or
- 15.3.4 such Bidder has the same legal representative for purposes of this Application as any other Bidder; or
- 15.3.5 such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each-others' information about, or to influence the Application of either or each of the other Bidder; or
- 15.3.6 a bidder hired to provide photos and videos for the implementation of a project, and its Members or Associates, will be disqualified from subsequently providing services related to the same project.
- 15.4 A Bidder eventually appointed to implement photos and videos for this assignment, its associates, affiliates and the Financial Expert, shall be disqualified from subsequently providing services related to photography and videography and any breach of this obligation shall be construed as Conflict of Interest; provided that the restriction herein shall not apply after a period of 12 months from the completion of this assignment; provided further that this restriction shall not apply to solutions delivered to the MoT.

#### **Annexures**

### **Annexure A: Pre-Qualification and Technical Bid Templates**

The Bidders are expected to respond to the RFP using the formats given in this section and all documents supporting Pre-Qualification / Technical Evaluation Criteria.

Pre-Qualification Bid and Technical Proposal shall comprise of the following:

### Format to be used in Pre-Qualification Proposal

- (i). Format 1: Compliance Sheet for Pre-qualification Proposal
- (ii). Format 2: Particulars of the Bidder
- (iii). Format 3: Financials of the Bidder
- (iv). Format 4: Bid Securing Declaration

### Format to be used in Technical Proposal

- (i). Format 5: Compliance Sheet for Technical Proposal
- (ii). Format 6: Cover Letter for Technical Proposal
- (iii). Format 7: Project Citation Format
- (iv). Format 8: Technical Presentation
- (v). Format 9: Curriculum Vitae (CV) of Resources
- (vi). Format 10: Letter for No Deviations

## Format 1: Compliance Sheet for Pre-Qualification Proposal

#	Basic Requirements	Documentary evidence to be submitted	Provided (Yes/No)	Reference & Page No.
1	Power of Attorney	Copy of Power of Attorney in the name of the Authorized signatory		
2	Particulars of the Bidders	As per Format 2: Particulars of the Bidders		
3	Bid Securing Declaration	As per Format 4: Format for Bid Securing Declaration		
4	Letter for no deviation	As per <b>Annexure A Format 10</b>		
5	Legal Entity	a. Certificate of Incorporation     b. GST Registration Certificate		

#	Basic Requirements	Documentary evidence to be submitted	Provided (Yes/No)	Reference & Page No.
		<ul> <li>c. Copy of PAN Card</li> <li>d. Letter from Company Secretary/ Authorized Signatory/ Statutory Auditor on bidder's letter head for last three years operation</li> </ul>		
6	Annual Turnover	<ul> <li>a. Certified true copy of Balance Sheet with Profit &amp; Loss A/c for the year: 2020 – 2021, 2021-2022, 2022-2023</li> <li>b. Details be provided as per Annexure A Format 3: Financials of the Bidder</li> <li>c. The details should be certified by the Statutory Auditor of the Company or Company Secretary</li> </ul>		
7	Office in Delhi NCR	Copy of Electricity/ telephone bill in the name of Bidder OR Lease agreements or Certificate from Company Secretary.		
8	Presence in India	Rent agreements / Lease document for each city.		
9	Similar Work Experience	a. List of the clients should be provided along with the nature of services provided.		

#	Basic Requirements	Documentary evidence to be submitted	Provided (Yes/No)	Reference & Page No.
		b. Use the format provided in Annexure A Format 7: Project Citation Format		
		AND		
		<ul> <li>a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR</li> </ul>		
		b. Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR		
		c. Copy of client certificate as documentary proof for the stated criteria and project status, OR		
		d. In case of NDA, Self-certificate of completion by the Company Secretary.		
10	Resources	CVs of core team as per Annexure A Format 9: Curriculum Vitae of Key Personnel		
11	Not Blacklisted	Self-declaration from the bidder in company letter head, signed by authorized signatory as per Annexure E: Self-declaration – Not Blacklisted format		

# **Format 2: Particulars of the Bidders**

#	Information Sought	Details to be Furbished
1	Name and Address of the Bidder	
2	Incorporation Status of the Firm (Public limited/private limited, etc.)	
3	Year of Establishment	
4	Date of Registration	
5	Details of registration with appropriate authorities for service tax/GST	
6	Name, Address, email, Phone nos. and Mobile Number of Contact Person	

# Format 3: Financials of the Bidder

( To be issued by practising cost / chartered accountant on the letter head )

Positive Love		Timeline*		Average Annual
Particulars	2020-2021	2021-2022	2022-2023	Turnover (in INR Crores)
Turnover				
(in INR Crores)				

<sup>\*</sup>Any of the three financial years out of the last five financial years shall be indicated.

(The above data must be submitted duly certified by CA/Statutory Auditor)

# Format 4: Format for Bid Securing Declaration

(On Bid	der's letter head)
(Date a	nd Reference)
То	
The Dep	outy Secretary to the Government of India,
Ministry	y of Tourism.
Subject	: Bid Security Declaration
We, the	e undersigned, declare that:
We und Declara	erstand that, accordingly to your conditions, bids must be supported by a Bid-Securing tion.
contrac	ept that we will be automatically suspended from being eligible for bidding in any t with the Ministry of Tourism for the period of 2 year, if we are in breach of our on(s) under the bid conditions, if we:
(a).	Are engaged in any of the prohibited (fraud and corrupt) practice specified in the RFP.
(b).	Withdraw our Bid during the period of bid validity as specified in the RFP document and as extended by the Bidder from time to time.
(c).	Are found to have a conflict of interest.
Signed:	
(Signat	ure, name, and designation of the authorized signatory)

Format 5: Compliance Sheet for Technical Evaluation

#	Specific Requirements	Documents required	Compliance (Yes/No)	Reference & Page number
1	Cover letter for Technical proposal	As per <b>Annexure A Format 6</b>		
2	Average Annual Turnover	(a). Self-attested certificate from Chartered Accountant  (b). As per Annexure A Format 3		
3	Presence in India	Rent agreement / Lease document of each city.		
4	Experience in videography and photography in tourism or related industry.	<ul> <li>(a). List of the 3 clients should be provided along with the nature of services provided like photography, videography, film making, etc.</li> <li>(b). Use the format provided in Annexure A Format 7: Project Citation Format</li> <li>AND</li> <li>(a). Copy of Work Order and Completion Certificates/ Phase Completion</li> </ul>		

#	Specific Requirements	Documents required	Compliance (Yes/No)	Reference & Page number
		Certificate from the client, OR		
		(b). Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR		
		(c). Copy of client certificate as documentary proof for the stated criteria and project status,		
		(d). In case of NDA, Self- certificate of completion by the Company Secretary.		
4	Resource profiles	Resume of the proposed resources as per Annexure A Format 9		
5	Approach and Methodology	<ul> <li>(a) Write-up on the understanding of scope of work and approach &amp; methodology</li> <li>(b) Video based on the theme – India as a Wellness/MICE/Wedding Destination as per Annexure A Format 8</li> </ul>		

### **Format 6: Cover Letter for Technical Proposal**

<Date>

To,

The Deputy Secretary to the Government of India,

Ministry of Tourism.

Subject: Submission of the Technical Proposal for Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform

## Dear Sir/Madam,

We, the undersigned, offer to provide photos and video services to MoT on **Incredible India Digital Platform** with your Request for Proposal dated <insert date>and our Proposal. We are hereby submitting our Proposal, which includes this Technical bid and the Financial Bid uploaded on the eProcurement portal (URL: <a href="https://eprocure.gov.in">https://eprocure.gov.in</a>)

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the Implementation services related to the assignment not later than the date indicated in Fact Sheet.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 90 days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Address:	
	Annexure A
Format 7: Project Citation Format	
Relevant Project Experience	
General Information	
Name of the Project	
Client for which the Project was executed	
Brand Rank (As per Fortune / Interbrand.com) – if applicable	
Name and Contact details of the Client	
Project Details	
Description of the Project	
Scope of Work & Deliverables	
Other Details	
Total Cost of the Project (Without GST)	
Status & Duration of the Project (No. of months, Start Date, Completion date, Status)	
Other Relevant Information	
Letter from the client to indicate the successful completion of the projects	

Name and Title of Signatory:

Name of the Bidder:

Copy of Work Order	
Copy of Creatives and Media content used (drive link to download the assets)	

# Format 8: Approach & Methodology

Creating a two-minute film sample for Incredible India Digital Platform for presenting India on the theme of: **India as a Wellness Destination** 

#### **India as a Wellness Destination**

The potential of a wellness system developed through centuries of the wisdom of India's ancient civilization would be fully tapped. This is being done by positioning India as a centre of Ayurveda, Yoga, Siddha, Naturopathy, etc. together with the spiritual philosophy that has been integral to the Indian way of life.

With the progress of time, wellness as a concept has taken up a multi-dimensional definition, that has been influenced by changes in society and in the lifestyles of individuals. These changes have been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals. India as a wellness destination not only offers traditional offerings like curative healthcare and value-oriented mass products but also new generational offerings like preventive healthcare, luxury products and personalized services.

As the birthplace of this healing system, it's no surprise that India is a top destination for travellers who wish to be immersed in a wellness holiday, it is sought by those searching for alternative therapies to lifestyle disorders such as insomnia, back pain, and hair loss. From the day spas in city lives to destination spas in exotic settings, ancient therapies, yoga, and naturopathy are combined with innovative techniques and practised by well-trained experts for an experience that is unlike any other part of the world.

Today, the country's mushrooming wellness industry relies on beauty traditions and rituals originally found in mythological and historical texts, further adding to India's standing as a land of total rejuvenation and well-being. It's also abounding in luxurious accommodation and exceptional destinations to satiate an appetite for the extraordinary.

The film will be evaluated by the Evaluation Committee based on the following elements:

- 1. Concept and description (4 marks)
- 2. Visual appeal (4 marks)
- 3. Creativity (4 marks)

# **Annexure A**

# Format 9: Curriculum Vitae (CV) of Key Personnel

	<u>Curriculum Vitae</u>					
S No	General Information					
1	Name of the Employee					
2	Role Proposed					
3	Date of Birth					
4	Nationality					
5	Total Years of Experience					
6	Total Experience with the Firm/Company					
7	Address of the Company/ Firm					
	Telephone Number					
	E-Mail Address of the Employee					
	Location based out of in the Firm					
8	Academic Qualification					
	Degree (Specialization)	Year	Institution			
9	Countries of Work Experience					

10	Work Experience Summary			
	Employer	From	То	Position/s Held
12	Key Clients Serviced			
13	Key Industries Serviced			
Rele	ant Work Experience with Details	3		
a) N	ame of the engagement			
b) N	ame of the client			
c) S	ector/Industry			
d) L	ocation of the assignment			
e) D	eliverables Submitted			
f) P	osition Assigned			
g) T	asks Handled			
h) V	alue of the Project			
i) C	uration (Start Year & End Year)			
j) C	lient Reference			

# **Annexure A**

# **Format 10: Letter for No Deviation**

То
The Deputy Secretary to the Government of India,
Ministry of Tourism.
Dear Sir:
Subject: No Deviations
This is to certify that our offer is exactly in line with your tender enquiry/RFP (including Amendments / corrigendum). This is to expressly certify that our offer contains no deviation on Technical, legal, or Financial aspects in either direct or indirect form.
(Authorised Signatory)
Signature:
Name:
Designation:
Address:

# Format 11: Pre-bid queries format

Bidder shall submit all pre-bid queries in excel in the following format.

# **Sheet 1: Bidder's Information**

Information Sought	Details provided by the Bidder
Name (Authorized Signatory)	
Designation	
Company	
Address	
Contact Number	
E-mail Address	
Date	

Note: Please paste the table above in email body as well

# Sheet 2: Clarification Requested/Format for pre-bid query submission

#	Page No.	Clause No.	Clause Name	Statement as per the RFP Document	Query by Bidder

- (i). Page Number Page Number of this RFP as reflected at the bottom right corner. The bidders to mention only the page number. Ex. '29' as page number and not '29 of 156'.
- (ii). Clause No. Example '8' and not 'Clause 8'
- (iii). Clause Name Example Scope of Work & Deliverables (Should be the same as provided in the RFP)

Note: The bidders to ensure that no cell merging (in excel) is done by them while preparing the query. The bidders to ensure that each of the query submitted by them is unique and no duplicate query is submitted by them because of copy-paste.

# Format 12: Cover Letter for Financial Proposal

<Date>

To,

The Deputy Secretary to the Government of India,

Ministry of Tourism.

**Subject:** Submission of the Financial Proposal for **Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform** 

Dear Sir/Madam,

We, the undersigned, offer to provide the photography and videography services for **Incredible India Digital Platform** in accordance with your Request for Proposal dated <<Date>> and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of<<Amount in words and figures>>.

#### PRICE AND VALIDITY

All the prices mentioned in our bid are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of <90> calendar days from the last date of submission of the Bid.

GST payment shall be made as per relevant tax provisions. No other taxes or duties shall be reimbursed. We understand that the actual payment would be made as per the existing tax rates during the time of payment.

#### **TENDER PRICING**

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in Tender documents.

**QUALIFYING DATA** 

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our bid, we agree to furnish the same in time to your satisfaction.

**BID PRICE** 

We declare that our Bid Price is for the entire scope of the work as specified in the Clause 8.1. These prices are indicated Financial Bid attached with our bid as part of the bid.

PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the RFP document.

Our Financial Proposal shall be binding up to expiration of the validity period of the Proposal, i.e., [Date].

We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

We understand that our bid is binding on us and that you are not bound to accept bid you receive.

Yours sincerely
Authorized Signature:
Name and Title of Signatory:
Name of Bidder:

Address:

# **Annexure B**

# **Format 13: Financial Proposal**

А	В	С	D	E
#	Description	Base Price (Per unit in INR)	Estimated  Total units	Final Price (in INR) $E = C*D$
1.	Hero Photograph		200	
2.	Environment Photograph		12000	
3.	Activity Photograph		12000	
4.	Experience videos (2 – 3 minutes)		16	
5.	Corporate videos (3 - 5 minutes)		10	
6.	Overarching Incredible India video (2 – 3 minutes)		4	
7.	Short videos (2 – 3 minutes)		25	
8.	Campaign videos (2 – 3 minutes)		20	
9.	AR videos		10	
10.				

# Note:

- (i). The prices will be inclusive of all the expenses and no additional expenses shall be payable to the bidder.
- (ii). MoT will only pay GST, as applicable and any other levies, or taxes, etc. will be borne by the bidder.
- (iii). Bidders are required to quote rates strictly as per the format.
- (iv). The quoted rate shall be firm and fixed for entire contract period, and no extra charges shall be payable for outside professional assistance (if hired by the bidder).
- (v). If the financial bid is ambiguous and leads to two equally valid total price amounts, it shall be rejected as nonresponsive.

#### **Annexure C**

### **Annexure C: Template Performance Bank Guarantee**

Whereas <<name of the supplier and address>> (hereinafter called "the Bidder") has undertaken, in pursuance of contract no. <Insert Contract No.> dated. <Date> to provide photography and videography services for Incredible India Digital Platform to MoT (hereinafter called "the beneficiary")

And whereas it has been stipulated by in the said contract that the Bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract.

And whereas we, <Name of Bank> a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its offices at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of Rs. <Insert Value> (Rupees <Insert Value in Words> only) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum, or sums within the limits of Rs. <Insert Value> (Rupees<Insert Value in Words> only) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until << Insert Date>>

Notwithstanding anything contained herein:

Our liability under this bank guarantee shall not exceed Rs. <Insert Value> (Rupees <Insert Value in Words> only).

This bank guarantee shall be valid up to <Insert Expiry Date>

It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <Insert Expiry Date> failing which our liability under the guarantee will automatically cease.

# Annexure D: Format for Letter of Intent

Place:

Sub: Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform.

Dear Sir,

- 1. With reference to your RFP Document of the captioned subject, I/we, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as the Bidder for Providing Services. The proposal is unconditional and unqualified.
- 2. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
- 3. This statement is made for the express purpose of appointment of the Bidder for the aforesaid Project.
- 4. I/We shall make available to the Authority any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
- 5. I/We acknowledge the right of the Authority to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

- 6. I/We certify that in the last three years, we or any of our associate have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our par.
- 7. I/We declare that:
- 8. I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Authority.
- 9. I/We do not have any conflict of interest in accordance with RFP Document.
- 10. I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice, as defined in Clause 14 of the RFP document, in respect of any tender or request for proposal issued by or any agreement entered with the Authority or any other public sector enterprise or any Government, Central or State; and
- 11. I/We hereby certify that we have taken steps to ensure that in conformity with the 'provisions of the RFP, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
- 12. I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Applicants in accordance with the RFP document.
- 13. I/We declare that we/any member of the team, are/is not a member of a/any other bidder applying for Selection as an Agency.
- 14. I/We certify that regarding matters other than security and integrity of the country, we or any of our Associates have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the work for the Project or which relates to a grave offence that outrages the moral sense of the community.
- 15. I/We further certify that regarding matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.

- 16. I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our directors.
- 17. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority [and/ or the Government of India in connection with the selection of Agency or in connection with the Selection Process itself in respect of the above-mentioned Project.
- 18. We have paid Bid Processing Charges through Demand Draft.
- 19. I/We have submitted Bid Security through demand draft, which we are submitting as per the time mentioned to the Ministry.
- 20. I/We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall I/we have any claim or right of whatsoever nature if the work for the Project is not awarded to me/us or our proposal is not opened or rejected.
- 21. I/We agree to keep this offer valid for 90 (Ninety Days) days from the Proposal Due Date specified in the RFP.
- 22. A Power of Attorney in favour of the authorized signatory to sign and submit this Proposal and documents.
- 23. In the event of my/our Firm being selected as the Agency, I/we agree to enter into an Agreement in accordance with the form at Appendix 1 of the RFP. We agree not to seek any changes in the aforesaid form and agree to abide by the same.
- 24. I/We have studied RFP and all other documents carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Project.
- 25. The Bid is submitted in two envelopes system within prescribed schedule, the Technical Proposal & Financial Proposal shall constitute the Application which shall be binding on us.
- 26. I/We agree and undertake to abide by all the terms and conditions of the RFP Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP Document.

Yours faithfully,

(Signature, name, and designation of the authorized signatory)

(Name and seal of the Applicant)

# **Annexure E**

# Annexure E: Self-declaration - Not blacklisted format

(On the Bidder's letterhead)		
To,		
The Deputy Secretary to the Government of India		
Ministry of Tourism.		
Date:		
Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform – Self Declaration		
Dear Sir,		
I/We hereby declare that I/we have neither failed to perform on any engagement during the last three years, as evidenced by imposition of a penalty by an arbitral or a judicial pronouncement or arbitration awarded against me/us, nor been expelled from any project or agreement nor had any agreement terminated for breach by me/us.		
Further, we have neither been banned/declared ineligible for corrupt and fraudulent practices by the Govt. of India / State Governments / RBI and nor any disciplinary proceedings are pending against the firm or any of its partners with RBI.		
Yours faithfully,		
(Signature, name, and designation of		
the authorised signatory)		
Date:		
Place:		

# **Annexure F: Experiences**

The bidder is expected to come up with additional Experience Category and Experience Sub-Category other than the ones mentioned in the below list.

Indicative list of desired **Experience Categories** and Experience **Sub-categories** are listed as below:

- (a). Auspicious: This awakening will cover all the locations and spots that invokes one's spiritual circuit. (Temples, Spiritual Monuments, etc.). Auspicious is the Experience Category, whereas Temples, Monuments are Experience Subcategory.
- (b). Heritage: This awakening will encompass the royalty of the past to show the grandeur of our culture and traditions. Forts, Museums, Havelis, UNESCO sites, could be some of the examples of Heritage experience. Heritage is the Experience Category, whereas Forts, Museums, Havelis are Experience Subcategory.
- (c). Adventure: This awakening is for the one who looks forward to adventurous activities like hiking, skiing, river rafting, paragliding to spend their holidays. Adventure is the Experience Category, whereas Hiking, Skiing are Experience Sub-category.
- (d). Gastronomy: The relationship between any region's culture and local food is possible to explore if and only one visits these places personally. From tasting wine, exploring yards to relishing on local cuisines comprehends the gastronomy awakening. Chefs & Artisans, Markets & farms, Drinks, etc. could be additional experiences. Gastronomy is the Experience Category, whereas Chefs & Artisans, Markets & Farms are Experience Sub-category.
- (e). Wellness/Naturopathy: To take a break from the pollution, digital world, and the social media hustle, travellers looking for a Natural Spa, Digital Detox, Yoga, Meditation, etc. would be a part of wellness experience. Wellness is the Experience Category, whereas Natural Spa, Yoga are Experience Sub-category.
- (f). Social Life Experience: Night life, Cafes, Theatres and Pubs For the one looking to explore the nightlife, pubs, theatres and café in different cities and locations form the circuit of social life awakening. Social Life is the Experience Category, whereas Night Life, Cafes are Experience Sub-category.

- (g). Prodigy Classes: This will cover the learning classes of art formats being taught by the masters themselves. For example, pottery classes, imprinting natural colours on textiles, etc. *Prodigy is the Experience Category, whereas pottery classes, imprinting colours on textiles are Experience Sub-category*.
- (h). Entertainment: Fairs & Festivals, Film Festivals, Gaming, Music Concerts, Theme Parks, Performing Arts, could be some of the entertainment experiences. Entertainment is the Experience Category, whereas Fairs, Film Festivals are Experience Sub-category.
- (i). Lifestyle: Couple, Family, Kid Friendly, LGBT, Local, New visitors, Solo Traveller could be some of the options based on the lifestyle. *Lifestyle is the Experience Category, whereas Couple, Kid Friendly are Experience Sub-category*.
- (j). Cities & Towns: City life, Rural life, Sightseeing, Small Towns, etc. Cities & Towns is the Experience Category, whereas City Life, Rural Life are Experience Sub-category.
- (k). Outdoor: Adventure, Beaches, Deserts, Lakes, Wildlife, Mountains, etc. Outdoor is the Experience Category, whereas Adventure, Beaches are Experience Sub-category.
- (I). Shopping: Local, Luxury, Malls, Shopping Centres Outlets, Discount Stores, etc. Shopping is the Experience Category, whereas Malls, Shopping Centres are Experience Sub-category.

# **Appendices**

# **Appendices**

Refer all the appendices for the presentation purpose, proposal submission and execution of the entire project.

**Appendix 1: Draft Master Service Agreement (will be shared separately)** 

Appendix 2: Incredible India Digital Platform Strategy & Vision Document

**Appendix 3: Incredible India Digital Platform Benchmarking References Document** 

# Appendix 2 – RFP for "Selection of Production Agency for Photography and Videography services for Incredible India digital platform"

# Incredible India digital platform strategy and vision document



December 2023

Ministry of Tourism Government of India



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# 1. Introduction

As per the directives of the Hon'ble. Prime Minister, Incredible India website is to be made at par with the best tourism portals of the world. The website provides a digital touchpoint to the tourist who wishes to travel to India where it introduces the user to the multiple services and facilities being offered. The website shall provide the glimpse of the tourism offerings that could raise their interest, it shall act as a source of information, it shall provide relevant information regarding services that could help the tourist during her/his travel. To achieve the goal set by the Hon'ble. Prime Minister, a best practice benchmarking exercise was undertaken by the Ministry of Tourism, India. For this, top ten international tourism websites (USA, Australia, Dubai, Singapore, Scotland, Switzerland, Japan, New Zealand, Finland, and Abu Dhabi) were studied on the following aspects -

- Content available
- User Experience on the website
- Services offered
- Communication and Outreach
- Other noteworthy aspects of the website

During the process, the features were studied to identify gaps and areas of improvement wherever applicable and based on same a strategy framework was developed. This strategy framework highlights the path to achieve the vision set by the Hon'ble. Prime Minister which shall be achieved via enhancement made on the three main pillars of the website - content, services, and communication and outreach - and three enablers for supporting initiatives to be made across the pillars - implementation partners, technology platform, and overall governance. The strategy framework would also help arrive at the implementation plan for executing the different aspects of the identified strategy.

The implementation plan would be executed in three phases namely short term, mid-term, and long term.

# 2. Benchmarking details

As detailed in the previous section, the benchmarking activity helped identify the best practices adopted in the top international website which could be adopted in the Incredible India website too.

For instance, the USA tourism has an official website – GOUSA and a mobile application also, which is both Android and iOS compatible. It has multilingual access options available. Further, its social media presence is there on platforms such as Twitter, Facebook, Instagram, and YouTube.

- I. The **home page** is interactive and has the following features -
- Easy access to Destinations, Trips and Experiences
- Scrollable banners (Stories, Travel Updates, Updates, Videos, etc.)
- Interesting collection of attractions through maps
- Videos with information, advice, and experience from locals
- Spotlight section with featured writeups
- Digital puzzles and fun facts

- Recommendations based on interests
- II. Region wise classification The federal structure is similar to the Indian government's structure, where there are multiple states within the country -
  - Classification into States, Cities and Parks
  - Region-wise categorization of States
    - o 50 States
    - o 5 major territories
- III. **Experience classification** The portal shall segment experience based on multiple categories.
  - Viewers can explore the Experiences segmented based on topics, regions & states.
- IV. **Powerful trip planner** The portal shall provision a well-built trip planner with the following key capabilities.
  - Multiple destinations or regions can be added simultaneously
  - Personal preferences can be added, and custom recommendations are provided
  - Matches travel preferences with data points like:
    - Best places & time to visit
    - Reviews
    - Transportation options
    - Hidden gems

On similar lines, the other nine international tourism websites were also studied, excerpts from which are used in the report further.

# 3. Vision

"To transform Incredible India digital platform into a one stop information and services platform that serves all tourism needs thereby increasing visitor satisfaction and experience"

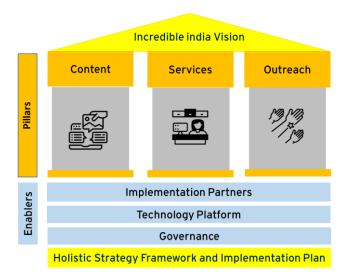
The overarching theme of the vision statement is to promote tourism, through tourist facilitation by online channels.

# 4. Strategy Framework

As highlighted in the aforementioned sections, the strategy framework has been designed using three key pillars - Content, Services, and Outreach – and three enablers - Implementation Partners, Technology Platform, and Governance.

To achieve the envisaged standard and quality of the Incredible India platform, the enhancements would have to be made on the three identified critical pillars. These enhancements would be implemented with the support of the enablers which will facilitate in the enhancement of the identified pillars in specific and Incredible India platform in general.

The strategy framework is depicted in the below image:



Further detail about the three pillars has been given in sections 5.1, 5.2, and 5.3 of this document. Furthermore, the detail about the three pillars has been elaborated in section 5.4, 5.5, and 5.6 of this document.

# 5. Identified strategic actions and tactics

Based on the benchmarking activities conducted on the top international tourism portals, key strategic actions and their related tactical points (points of action) have been identified for each of the identified pillars and enablers in sections 5.1 to 5.3 and sections 5.4 to 5.6 respectively.

#### 5.1. Pillar 1: Content

**Content** is a critical pillar. It includes areas such as content collaborations, aspects of storytelling, and external linking of the website to social media channels and official attraction websites. To identify what all improvements could be made in the content pillar, the national tourism websites of Australia, Scotland and Switzerland were referred.

**Content collaboration**- Content can be developed via collaborations with Travel Writers, Editors, Content producers, Freelance writers, brand writers, etc. influencers, photographers, and bloggers.

This has been benchmarked from Australia tourism portal and accordingly will serve as reference for implementation.

**Story Telling**- Story telling can be done via effective campaign-driven, engaging, and captivating writeups.

Good reference for this implementation is Switzerland tourism portal.

External Linking – of the website content can be done via hyperlinks to official attraction websites and linking to social media channels.

This has been benchmarked from Scotland tourism portal.

Under this pillar, there are 5 strategic actions which are further broken down into tactical actions to achieve the strategic goals.

Strategic Action 1: Content Creation – Dedicated and systematic effort needs to be invested in creating content. This shall be executed through the following tactical actions.

**Tactic 1:** Ensure relevant information- the information should be contextual and useful for the tourists such as information regarding the location, destination and other tourism products, accommodation, mode of transport, frequency of visits, services at hotels, details about prices of hotels.

**Tactic 2:** Follow an effective story-telling style -Storytelling should be conveying and interpreting experiences in a way that engages the tourists with the story. The sharing of experiences is most effectively done as per the user persona – people with unique individual perspectives.

**Tactic 3:** Create high quality images & videos- studies show that 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. Travelers also need to feel sufficiently inspired to book a trip. Through the visual content our tours and activities can be marketed in a better way. For example, the local heritage sites or cultural landmarks, or views from activities in nature can be engaging for the tourists.

**Tactic 4**: Sign partnerships for content collaborations – There is need for collaboration with the various stakeholders. MoUs can be signed with Travel Writers, Editors, Content producers, Freelance writers, brand writers, etc. influencers, photographers, and bloggers.

#### **Strategic action 2: Content Presentation**

Content presentation assumes significance as an easy to navigate website / app and intuitive interface makes the website relevant and allows faster search time and therefore enhances the usability of online channels.

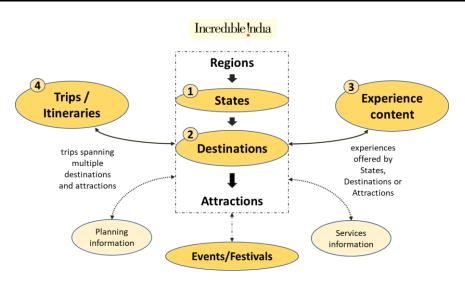
Tactic 1: Easily navigable content through filters and categorization- Filters help the travelers to easily access the large number of content pages on websites. Visitors can narrow down their desired preferences using filters. This will make the vast quantity of data more manageable and helps visitors to process information from the website

**Tactic 2: Multi-lingual information -** Multilingual communication is an intrinsic element of travel and tourism. To facilitate the activities of the travellers and customers there is a need to assist them in their language.

**Tactic 3: Device agnostic content presentation and structuring, maintaining visual hierarchy** – This shall allow rendering of the content on different kinds of devices in a seamless fashion. This is necessary as the platform shall be visited by visitors across the globe and consistency of experience is important.

**Tactic 4: Linking to relevant external portals for more information or transactions** – is necessary so that the tourists can find a route to explore the separate portals designed specifically for a particular tourism offering. This will help the visitor access more details pertaining to the specific offering.

# **Strategic action 3: Content Structure**

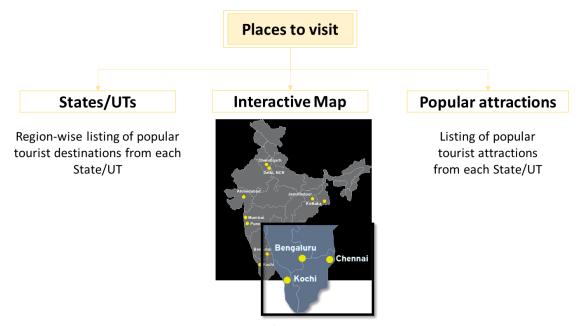


Tactic 1: State Page- The structure of the state page

**State pages** could ideally comprise of the following minimum information:

- Banner videos/images (With subheadings for each image/video)- banner layout should fit vision requirement of the state page. It should include a tagline or slogan in the banner. The banner should be kept simple and font to be chosen such that it represents the mood of the page. The photo used should be of high quality.
- Map view- The state page should have interactive maps with travel guide and images and videos of the attractions.
- Must see places/Top destinations- The state page must have the list of must see and top attractions/destinations to attract the customer's attention so that they can come to a specific location and explore the various attractions.
- Wishlist and Share options- The state page must have options for creating wish list and share content of interest
- State Videos
- Major experience offerings of the state/Things to Do
- Interesting/Fun facts
- Itineraries and Road Trips
- Recommendations/Explore More

**Tactic 2A: Listing of destinations and attractions -** Identify popular destinations in the State along with attractions. Integrate interactive maps and some popular attractions could be shown directly.



Region -> State -> Popular destination -> Featured Attraction

This feature has been picked up from the USA tourism website, as USA also has the federal structure like India.

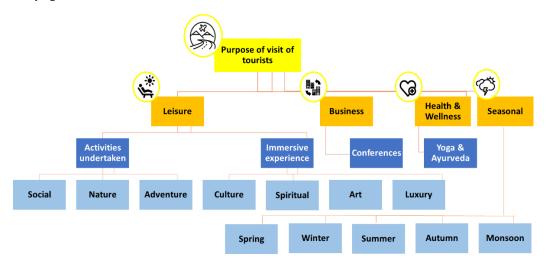
# **Tactic 2B: Destination Page**

Design destination page for easy navigation, easy location of information and visually appealing. Few of the components on the destination page are appended below-

- Banner images / videos
- Brief writeup
- Map section / view
- Things to Do / Destination-specific Experiences
- Attractions
- Useful information
- Link to official travel website
- Share and wish list options

- Weather information
- Events information
- Travel / 'How to get there' information
- Recommendation / Explore more
- National parks / other prominent offerings (like Museums, World Heritage Sites)

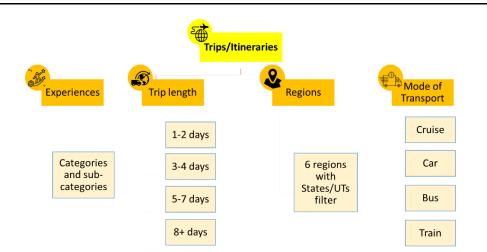
Tactic 3: Experiences and experience page



Traveling is one of the most effective ways of exploring a place, culture, or a destination. There are various types of tourism namely: Leisure, business, sports, adventure, wellness, seasonal and more. Categorization of various types of experiences into broad headings shall help visitors on the platform to directly access the experience most relevant to them.

# Tactic 4: Trips

Create trips and itineraries and categorize them for easy search



The implementing partners shall create and showcase some noteworthy trips' and itineraries' suggestion on the portal which shall allow the visitor to explore the options and ease the process for her/his planning of the trip. The trips and itineraries could be categorised based on experiences (which could be further categorised as per the identified experiences), indicative length of the suggested trip, regions identified within India with an accompanying state/union territory filter, and preferred mode of transport. The portal needs to be regularly updated with itineraries.

Tactic 5: Events/festivals

# Region-wise categorisation of events and festivals Region-wise categorisation of events and festivals Religious Festivals Cultural Events Tourism Festivals Sports Events Other Events Explore More: Listing of related destinations Listing of related trips

# **Events and festivals section could comprise the following:**

- Yearly calendar of events and festivals
  - Region-wise categorisation of events and festivals
  - o Different events and festivals will be tagged under various interest categories as under -
    - Tradition & Culture
    - Art & Craft
    - Fairs & Exhibition
    - Film festivals
    - Others
- Listing of major destinations to visit to experience the event and festival
- Listing of trips and itineraries to visit during the event and festival

# **Tactic 6: Home Page**

Home page shall be designed for easy navigation, for tracking location related information, and for making the platform visually appealing.

**Home page** could comprise of the following sections:

1. Header menu comprising of:

• Dropdowns for: Destinations, Experiences, Trips, Planning, Services

Other components in top-menu:

- Login
- Search
- Map link
- Language
- 2. Main page components could comprise of:
  - Hero banner (Navigable banners / Carousal of banners)
  - Interactive map-based section (with collection of destinations/attractions)
  - Popular in India section (Dynamic highlights section changing with themes, festivals, campaigns, promotions, and other initiatives).
  - Must Visit Destinations (featured destinations changing with change in theme)
  - Explore before you visit (stories embedded via Google)
  - Immersive Experiences
  - Interesting facts
  - Popular Trips
  - Celebrate with us (Events section, with link to calendar of events)
  - Blogs
  - Social feeds
- 3. Footer menu/section comprising of:
  - Important links
  - Social media links
  - App links

- Publication links (guides, brochures, newsletters archive)
- Contact details
- Privacy Policy
- Terms Of Platform Use
- Emergency contact information for tourists
- Copyright information

**Strategic action 4: Content Collaborations** – Content collaborations with influencers, bloggers etc. make the content more relatable to the target audience. Focused collaboration effort with content providers can make the experience for visitors more relevant.

#### Tactic 1: Identification and partnership with Collaborators

• Partnership model and payment structure to be finalized for collaborations to develop content for destinations, experience, and attractions.

Travel Writers	Influencers & Celebrities	Brand Writers	Freelance writers	Photographers & Bloggers

This has been benchmarked from Dubai tourism website

#### **Tactic 2: Use of Hospitality Grants**

• Hospitality grants can be used for campaigns inviting bloggers/ influencers to travel to popular destinations in the country.

# **Tactic 3: External Sources for Planning Information**

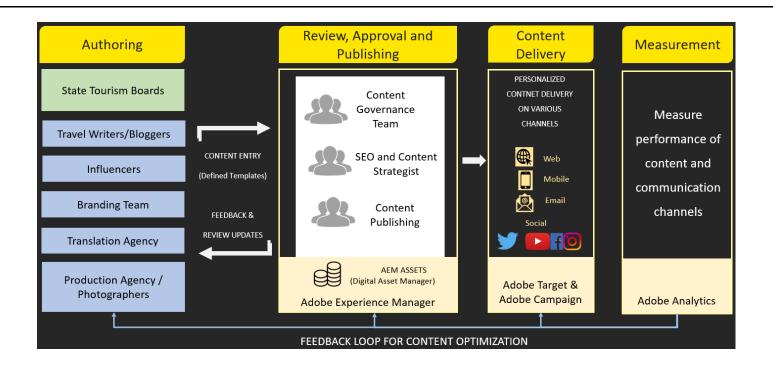
- Integration to be considered with external sources such as Hotels listings, Tour operators' listings from NIDHI and other information from Official websites of attractions (Museums, National parks, etc.). This is an indicative list only (shall be further detailed along with implementation partners)
- This has been benchmarked from Australia tourism website

#### **Tactic 4: External Sources for Services information**

- Integration with OTAs, Service providers like IRCTC, IMD (weather information), SBM (public facilities), etc.
- This has been benchmarked from Singapore tourism website

# Tactic 5: Content Collaboration using ADOBE AEM and DAM (Digital Asset Manager)

Adobe platform shall need to be leveraged to enable collaborations. Some of the features which would need to be implemented include appropriate approval workflows, direct upload facilities for content providers through a dedicated login page etc.



#### **Strategic action 5: Content Personalization**

# **Tactic 1: Implement Dimensions of Personalization**

Four dimensions of customer personalization had been identified to achieve the objective of personalised marketing, personalised content, and personalised experience. The dimensions are listed below:

- Recognise To identify known and unknown customers and prospects through data from CRM, DMP, device, social and other sources.
- Remember To identify customer preferences, habits and behaviours which lead them to make those decisions.
- Relevance To understand context of digital experience
  - who and where are they?
  - what are the recent events?
  - during what time of year?
- **Real-time** To deliver a personalized intervention when it matters most.

These principles shall be adhered to while design of personalization strategy for the visitor experience

# **Tactic 2: Stages of Personalization**

Personalization of content has been categorised into three types based on the dimensions of personalization involved in the backend. The stages have been listed as follows:

- **Basic Personalization** This mode of personalization makes use of the *Recognise* and *Remember* dimensions of customer personalization. The personalization will help achieve customer segment /micro segment level offers, content, marketing, and products.
- Advanced Personalization This mode of personalization makes use of the *Recognise*, *Remember*, and *Relevance* dimensions of customer personalization. The personalization will help achieve individual level recommendation of offers, content, marketing, and products delivered in batch mode.
- **Hyper Personalization** This mode of personalization makes use of the *Recognise, Remember, Relevance* and *Real-time* dimensions of customer personalization. The personalization will help achieve individual level recommendations delivered real-time.

Adobe tools, such as Adobe Analytics, Target and AEM, shall be used for running marketing campaigns and for implementing analytics capabilities on the Incredible India portal.

Some of the implications of content personalization capabilities on the portal are as under:

- The visitor experiences the banner video designed specifically for visitors from her/his native country.
- The visitor gets personalized communications about her/his preferred places, suggested itineraries, Visa guidelines, travel & lodging among other such information.
- Basis the visitor opening her/his emails and clicking on relevant links, Adobe campaigns will be able to send more targeted personalized emails.
- The visitor gets personalized communication during her/his visits based on his location about nearby places, heritage sites, & upcoming events.
- The Incredible India App shall be able to capture the visitor's location and then share the nearby local attraction of her/his interest.

These are indicative elements and need to be further detailed along with implementation partners

#### 5.2. Pillar 2: Services

**Services** is another critical pillar. It covers the various services that a visitor can get access to while she/he visits the Incredible India website. Under this pillar, there are four strategic actions as follows:

- Planning services
- Booking services
- On-the-go Services
- Feedback and rating

Each strategic action has some linked tactics, which are illustrated below

#### **Strategic action 1- Planning services**

#### Tactic 1: Trip planner

- Provide visitors with tool to plan their trip. Integration with third-party provider. (A trip planner as a tool provides the capability for the visitor to generate itineraries dynamically based on his preferences such as type of travel, interest areas, number of days of travel etc)
- References have been taken from Abu Dhabi, USA, Singapore, and Dubai Tourism websites and these shall be used as reference at the time of implementation.

#### Tactic 2: Provide visitors with weather information

- Provide real-time destination-wise weather information including weather forecast. This shall be a live weather information update with information integration with identified service providers.
- References have been taken from Abu Dhabi, USA, Singapore, and Dubai Tourism websites and these shall be used as reference at the time of implementation.

### **Tactic 3: Currency Converter**

- Provide tool to enable conversion into prominent currencies. This shall be a dynamic tool with data getting updated at defined intervals. Appropriate integrations need to be built.
- References have been taken from Abu Dhabi, USA, Singapore, and Dubai Tourism websites and these shall be used as reference at the time of implementation.

#### Tactic 4: Visa related information services

- Visa information related services from other government entities such as bureau of immigration shall be made available. For example, details of visa related requirements for different countries, links for getting services, updated information on visa.
- References have been taken from Abu Dhabi, USA, Singapore, and Dubai Tourism websites and these shall be used as reference at the time of implementation.

### **Strategic action 2- Booking services**

### Tactic 1: Provide visitors Flights and Hotel Booking

- Integration with service providers including IRCTC / OTAs for Flights and Hotel booking. For Location-based services (nearby restaurants, attractions, hotels, hospitals, police stations, etc.) there is a need for partnerships with map service providers to meet the navigation requirements of services on the portal.
- References have been taken from Abu Dhabi, USA, Singapore, and Dubai Tourism websites and these shall be used as reference at the time of implementation.

#### **Tactic 2: Provide visitors with Attraction booking**

- Integration with ASI/ other agencies for all the attractions. Capability to obtain details about and also book tickets for the various attractions directly on Incredible India platform needs to be enabled.
- References from Abu Dhabi, USA, Singapore, and Dubai Tourism websites shall be used as reference at the time of implementation.

#### Tactic 3: Provide visitors other booking services

- Provide visitors with other tourism related services in collaboration with leading service provider (like rentals, cabs, activities etc.)
- References from Abu Dhabi, USA, Singapore, and Dubai Tourism websites shall be used as reference at the time of implementation.

#### Strategic Action 3: On-the-go services

Availability of mobile platform makes it possible to provide customized and location-based services to the visitors. This capability needs of mobile as a platform needs to be tapped to the fullest extent possible.

#### Tactic 1: Provide Push notifications

- Visitors should be provided with push notification regarding events, must-visit attractions, and more services on their mobile platform based on their nearness to tourism offerings, their interest among other such criteria.
- References from Singapore Tourism website to be leveraged at the time of implementation.

### Tactic 2: Provide Augmented Reality (AR) experience

- The implementation partner will require to plan and develop Augmented Reality (AR) use cases such as point-to-know applications, AR navigation assistance, and other such use cases.
- References from Singapore Tourism website to be leveraged at the time of implementation.

#### Tactic 3: Location based service

Location-based services shall provide information about the following-

- Nearby restaurants, attractions, hotels, hospitals, police stations
- Nearby tourist information centers and other facilities.
- Nearby Banks and ATMs (in collaboration with leading banks).

Nearby public toilet facilities (in collaboration with SBM)

References from from the Japan and Dubai tourism website to be leveraged at the time of implementation.

This aforementioned list is not an exhaustive list of services for the Incredible India portal. Further detailing shall be done with implementation partners.

#### **Strategic Action 4: Feedback and rating services**

#### Tactic 1: Provide a mechanism for feedback

- Feedback capturing mechanism is required to be implemented both on the website and mobile app (mechanism is required to be developed internally as well as an integration with QCI's feedback mechanism would be required to be made).
- Surveys (online surveys through e-mails) would also need to be invoked for gathering feedback from the visitors.
- References have been taken from USA, New Zealand, and Dubai tourism website and these shall be used as reference at the time of implementation.

#### **Tactic 2: Provide a mechanism for Ratings**

- Ratings (ratings for attractions, things to do, etc. from leading service providers like TripAdvisor). Integration with external rating providers shall be required.
- References have been taken from USA, New Zealand, and Dubai tourism website and these shall be used as reference at the time of implementation.

#### 5.3. Pillar 3: Communication and Outreach

**Communication and Outreach** is the third critical pillar. This pillar would ensure that engagements are generated across the portal and the visitors are recalled to the Incredible India portal. It has three strategic actions and there are also some linked tactics to achieve them. The strategic actions are-

- **Newsletters-** Monthly personalized email newsletters. This has been benchmarked from the Australia website. This shall constitute both targeted and mass mailers to identified set of audiences based on their preferences. This activity shall take into consideration the consent of the receiving audience.
- **Social media publishing-** Posts and comments on social media channels with back links to the website. References have been taken from USA tourism website and it shall be used as reference at the time of implementation.
- Advertising The implementing agency would require improving the engagements on the portal with engaging content based on latest trends.
  - o Improve engagement levels on its social media profiles, specifically Facebook, Twitter, and Instagram
  - o Increase efforts on social media during peak times
  - Understand the latest trends and topics taking place on social media channels to help deliver content which is timely and appropriate
  - o References have been taken from Abu Dhabi tourism website and it shall be used as reference at the time of implementation.

#### **Strategic Action 1: e-Newsletters**

- Tactic 1: Provide monthly digital newsletters to the tourist for awareness on the new tourism campaigns etc. This shall be done with a personalized objective.
- Tactic 2: Send mails for other publications like digital guides, brochures, among others to the tourists to increase their footfall.

References have been taken from Australia and Scotland tourism website and these shall be used as reference at the time of implementation.

#### **Strategic Action 2: Outbound Email Campaign**

- **Tactic 1:** Targeted personalized emails (based on their interest) and updates with links to website should be shared regularly with the tourists.
- **Tactic 2:** Outbound email marketing could be used (via affiliates and collaboration) to run campaigns on tourism offerings. References have been taken from Australia and Scotland tourism website and these shall be used as reference at the time of implementation.

### Strategic Action 3: Marketing and Advertising

- Tactic 1: Web & social media marketing (Paid marketing via social media channels) to popularise the website
- **Tactic 2:** Sponsored search options to better publicize the website

References have been taken from Australia and Scotland tourism website and these shall be used as reference at the time of implementation.

### **Strategic Action 4: Online Quizzes and contests**

**Tactic 1**: Theme-based online quizzes and contest on multiple tourism destination in India to improve visitor engagement.

#### **Strategic Action 5: Digital Discussion forums**

**Tactic 1**: Experience based online groups of travellers, travel diaries among other such initiatives shall help better market the Incredible India Website.

Tactic 2: Online digital discussion forums for tourists

References have been taken from Scotland tourism website and it shall be used as reference at the time of implementation.

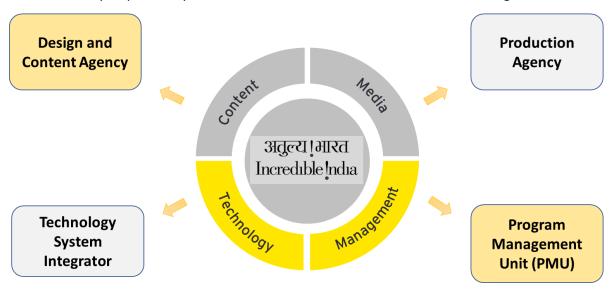
### **Strategic Action 6: Blogs**

**Tactic 1**: Featured blogs from influencers could be included on the Incredible India platform (sharing of links by influencers on their social media handles could also be made use of in order to increase outreach);

#### 5.4. Enabler 1: Implementation Partners

**Implementation Partners** is one of the key enablers. These partners would handle the implementation and operation of the various processes to work in the backend, in order to enhance the Incredible India website in line with the defined vision.

The different implementation partners and their key responsibility for the Incredible India website is illustrated in the figure below:



There are 4 types implementation partners which are described as follows –

**1. Design and Content Agency** – This agency will be responsible to cater to the content requirements and the representation of the content on the Incredible India website. The broad responsibilities are grouped and highlighted as follows.

Design and content strategy: The implementation partner would curate the strategy for improving the overall quality of the design and layout of the portal, the content being populated, and the overall outreach of and engagement on the portal.

- Creation of overall content, design, and outreach strategy.
- Revisit strategy periodically based on benchmarking, user behaviour, analytics, feedback, competitor research, etc.
- Creation of content & theme-based campaign calendar (integrated calendar across platforms)
- Methodology/framework to advise on new content creation, content update/revision, design revamp, etc.
- Suggest ideas for digital campaigns, new sections on the website and mobile app, content ideas for attracting tourists, best practices adopted by industry.

### Design: The implementation partner would broadly build, review, and improve the design components of the portal.

- Development of design, themes, graphics, collaterals, etc. for website and mobile app
- Conduct user experience analysis and thereby identify and undertake enhancement
- Create wireframes / design mock-ups (After wireframes are designed, web designers will add other elements to create a static image-like design of what the web pages will look like to the user)
- Review and perform quality assurance checks from design and UI/UX perspective

#### Content: The implementation partner would broadly build, source, and review the content as per the requirements on the portal.

- Creation and addition of new textual content on a regular basis
- Content Sourcing from external portals or User-Generated Content (UGC)
- Content editing and reviewing
- Content translation (foreign and regional languages)
- Content collaborations (Engagement with bloggers / influencers / other content providers)
- Content moderation
- Creation and upload of the TSV files for multi-lingual content

### Outreach and communication: The implementation partner would improve the outreach of the portal and also improve engagement of the visitors to the portal.

- Creating outbound mailers, content for targeted campaigns
- Web/social media advertising, SEO, and outbound marketing
- Co-create event/ activity calendar for social media channels, PR, emails
- **2. Technology System Integrator:** This agency will be responsible for the development of the Incredible India website as per the vision of the Ministry of Tourism. The broad responsibilities are highlighted as follows.
  - Website development & integration of services/features
  - Native Mobile app development and integration of services/features (Android and iOS)
  - Operations & maintenance of the platform (website and mobile app)
  - Content management, aggregation, and update
  - All activities related to Adobe tools (Adobe Analytics, Target, Campaign and AEM)

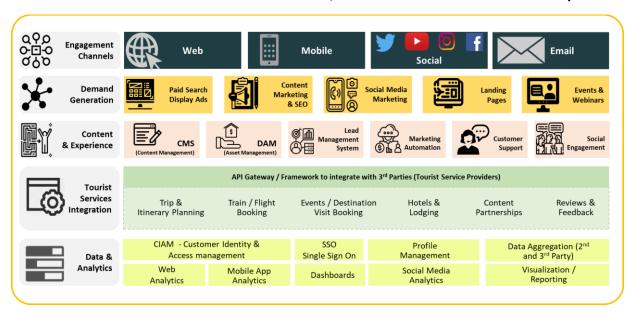
This is not an exhaustive list of responsibilities and would require to be taken up as per directives from ministry.

- **3. Production Agency:** This agency will be responsible for providing images and videos for enhancing the content of the Incredible India website as per the vision of the Ministry of Tourism. The broad responsibilities are highlighted as follows.
  - Providing digital images and videos to enrich the portal
  - Perform moderation of images and videos

- Editing and post processing of images and videos
- Cataloguing and tagging of images and videos for ready reference
- Creation of 360-degree videos / images
- Creation of VR walkthroughs, guided tours, virtual exhibitions
- Creation of VR app(s)
- Implementation of AR use cases walkthroughs, Point to Know applications, navigation maps / assistance
- **4. Program Management Unit:** This agency will be responsible for translating the vision of the Ministry of Tourism to all the agencies as action items and then overseeing the execution of the strategy that has resulted from the vision and benchmarking conducted. The broad responsibilities are highlighted as follows.
  - Project monitoring and contract management including stakeholder management
  - Assistance in procurement process (Creation of RFPs, Bid Process Management, etc.)
  - Assistance in preparation of presentations (status reviews, vision, plan, requirements, etc.)

#### 5.5. Enabler 2: Technology Partners

Technology Platform is a key enabler which will establishes the backend infrastructure, flow of information and relevant analytics for the Incredible India website.



The Technology Platform comprises multiple layers as has been highlighted in the image above. Some key points pertaining to the same are listed below:

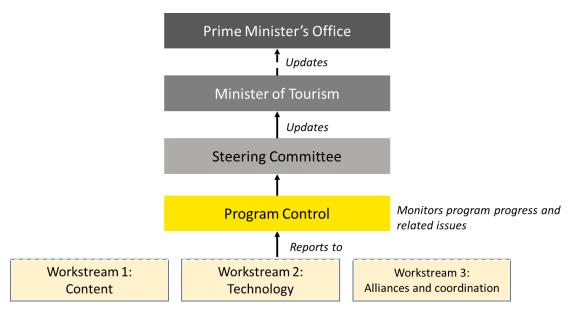
- **Engagement Channels** invoke the process of interacting with potential and existing visitors through various digital channels to establish a relationship with them. Channels relevant for the platform are website, mobile app, social media platforms and e-mail.
- **Demand Generation** is a key facet of the backend platform by means of which engagement with the platform is increased. Some of the key steps to be undertaken to create and increase demand are paid search display ads, content marketing and SEO, social media marketing, landing pages and by means of events and webinars.
- To engage the visitors who, land up on the platform organically or via the demand generation tools, **content as well as the user experience** must be built accordingly. Some commonly used features to enhance content and experience are Content Management System (CMS), Digital Asset Management (DAM), Lead Management system, marketing automation, customer support and overall social engagement.
- **Tourist Services Integration** are specifically set up to cater to the demands of the visitors so that they achieve maximum benefit out of the tourism centric portal. API gateways and frameworks are utilised to integrate with 3<sup>rd</sup> party tourist service providers such as Trip & Itinerary planner, Train/flight booking, events/destination visit booking, hotel and lodging, partnership to garner content, and to garner reviews and feedback.
- In addition to the aforementioned components of the technology platform, the system also to make use of features to capture data points and then run analytics to derive insights. The **Data and Analytics** feature makes use of modules such as Customer Identity and Access Management (CIAM), Single sign-on,

profile management, data aggregation, web analytics, mobile app analytics, dashboards, social media analytics, virtualization and reporting among other such modules. Even marketing campaign capabilities are a key part of the technology platform.

#### 5.6. Enabler 3: Governance

Governance is another key enabler that is important for overseeing the implementation of the defined strategy with regards to the Incredible India website.

### Strategic Action 1: Ensure a comprehensive governance mechanism



The above figure explains the governance structure where each of the work streams namely - content, technology, and Alliances and coordination report to the program control (PMU). The steering committee chaired by Joint Secretary, looks after the overall guidance and strategic monitoring of the project which comprises the multiple workstreams. The steering committee provides updates to the Minister of Tourism, who then shares the updates with the PMO as and when required.

Strategic Action 2: Set up a dedicated professional organization



A tentative structure/organisation is as above. It should have a lean organization structure, and maybe incorporated as a section 25 company. It should be able to create capacity for digital tourism in India. It should be able to hire human resources and engage agencies as per the requirements of the organisation. The organization shall be headed by the CEO and will be assisted by

- Manager Design & Communication
- Manager Alliances and Partnerships
- Manager Technology
- Manager Program and Projects

The organization structure is still tentative and shall be finalized as per Ministry's decision.

# Appendix 3 – RFP for "Selection of Production Agency for Photography and Videography services for Incredible India digital platform"

Incredible India digital platform benchmarking references document



December 2023

Ministry of Tourism Government of India

## **Benchmarking – Objectives**

- Leading Tourism Boards and Bureaus across the world, in this modern era of digitalization and adoption
  of technology, emphasize on quality storytelling, nuanced content for varied tourist profiles, modular
  mobile-friendly designs and engaging media to attract tourists onto their web platforms.
- Benchmarking against these state-of-the-art platforms is a productive exercise as it helps to establish baselines, define best practices, identify improvement opportunities and create a strategic plan for future enhancements.
- For the Incredible India digital ecosystem, the website and the mobile app are two important digital touchpoints for any traveller. Benchmarking the Incredible India website and mobile app against the leading tourism portals across the world, shall help in assessing position in the global marketplace, reevaluate current offerings and identify the most effective ways to further improve Incredible India digital platform.

## **Benchmarking – Top portals considered**

## **Country:**

- 1. USA
- 2. Australia
- 3. Dubai
- 4. Singapore
- 5. Scotland
- 6. Switzerland













- 7. Japan
- 8. New Zealand
- 9. Finland
- 10. Abu Dhabi
- 11. Tanzania
- 12. Germany













## **Benchmarking – Building blocks**

As per benchmarking, the building blocks identified\* for a digital tourism portal are as follows:

- 1. Destinations
- 2. Experiences
- 3. Trips
- 4. Planning
- 5. Services
- 6. Home page
- 7. Events
- 8. Mobile app
- 9. Personalization\*\*
- 10.Analytics\*\*

<sup>\*</sup>These are tentative building blocks identified and may change with further benchmarking and analysis

<sup>\*\*</sup>Analytics and Personalization could be identified as a backend features

## **Level 1 details**

## Level 1 components: Incredible India website

Incredible India website's top-level menu could comprise of the following dropdowns:

- 1. Destinations
- 2. Experiences
- 3. Trips
- 4. Planning
- 5. Services

Other components in top-menu could be:

- 1. Login
- 2. Search
- 3. Map link
- 4. Language

## Benchmarking – Level 1 – USA

## Level 1 components: Benchmarking against top tourism portals:

### **USA:**



- Search
- Wishlist/Bookmark
- Menu
- Three drop-down menus:
  - Destinations
  - Trips
  - Experiences

## Benchmarking - Level 1 - Australia

## Level 1 components: Benchmarking against top tourism portals:

### Australia:

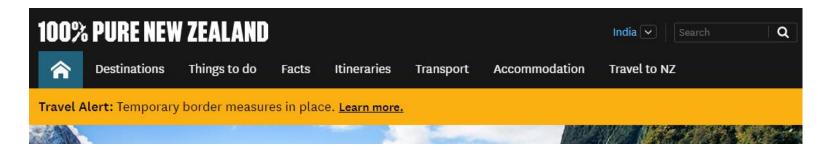


- Map
- Wishlist/Favourites
- Login
- Search
- Five drop-down menus:
  - Places to go
  - Things to Do
  - Plan your Trip
  - Youth Travel
  - Be inspired

## Benchmarking - Level 1 - New Zealand

Level 1 components: Benchmarking against top tourism portals:

### **New Zealand:**

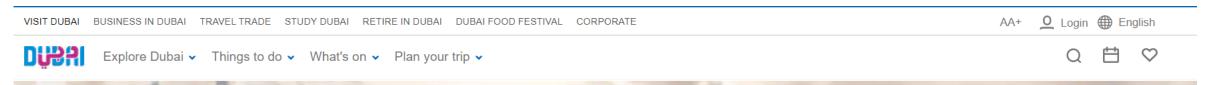


- Search
- Country
- Seven drop-down menus:
  - Destinations
  - Things to do
  - Facts
  - Itineraries
  - Transport
  - Accommodation
  - Travel to NZ

## Benchmarking - Level 1 - Dubai

### **Level 1 components: Benchmarking against top tourism portals:**

### **Dubai:**



## Top ribbon:

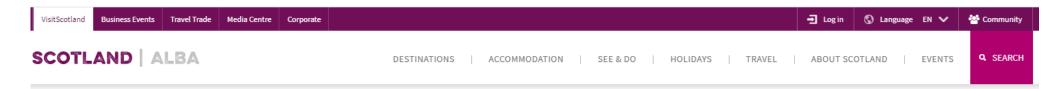
- Visit Dubai
- Business in Dubai
- Travel Trade
- Study Dubai
- Retire in Dubai
- Dubai Food Festival
- Corporate
- Login
- Language

- Search
- Events calendar
- Wishlist
- Four drop-down menus:
  - Explore Dubai
  - Things to Do
  - What's on
  - Plan your trip

## Benchmarking - Level 1 - Scotland

## Level 1 components: Benchmarking against top tourism portals:

### **Scotland:**



### Top ribbon:

- Visit Scotland
- Business Events
- Travel Trade
- Media Centre
- Corporate
- Login
- Language
- Community

- Search
- Seven drop-down menus:
  - Destinations
  - Accommodation
  - See and Do
  - Holidays
  - Travel
  - About Scotland
  - Events

## **Level 2 details: Destinations**

### **Level 2 components: Destinations**

Destination dropdown could be renamed to 'Places to visit' This could comprise of the following:

- 1. States Region-wise State/UT listing
- 2. Popular destinations Minimum x no. of popular tourist destination from each State depending on:
  - Tourism statistics like:
    - Percentage share of total visitors
    - International visitors, Domestic visitors
    - Tourism spends
  - Inputs from each state (States could be requested to provide top 2-3 cities/towns/municipal corporations, supported with statistics)
- 3. Featured attractions List of top attractions based on visitor statistics, tourism promotion initiatives, upcoming tourist hotspots, etc.

## Other components in dropdown-menu:

1. Interactive map — Region -> State -> Popular destination -> Featured Attraction

## **Benchmarking – Destinations**

### **Destinations: Our understanding**

A tourist destination is defined as "a physical space having planning or administrative boundaries in which a visitor can spend an overnight. It is the cluster of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism". A destination incorporates various stakeholders and can network to form larger destinations.

### Why destinations?

'Destinations' is a primary building block of any digital tourism portal. It aims to capture all places of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering a variety of experiences.

### Value derived from 'Destinations' feature:

An exhaustive and categorized listing of tourist destinations enables viewers to browse through the variety of tourism hotspots on offer in a country. It helps entice the tourists to plan their next trip to popular destinations depending on their interests.

## **Benchmarking – Destinations**

## Sub-features (sub-building blocks) of 'Destinations' (benchmarked from top 12 websites considered):

- Region-wise state listing
- State-wise destination listing
- Map view (region-wise, with top attractions listing / filters)
- Destination videos and images (sourced from states / collaborations with official tourism departments)
- Top Attractions / Must see places
- Local content (stories around offbeat destinations videos)
- Destination-specific experience listing
- Linking to external websites (official websites of destinations/attractions)
- Things to Do information (Activities)
- Content collaborations / Content generated from Curators/Contributors/Bloggers/Influencers
- Travel (how to get there) information
- Related recommendations of more destinations and attractions to explore
- Popular destinations listing



The official travel site of the USA.





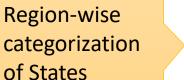


Destinations 🔺

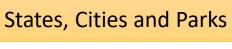
Trips w

Experiences extstyle ex

## Classification into



- 50 States
- 5 major territories





Pacific

Alaska

Hawaii

Oregon

Washington

California





Southwest



Midwest

Illinois

Indiana

lowa

<u>States</u>



Southeast

Alabama

Arkansas

Florida

Georgia

Parks

Cities





Northeast

Connecticut

Delaware

Maryland

Massachusetts

New Hampshire

New Jersey New York

Maine





#### **USA Territories**

American Samoa

Guam

Northern Mariana Islands

Puerto Rico

U.S. Virgin Islands

1	
- 3	14.00
7	

West

Idaho

Colorado

Montana

Nevada

New Mexico

Arizona

Oklahoma

Texas

North Dakota South Dakota

Utah

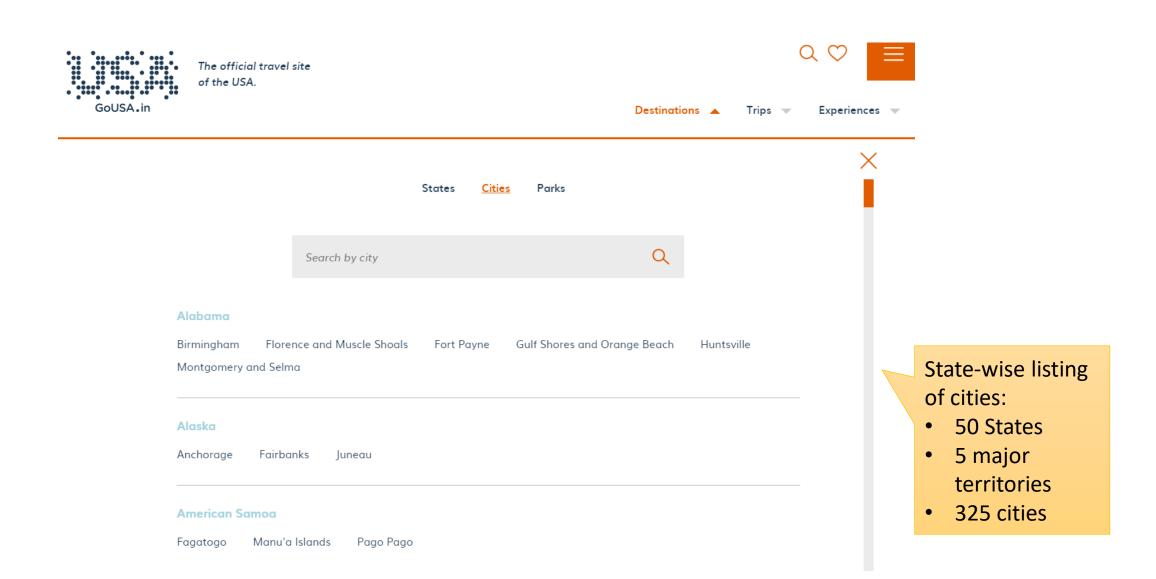
Wyoming

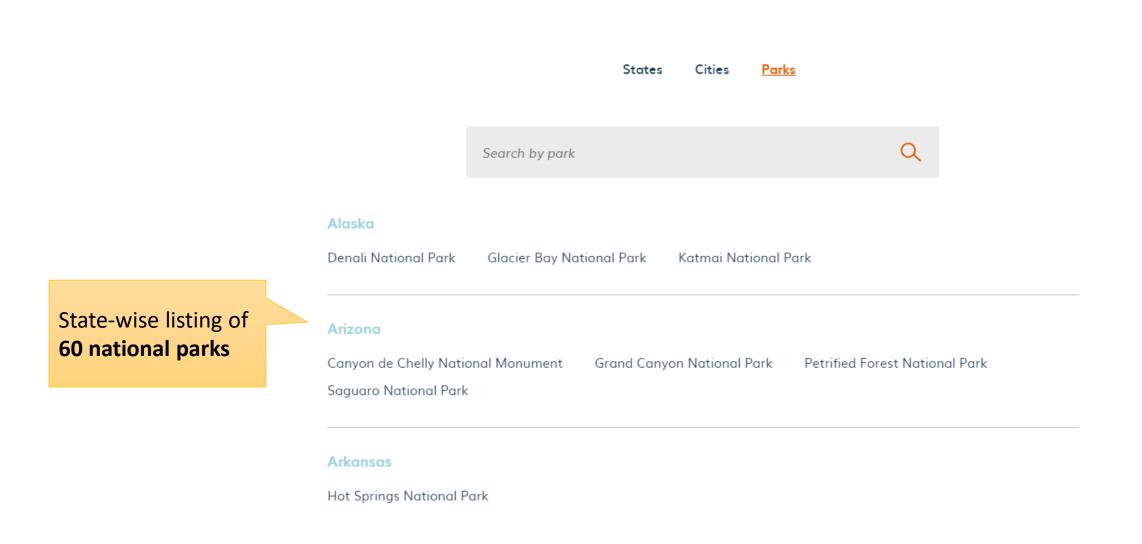
Kansas Michigan Minnesota

Kentucky Louisiana Nebraska Ohio

Mississippi Missouri

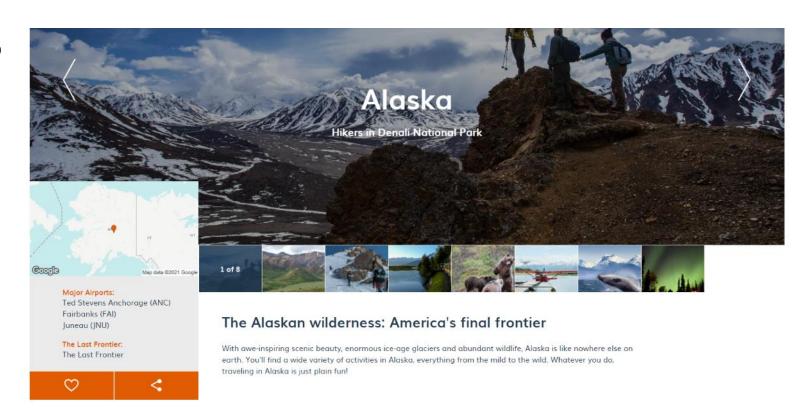
North Carolina Pennsylvania Wisconsin





### **State page comprises of the following:**

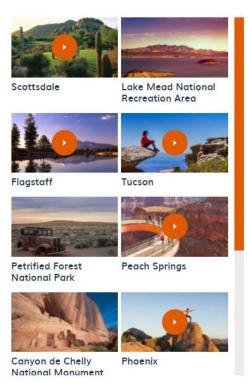
- Banner videos/images
  - With subtitles for each image/video
- Map view
- Major Airports
- Nickname
- Wishlist and Share options
- State Video
- Short writeups on major offerings of the state / history / experiences
- Fun facts
- Must see places (Top 10)
  - Links to internal pages
  - Links to external official attraction pages

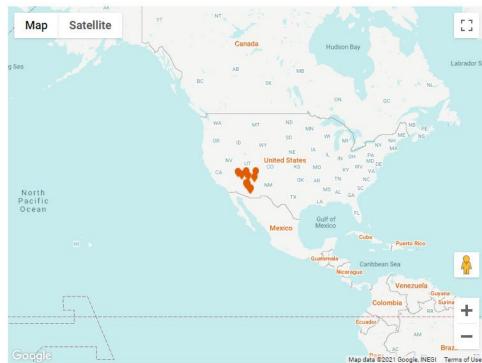


### State page comprises of the following:

- Explore destinations
  - Map view
  - Links to individual destination pages within website
- Top experiences (linked to individual experience pages within website
- Explore trips (linked to individual trip pages within website)
- Ask a Local videos
- Official state travel sites
- Explore More (with option to refresh list of recommendations)

## **Explore Arizona destinations**





### City page comprises of the following:

- Banner videos/images
  - With subtitles for each image/video
- Map view
- Temperature
  - Seasonally
  - Monthly
- Major Airports
- Wishlist and Share options

### Writeups on city-specific topics like:

- History and Industry
- Sports and Outdoor Recreation
- Arts, Dining and Entertainment
- Museums



### City page comprises of the following:

- TripAdvisor Things to Do: Image,
   Attraction name and Traveller ratings
- Local video
- Fun facts
- Nearby experiences
- Upcoming events (Month wise)
- Official city travel websites
- Explore more experiences (with option to refresh list of recommendations)

## **Upcoming events**



Event

Magic City Art Connection

April





Magic City Brewfest

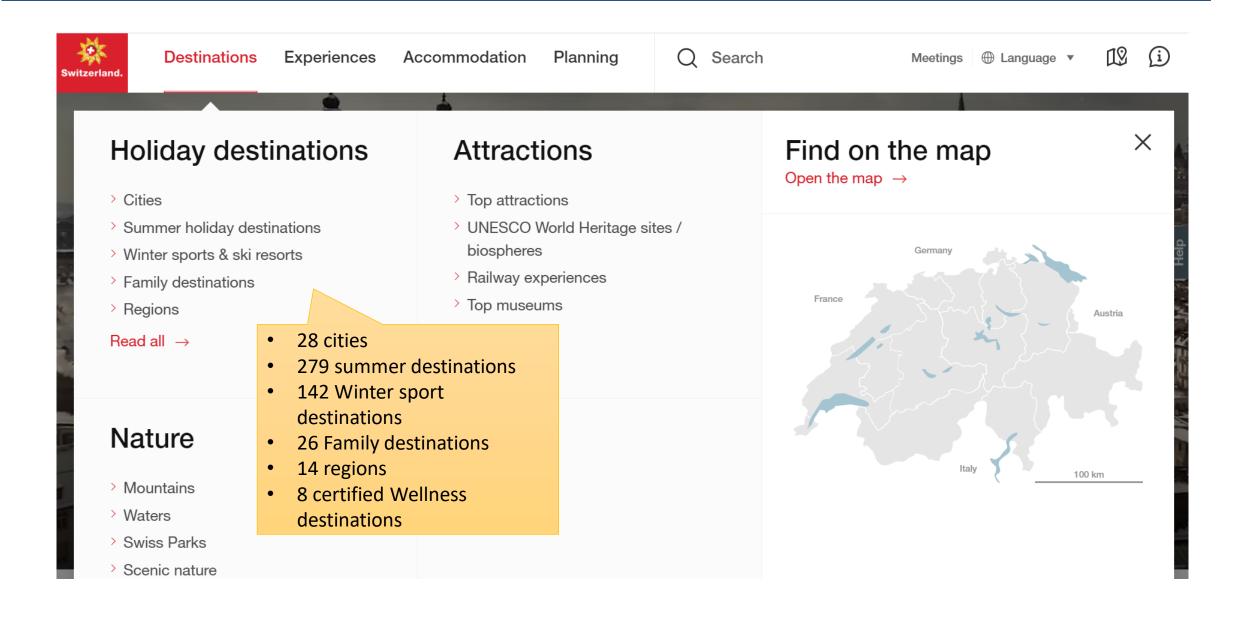
Event

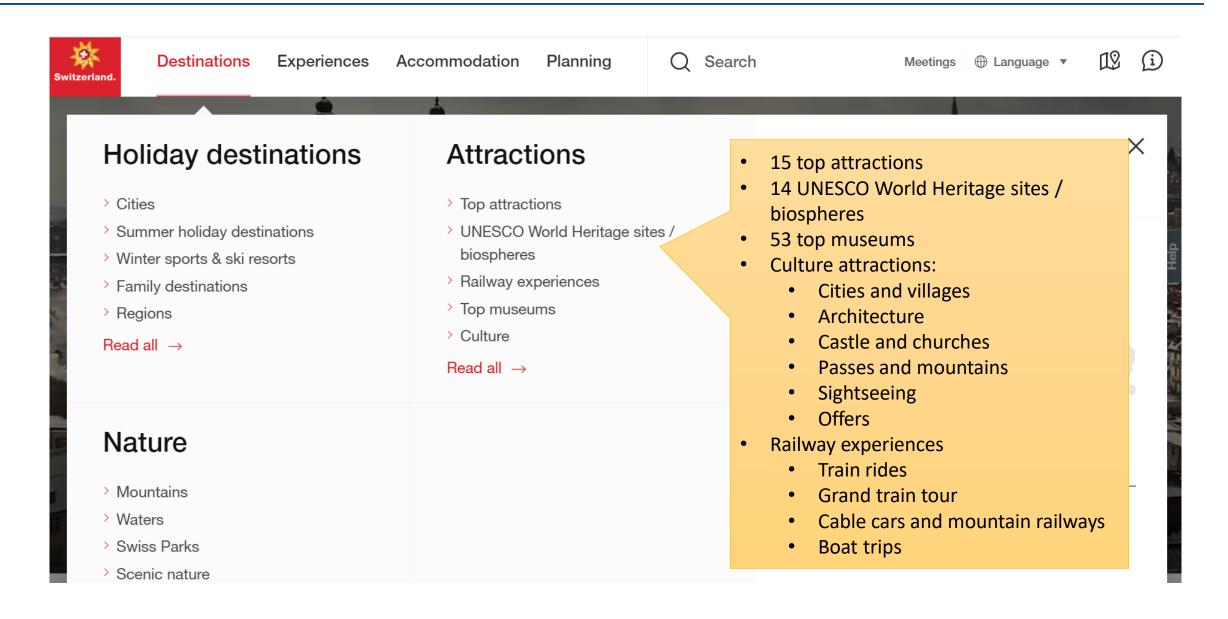


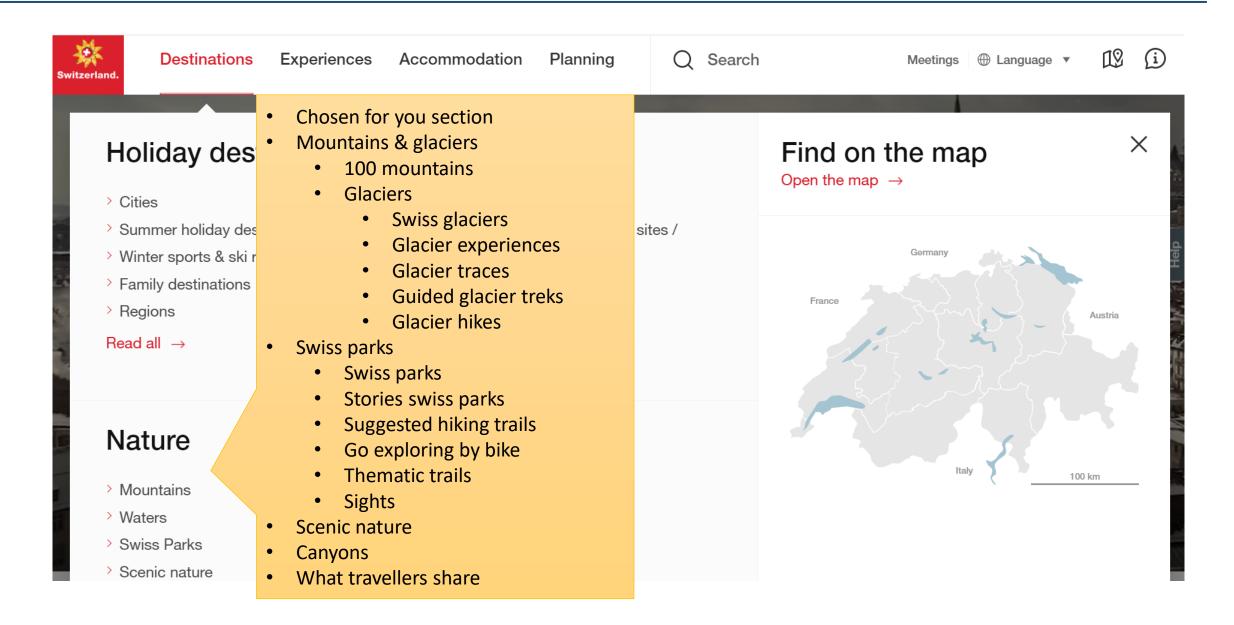
Honda Indy Grand Prix of Alabama



Event
Sidewalk Film Festival











Montreux

Location

Filters available for:

- Distance to airport
- Reachability (by various modes of travel)

Sort by:

- Best results
- Alphabetical

Ticino

Lake Geneva Region (Vaud)



Zug Zurich Region



Neuchâtel Jura & Three-Lakes



Graubünden

Chur



28 cities

Lugano Ticino



Lugano, the largest town in the holiday region of Ticino, is not only Switzerland's third most important ...



## Destination page comprises of the following:

- Brief writeup
- Map view
- Weather today
- Weather forecast external link
- Partner and Quality rating
- Highlights
- Top events
- Discover the surroundings (through map)
- Experiences & activities
- Hotels
- Current offers
- Travel information



Bellinzona is the southernmost capital of Switzerland. The skyline of the capital of Ticino is defined by the powerful fortifications, comprising three of the best-preserved medieval castles in Switzerland, which are listed as a UNESCO World Heritage Site.

### Continue reading ...



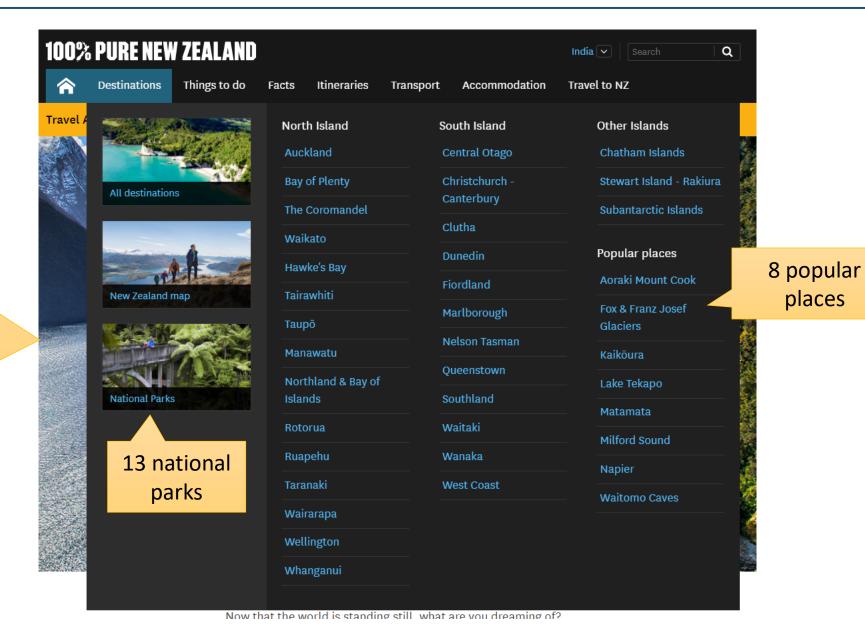


Veather today



> Weather forecast

New Zealand's 29 regions stretch more than 1,600 kilometres across two main islands.











**Explore South Island Deals** 

Destination home page also consists of:

- Popular places
- Things to Do
- Deals
- National parks
- Scenery and landscapes
- Map
- Distance calculator







Home > Destinations > North Island

North Island's home page comprising of:

- Destinations
- Top places to visit
- Link to itineraries

New Zealand's North Island offers island sanctuaries and lively cities with a large helping of culture and history for a truly diverse holiday experience.

From the far north where New Zealand's political history began, journey through landscapes that blend magnificent coasts and beaches, sprawling farmlands and geothermal wonders. Māori culture is rich and ever-present in many parts of the North Island.







# Destination page comprises of the following:

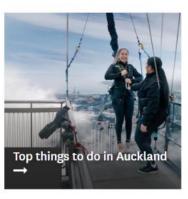
- Banner images
- Map snippet
- Brief introduction
- Things to Do
- Towns
- Experiences like Food and Wine, Beaches, Shopping, etc.
- Islands
- Attractions
- Travel deals (if available)
- Feeds (through the eyes of travellers')
- Useful to know
- Map view
- Plan your holiday section
- Link to official travel website
- Share this page (Social media)



Home > Destinations > North Island > Auckland

### Auckland is New Zealand's most populous city and is a multi-cultural hub of food, music, arts and culture.

Also known as Tāmaki Makaurau, Auckland sprawls over volcanic hills and around twin harbours, offering an exhilarating mix of natural wonders and urban adventures.









# POPULAR PLACES

### 8 popular places

From mountains to glaciers, starry skies to glowing caves, these are the best places to experience the wonders that make New Zealand so popular.

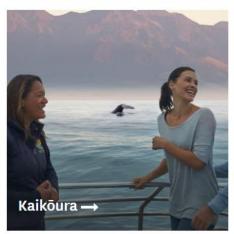
Home > Destinations > Popular places

With awe-inspiring landscapes, fun activities and friendly locals, it's little wonder everyone loves these New Zealand spots.

From mountains to glaciers, starry skies to glowing caves, these are the best places to experience the wonders that make New Zealand so popular.









#### New Zealand regional maps

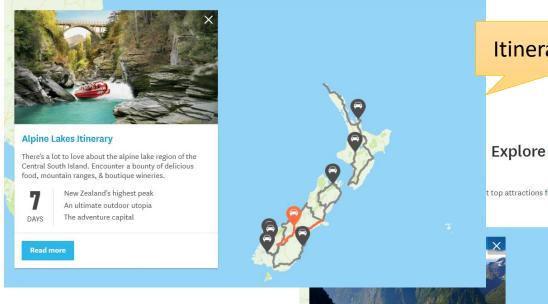
Find your next holiday destination on theses regional maps.





#### **Explore New Zealand itineraries**

Not sure where to go? Explore itineraries around New Zealand on the map below.



Regional maps

Top Things to Do maps

### Itinerary maps

### Explore the top things to see in New Zealand

t top attractions from around the country on the interactive map below.





# **Benchmarking – Destinations – Inferences**

### Inferences – Structuring and placement of content

- Region-wise listing is a best practice followed across countries
- This is also accompanied with region-wise map view of destinations
- Destination pages could ideally comprise of the following minimum information:
  - Banner images / videos
  - Brief writeup
  - Map section / view
  - Things to Do / Destination-specific Experiences
  - Attractions
  - Useful information (specific to the destination like tips, facts, travel options, airports, etc.)
  - Link to official travel website
  - Share and wish list options
  - Weather information
  - Events information
  - Travel / How to get there information
  - Recommendation / Explore more

# **Benchmarking – Destinations – Inferences**

### Inferences – Structuring and placement of content

- State pages could ideally comprise of the following minimum information:
  - Banner videos/images (With subheadings for each image/video)
  - Map view
  - Must see places/Top destinations
  - Wishlist and Share options
  - State Videos
  - Major experience offerings of the state/Things to Do
  - Interesting/Fun facts
  - Itineraries and Road Trips
  - Recommendations/Explore More
- National parks / other prominent offerings (like Museums, World Heritage Sites) are listed in 'Destination' dropdown
- Popular attractions are shown explicitly.
- External links to official attraction websites could be provided wherever applicable.

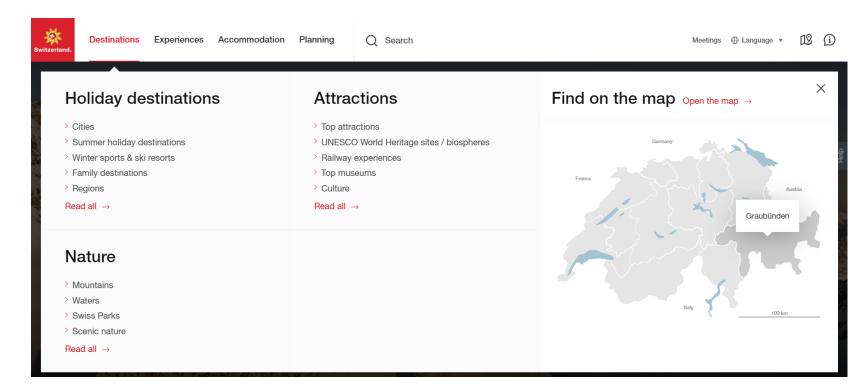
# **Benchmarking – Destinations – Inferences**

#### **Inferences – User Interface**

- State listing could be primarily shown Region-wise.
- Destination/City listing could be primarily shown State-wise.
- Map-based depiction and showcase of region-wise destinations is a standard practice followed.
- Primary categories are shown in a 'Destinations' drop down.

### **UI** inspiration:

- Switzerland
  - Map view of regions
  - Hover to know more
  - Categorization



#### 'Destinations': Tentative Incredible India view



With old monuments and busy neighbourhoods subtly merging with a vibrant and contemporary cosmopolitan world, Delhi, the capital of India, is a fascinating tourist destination. Poised along the banks of River Yamuna, Delhi, which is almost 1,000 years old, offers a mesmeric mosaic of experiences, both heritage and contemporary. While the former honour the elegant ageing of centuries-old Delhi, the latter reiterate that the capital is the heart of Indian democracy, and can keep pace with the most advanced of the metropolitans of the world.

Read more...

#### Facts:

- India's capital city
- Major airport(s) nearby:
  - Airport A
  - Airport B
- State: Delhi







### Weather today:



28.2 °C

Sunrise: 06:47 Sunset: 18:21



Humidity: 45%



Wind: 18.3m/s

#### **Must-see attractions:**

#### India Gate

A stunning archway standing as a tribute to the brave soldiers who sacrificed their lives for the country. India Gate is one of the landmarks of Delhi. Built with sandstone, this 42-m-high gate was the first of its kind in the national capital. The...



### **Explore More:**



Humayun's Tomb | New Discovery



Jama Masjid

One Of The Largest Mosques In India, Jama Masjid Is Situated In Old...



Red Fort

Lying At The Heart Of Delhi, The Majestic Red Fort, Made Of Fine Red...



Akshardham

Holding The Guinness World
Records As The World's
Largest...



Jama Masjid

One Of The Largest Mosques In India, Jama Masjid Is Situated In Old...



Red Fort - Virtual Tour To Red Fort

View AII (32)

### **Experiences to offer:**



Heritage



Spiritual



Food And Cuisine



An Insider's guide to Delhi



5 must-eat street food of Delhi



Travel back in time at Delhi's historical monuments

### **Also Explore:**



Things To Do



Museum Trail In Delhi

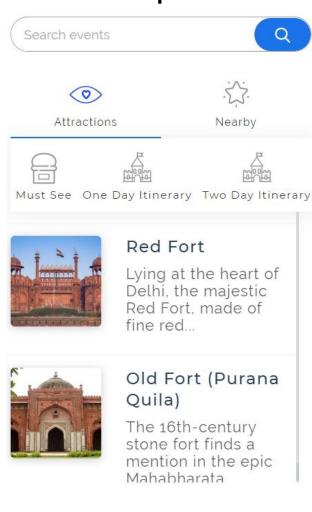


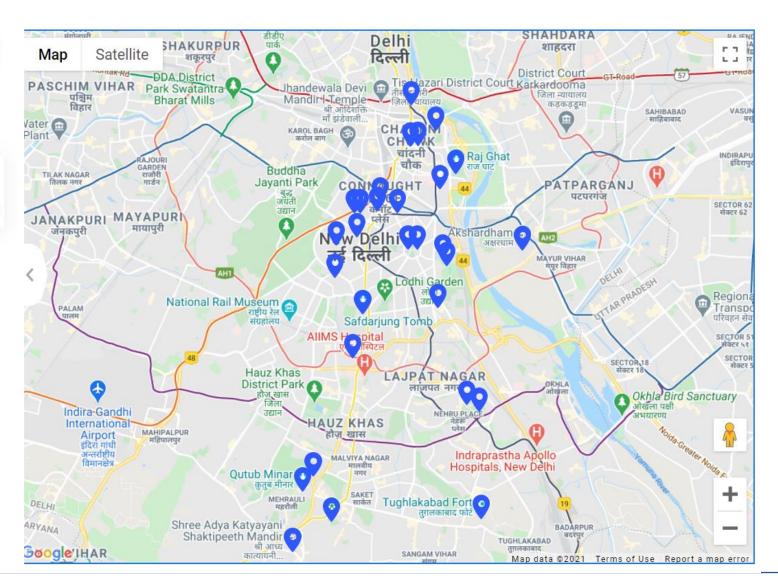
Markets Of Delhi



A Day In Delhi

### **Explore on the map:**





### **Interesting facts:**



Standing tall at 73 m, the Qutub Minar is the tallest brick minaret in the world. It is also a UNESCO World Heritage Site.



#### **Featured reads:**



Best detours from Delhi Lonely Planet



Local Delhi stories: From the eyes of a traveller *Travel Vlogger* 



How to live like a Local in Delhi Lonely Planet

# **Upcoming Events:** (in and around Delhi)



Event

Adventure Travel Show



India International Travel Mart New Delhi

**India Tourism Conclave** 

March

### How to get there:



By Air

The city is well-connected with all major cities of the country through domestic flights. Not only that, a major number of international flights operate from the Indira Gandhi International Airport at New Delhi.



By Road

The city is well-connected by a network of roads and national highways across the major cities of the country. Inter State Bus Terminus (ISBT) at Kashmiri Gate, Sarai Kale-Khan Bus Terminus and Anand Vihar Bus Terminus are the main bus stands of Delhi.



Rail

The New Delhi Railway Station,
Old Delhi Railway Station and
Hazrat Nizamuddin Railway
Station connect Delhi to major
cities of the country.

\_

### Official Delhi travel sites:



### **Explore more:**





www.akshardham.com

https://rashtrapatisachivalaya.gov.in/rbtour/

### **Explore More:**



Agra



**Jaipur** 



Varanasi

Refresh

# **Benchmarking – Content Collaborations - Inferences**

- Destination, experience and attraction content has been developed via content collaborations with:
  - Travel Writers/Editors (e.g. Georgia Rickard: Editor at Large, Virgin Australia)
  - Content producers (e.g. Leah Dobihal Digital Content Producer Tourism Australia)
  - Influencers like:
    - Heiko Obermoeller for goUSA
    - Chris Hemsworth for Australia
    - Parineeti Chopra for Australia
    - Saoud Alkaabi. Emirati Actor, Producer and TV presenter for Dubai
  - Freelance writers (e.g. Zach Everson from USA)
  - Brand Writer / Freelance digital content specialist (e.g. Idoia Gkikas from USA)
  - Photographers and Bloggers (e.g. Sue Gough Henly from Australia)
  - Entrepreneurs (e.g. Zahirah Marty, Kat Lebrasse from Dubai
- A majority of State content has been developed in house (via own team or via hired agencies)

### **Destinations (City) content – Australia**

### **GUIDE TO SYDNEY**

Seek out some sunshine and good times in Australia's Harbour City.













### **Ellie Schneider:**

Sydney, Australia Freelance Copywriter and Editor · Self-

#### By Ellie Schneider

Sydney is the first stop on many Australian itineraries, and It's an inviting blend of the exhibitanting and easygoing. You can employed excitement in the city, but drive just a few kilometres and you'll h golden sand of famous beaches like Bondi and Manly. Plus, with endless nature at its doorstep, Sydney is the starting point for day trips serving up fresh air, unique flavours and locals who know a thing or two about living life to the fullest.

# **GUIDE TO CANBERRA**

Find a mix of history, art and the outdoors in Australia's capital city.













### 

#### By Georgia Rickard

Canberra might be smaller than Sydney to its north and Melbourne to i south, but there's still plenty to discover. The small town vibe means it's to get around and the locals are eager to share the best of their food, w beer and attractions. Within the city limits you'll find museums, gallerie breweries and modern architecture, but just minutes away lies the quie nature of mountains, valleys and everything in between. It's no wonder locals here love the lifestyle and landscape.

### **Georgia Rickard:**

Editor at Large, Virgin Australia (multi-awardwinning Australian-born travel journalist, magazine editor, author and media commentator)

#### Attractions content – Australia

# **GUIDE TO NINGALOO REEF**

Ningaloo Reef is the best place on Earth to swim alongside the gentle whale shark.





Ningaloo Marine Park is a World Heritage-listed site to









### Fleur Bainger:

Director · White Noise Media Food & travel writer, podcaster and radio talker.

#### By Fleur Bainger

West Australian coastline. The crystalline water harbours to fringing reef, a 260-kilometre (162-mile) long coral reef swar turtles, tropical fish, manta rays, humpback whales and the elasive what shark. Nowhere on Earth do these majestic creatures reliably congregate in such large numbers as here, at Ningaloo Reef.

### **GUIDE TO THE SUNSHINE COAST**

The Sunshine Coast is perfect for an action-packed holiday or quiet escape at any time of year.

Discover its vast beaches, a thriving food scene at Noosa and the many natural treating surrounding hinterland.













#### By Stephanie Williams

Stretching from the coastal city of Caloundra, near Brisbane, to the Great Sandy National Park in the north, the Sunshine Coast is home to pretty villages, renowned surf spots and spectacular rural hinterland. Surrounded by beach, Noosa is a holiday hotspot near the centre of the Sunshine Coast, with many fashion boutiques and hip cafés dotted along Hastings Street. Surfers and golfers will love the holiday town of Coolum, while lush Eumundi in the Noosa hinterland will satisfy market shoppers and art lovers with its famous Eumundi Markets. Maroochydore is the cultural

### Stephanie Williams:

Freelance writer, editor, content strategist, and the Founder and **Editor of The** Airloom. Founding editor of Qantas epiQure, an online food and wine community.

### Experience content – Australia

### **LUXURY TRAVEL GUIDE TO AUSTRALIA**

Discover diverse and dramatic landscapes, people and places with Australia's luxury offerings.















Leah Dobihal -Digital Content Producer -Tourism Australia

#### By Leah Dobihal

More than spacious rooms, metres of marble and fine cuisine, Australia premium experiences are about finding inspiration in exclusive places, chasing your passion and pausing to revel in moments of true awe.

Discover the best of Australia with this luxury guide.

INDULGE IN EXQUISITE FOOD AND DRINK

### **LUXURY LODGES OF AUSTRALIA**

Luxury Lodges of Australia is a collection of independently owned and operated luxury lodges and camps offering unforgettable experiences in some of Australia's most inspiring landscapes.















Award winning travel writer, photographer and blogger at Genuine Journeys. Specialises

in luxury travel, soft adventure and food and wine stories

#### By Sue Gough Henly

From globally acclaimed <u>luxury lodges</u> and character-filled highcamps to private wildlife conservancies and a luxury expedition cruiser sustainably-designed luxe accommodations are immersed in Australia's dramatic landscapes: overlooking the ocean, in the heart of the outbac tucked into sand dunes, amid ancient rainforests, on islands fringed by Heritage coral reefs and surrounded by Australia's finest vineyards. Wh sets them apart is that they aren't just a place to stay, but a place to co with genuine Australian experiences. Get up close to wildlife and learn the Aboriginal connection to country with personalised excursions with

#### Influencer-sourced content – Australia

### **Noteworthy contributors:**

- Bollywood actress Parineeti Chopra has showcased many of Queensland and the Northern Territory's greatest tourist spots to her 11 million followers on Instagram.
- Tourism Australia has welcomed two highprofile and influential people in China to its
   Friends of Australia program. (Craig Willis chef and co-founder of Mr Willis Shanghai, a renowned Australia restaurant chain in China AND Angelica Cheung is the chief editor of Vogue China and has over five million followers on her personal weibo account)

# CHRIS HEMSWORTH'S TOP 5 AUSTRALIAN BEACHES

Friend of Australia and actor, Chris Hemsworth recalls a childhood spent surfing the waves at Phillip Island and more recent days enjoying the crystal clear waters of Byron Bay with his children.



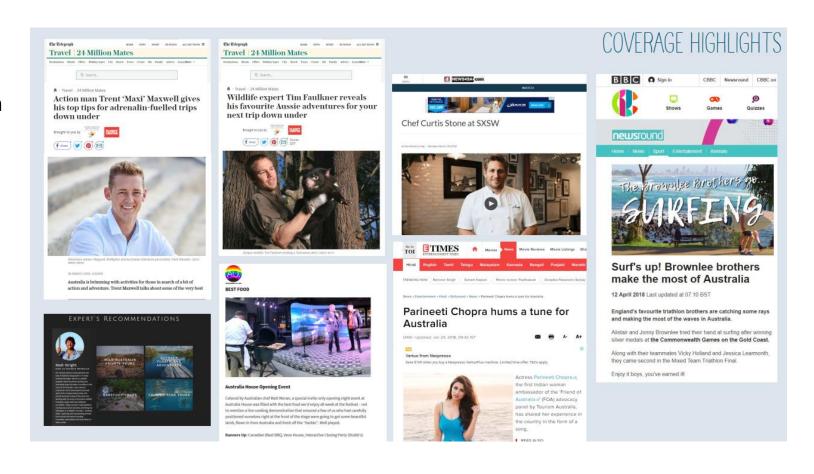
"[Australia's] beaches are so pristine. We have some of the whitest sand, the bluest water. Our air is unpolluted and people feel free in Australia. It's a place to relax. Feel the sand between your toes and get as close to nature as you can."

- Chris Hemsworth, actor and Global Ambassador for Tourism Australia

#### Influencer-sourced content – Australia

### **Noteworthy contributors:**

- Brad Farmer's 101 Best Beaches for 2018 (Chief Executive Officer · Victorian Trading Co.)
- Lord Sebastian Coe was appointed a
   FOA in January 2018. He is President of
   the International Association of
   Athletics Federation, former Chairman
   of the British Olympic Association and
   one of the greatest British athletes in
   history.
- Tourism Australia, together with Tourism and Events Queensland, partnered with the Brownlee Brothers to promote the Gold Coast and Queensland in the United Kingdom.



#### **Experience content – USA**



Hawaii's state parks preserve some of the most remarkable places on Earth.

From fascinating historic sites to sublime tropical beauty, here are five state parks across the islands that will leave you breathless with their only-in-Hawaii scenery.

Idoia Gkikas Brand Writer Focus Lab
Freelance digital
content specialist

#### Results for: Idoia Gkikas



New York State: 8 Hikes for Wildlife Watching



Summer Escape in New York State – 4 Days of Outdoor Adventures



Experience
Vail, Colorado: 4 Seasons, 12
Adventures



5 of Hawaii's Most Beautiful State Parks



Top Stops Along Kauai's Holo Holo Koloa Scenic Byway



Hawaii Bucket List – 5 Epic Outdoor Adventures



Experience
Amazing Stops Along Hawaii's
Kau Scenic Byway



Pennsylvania State Parks: 3 Parks, 3 Incredible Days



Experience
3 Pennsylvania Adventures for an Epic Family Vacation



Experience
Pennsylvania Underground:
Explore Caves and Caverns



Experience
Carbon County, Wyoming:
Must-Do Activities in the Wild



4 Ways to Sample Idaho's Upand-coming Food Scene

#### **Experience content – USA**

View all states



Stop at an eclectic, and sometimes eerie, collection of places while driving the length of Nevada State Route 375, better known as the Extraterrestrial Highway.

It's usually a 2.5-hour drive through the Nevada high desert from the Alamo and Crystal Springs area to Tonopah, but travelers will want to linger longer and visit unusual places and attractions along the way. Will you see an alien from outer space or an unidentified flying object? Probability of inspiration on the Extraterrestrial Highway.

After leaving the bright lights of bustling L various alien souvenirs. Hit the road, drivir trip. At either end of your route, make sure

Christi Womack
Content Manager
- Miles Partnership
Writer, Editor and
Content Manager

Results for: Christi Womack



Experience
Birmingham, Alabama: A City
Steeped in History and Filled

with Culture

e places offerina

West desert road

sians.



ity Lake Charles, Louisiana: Journey the Waterways



New Mexico Underground:
Touring Caves and Caverns in
the Southwest



Experience
Nevada's Burner Byway:
Discovering the Burning Man



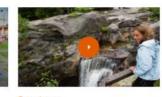
Experience
Driving Nevada's
Extraterrestrial Highway: An
Otherworldly Experience



Experience
Nevada's Great Basin
Highway: Exploring 8 State
Parks and 1 National Park



Central South Dakota: Follow the Footsteps of Native Americans and Explorers



Experience
Maine Outdoors: Exploring
Natural Beauty in Bethel and
Newry

#### **Experience content – USA**

View all states



The most-attended, single-day sporting event in the world takes place in Indianapolis, Indiana.

It's the Indianapolis 500, and it attracts 250,000 fans to the racetrack to watch 33 cars whip around the Indianapolis Motor Speedway in open-cockpit, twin turbocharged, 500- to 700-horsepower vehicles at up to 378 kilometers per hour. Called the Greatest Spectacle in Racing, the Indianapolis 500 takes place annually on the Sunday of Memorial Day weekend, a United States' holiday that falls on the last Monday in May.

#### **Zach Everson:**

Washington, D.C.-based freelance writer, focusing on travel and food.

#### Results for: Zach Everson







An Insider's Guide to the Kentucky Derby



4 U.S. Regions Every Barbecue Lover Must Visit



A Pilgrimage to Muhammad Ali's Louisville, Kentucky



Experience
How to Get up Close to a
Volcano in Hawaii



Experience
10 Big-City Barbecue
Restaurants You Must Try



Experience
An Insider's Guide to
Assateague Island



5 Spectacular Balloon Festivals in the United States

#### **Experience content – USA**



Indian River County in Southeast Florida exudes a wonderfucalm with its bright sunshine and wonderfully warm temperatures

In a rather small area, three important ecosystems come together here: the Atlantic Ocean, the Blue Cypress Marsh and the Indian River Lagoon, one of the most diverse ecosystems in the U.S. This unique combination promises a dream vacation with lots of undisturbed nature in an area where you can still experience relaxed Old Florida charm.

Heiko Obermöller Actor, moderator, puppeteer & speaker

#### Results for: Heiko Obermoeller



Charlotte County: Dream Holiday in Sunny Florida



Experience
Chicago's Exciting Attractions



Culture and Canyons in Utah's San Juan County



Billings: Culture and Fun in Montana's Largest City



Kane County, Utah: Amazing Scenery and a Hollywood Past



Experience
Isha Institute for Inner
Sciences: Meditation in
Tennessee's Nature



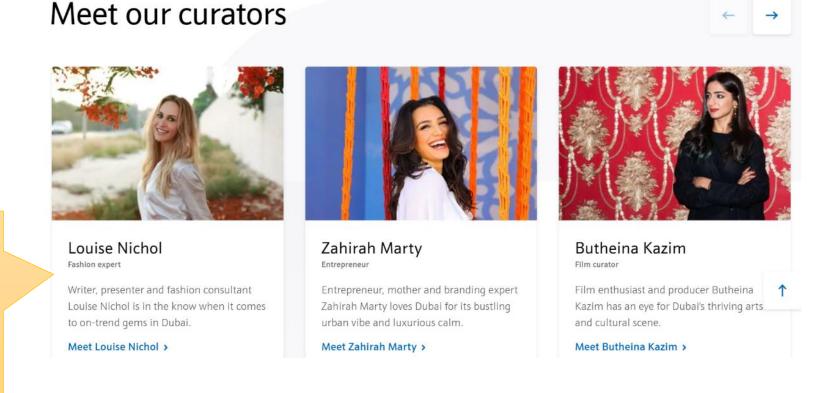
Experience
Sioux Falls: Exploring South
Dakota's Largest City



Fort Worth, Texas: Touring All Things Western

Experience

#### **Content Curators - Dubai**



**FASHION EXPERT** 

### Louise Nichol



Writer, presenter and fashion consultant Louise Nichol is in the know when it comes to on-trend gems in Dubai.

#### **Content Curators - Dubai**

### **Dedicated curator pages consist of:**

- Introduction
- Social media handle
- Quotes
- Images
- Curator's picks (for Things to Do)
- Curator's suggested itineraries
- Recommended readings

13 curators listed on the website: Bloggers, Entrepreneurs, a TV personality, Food Explorer, Fashion Expert, Film Curator, Race Car Driver, etc.

#### Meet Louise

Louise Nichol fell in love with Dubai when she moved here in 2005. Originally from the United Kingdom, she has worked as the editor of fashion magazines *Grazia Middle East* and *Harper's Bazaar Arabia*. Now, Louise works a freelance writer, editor, presenter and consultant for the fashion industry, while raising her three children in the sunny city.

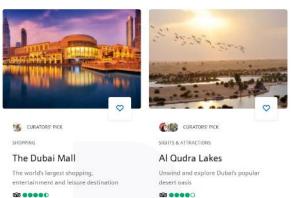
What I love about Dubai

"Wherever you look, Dubai will fire your imagination; that's what I love most about living here. Whether it's the futuristic promise of the skyline or the calming cadence of the desert or the pulse of life in the old trading areas, Dubai will take you out of yourself and open your eyes to the world."



#### Louise's picks

See more things to do >



#### Follow Louise's itinerary





ENTERTAINMENT

### Two sunny days of family fun

Follow Louise Nichol and discover the many sunshine fuelled joys that Dubal offers, including being barefoot on the beach and climbing over desert dunes.

2 Days

# **Benchmarking – Experiences**

### **Experiences: Our understanding**

An experience is based on the emotions that a tourist experiences through interacting with the destination and attraction; it can be considered as a personal experience that combines both tangible aspects such as physical infrastructure of the location, and intangible aspects such as emotions of serenity, nostalgia, tranquility, and relaxation among others.

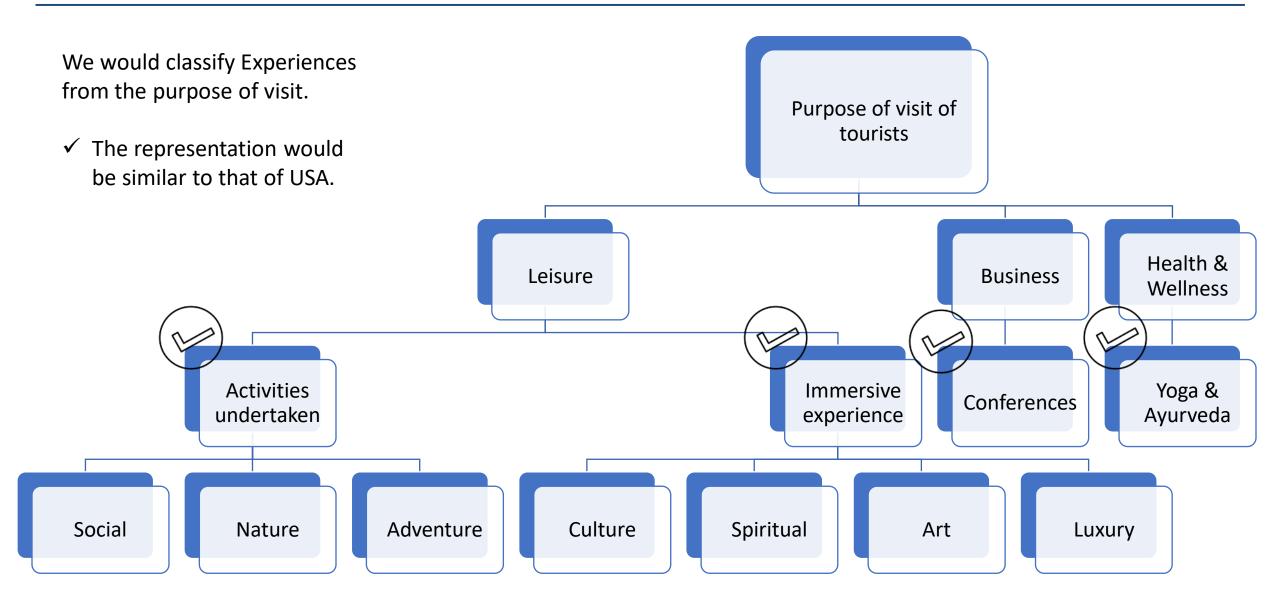
### Why Experience?

'Experience' is an important building blocks of a digital tourism portal. It aims to highlight important destinations, attractions or a group of destinations and attractions offering a similar immersive offering to the visitor (e.g. of experiences – Heritage, Spiritual, Yoga and wellness etc.)

### Value derived from 'Experience' feature:

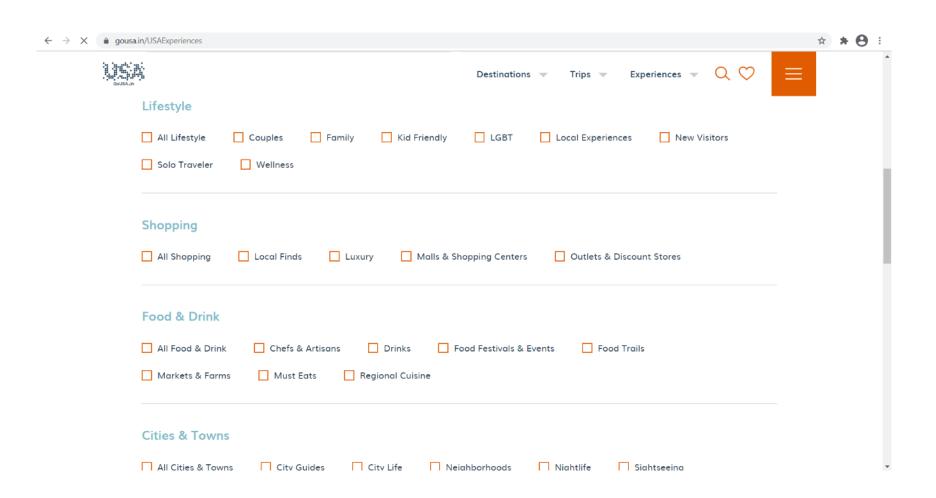
A well demarcated listing of experiences on the portal will enable viewers to browse through the variety of experiential offerings and will, in turn, help the viewer in choosing an experience of her/his liking to better plan the trip.

# **Benchmarking – Experiences - Level 1**



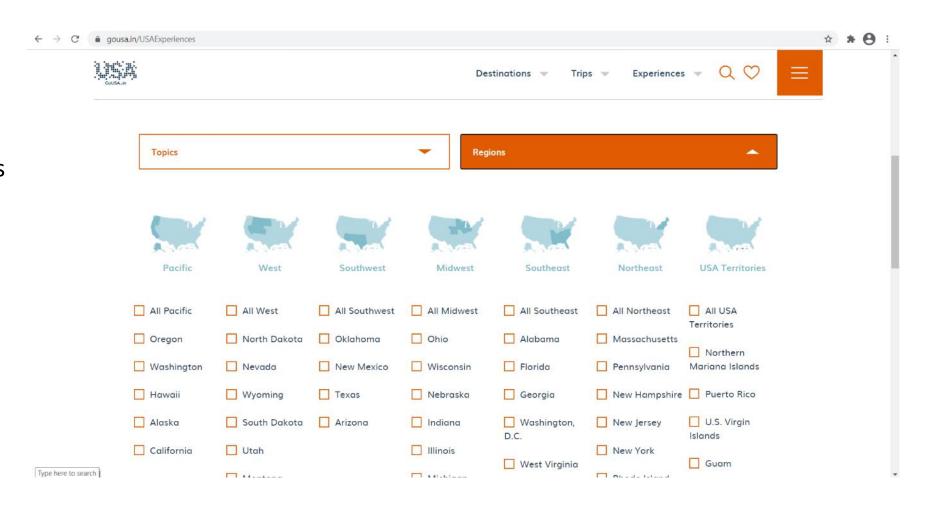
### Benchmarking - Experiences - USA - Level 1

- Experiences are clubbed under 7 topics:
  - Lifestyle
  - Shopping
  - Food & Drinks
  - Cities & Towns
  - Outdoors
  - Culture & History
  - Entertainment
- The 7 topics contain 51 experience types

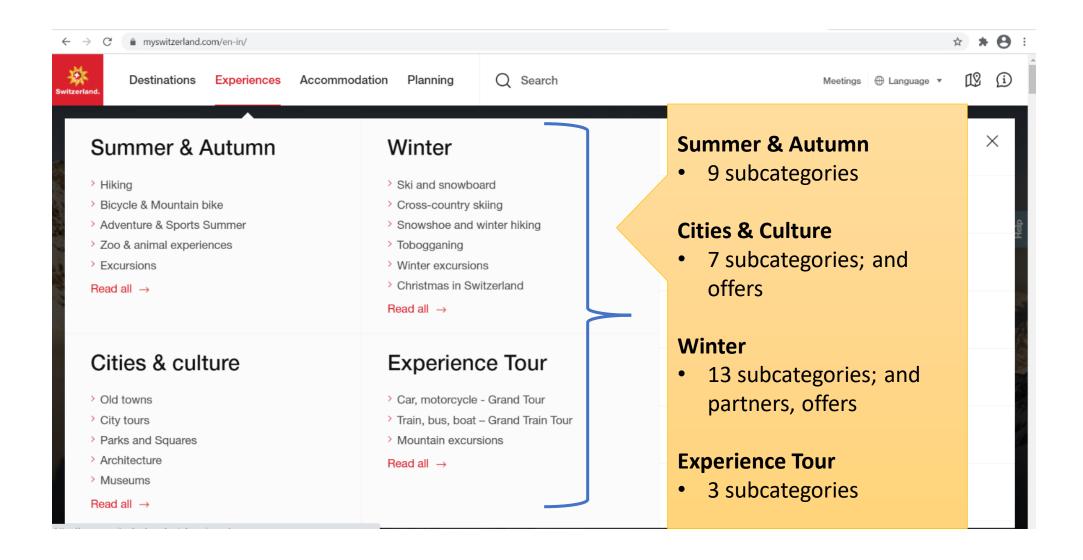


# Benchmarking - Experiences - USA - Level 1

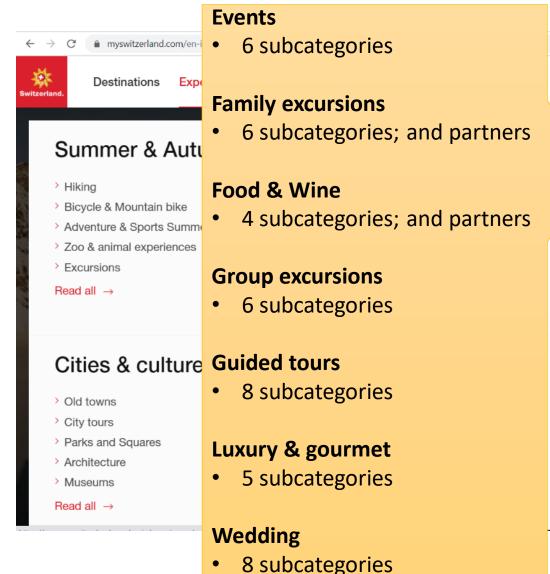
- Viewer can explore the Experiences:
  - Regions & State wise
- In total,1454 unique blogs have been categorised under different topics & regions selection

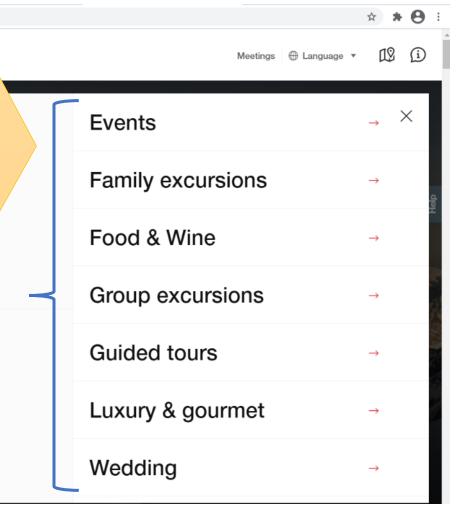


# Benchmarking - Experiences - Switzerland - Level 1

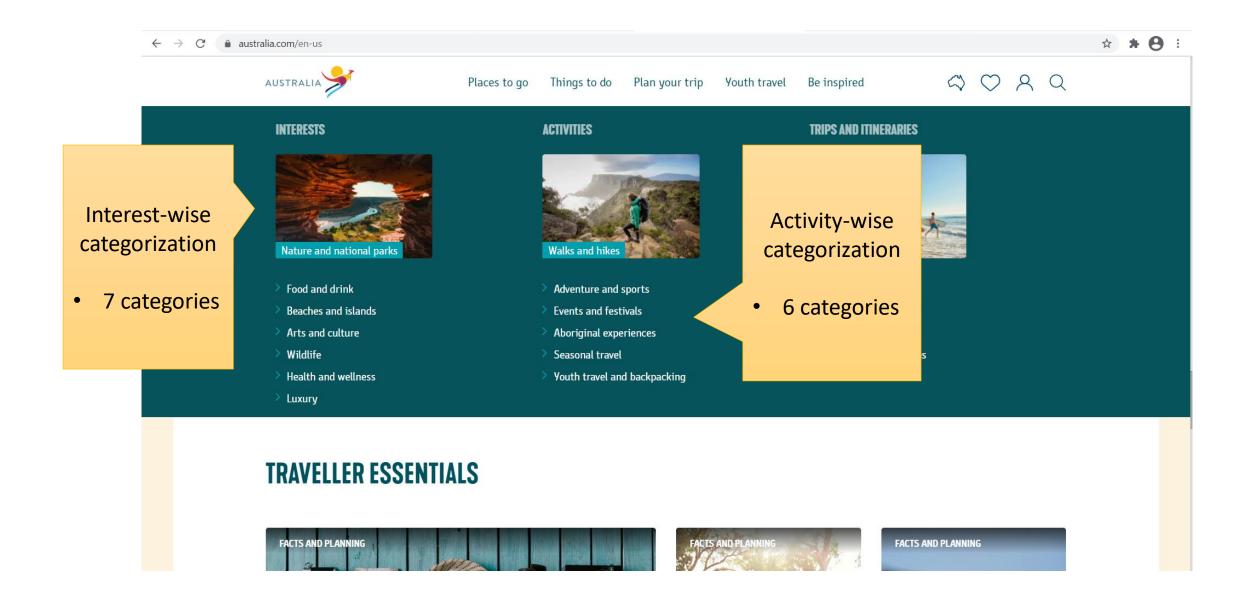


# Benchmarking - Experiences - Switzerland - Level 1



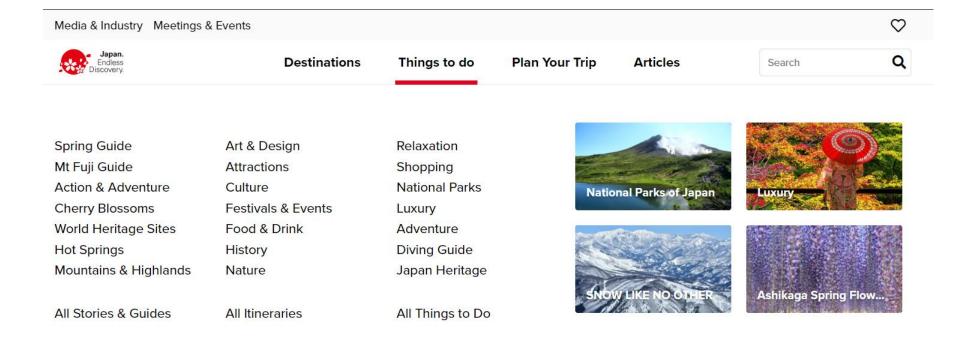


# Benchmarking – Experiences – Australia - Level 1



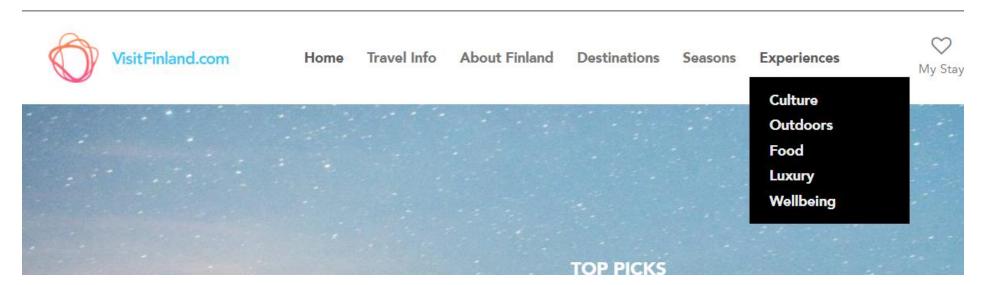
## Benchmarking - Experiences - Japan - Level 1

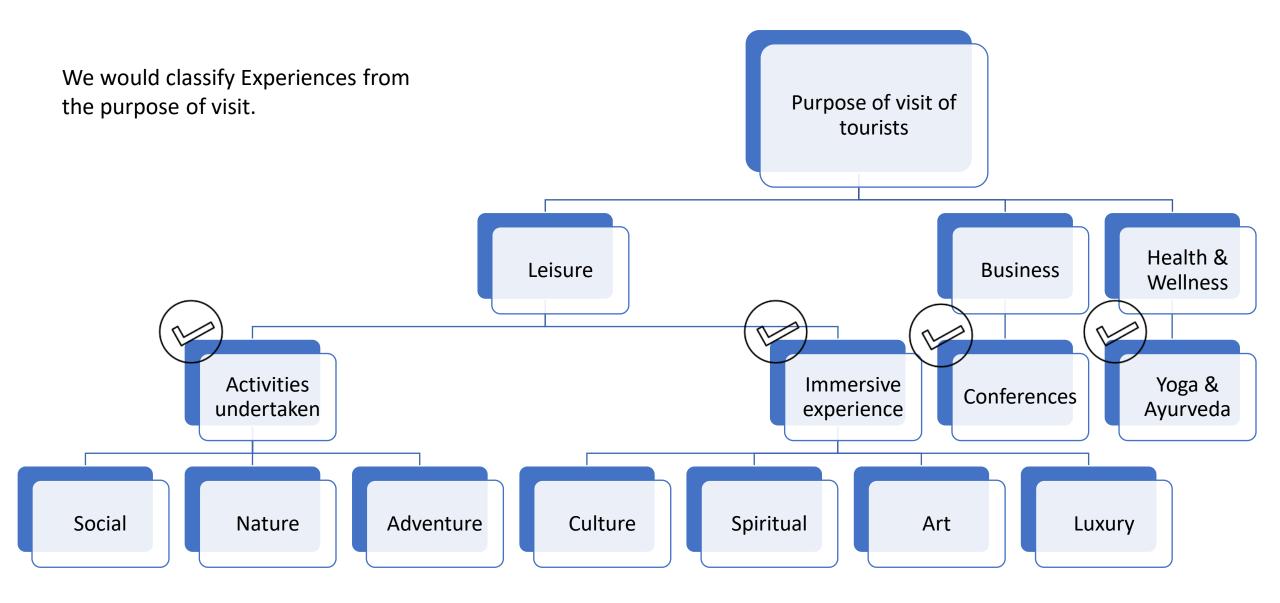
Multiple categories of "Things to do" in Japan

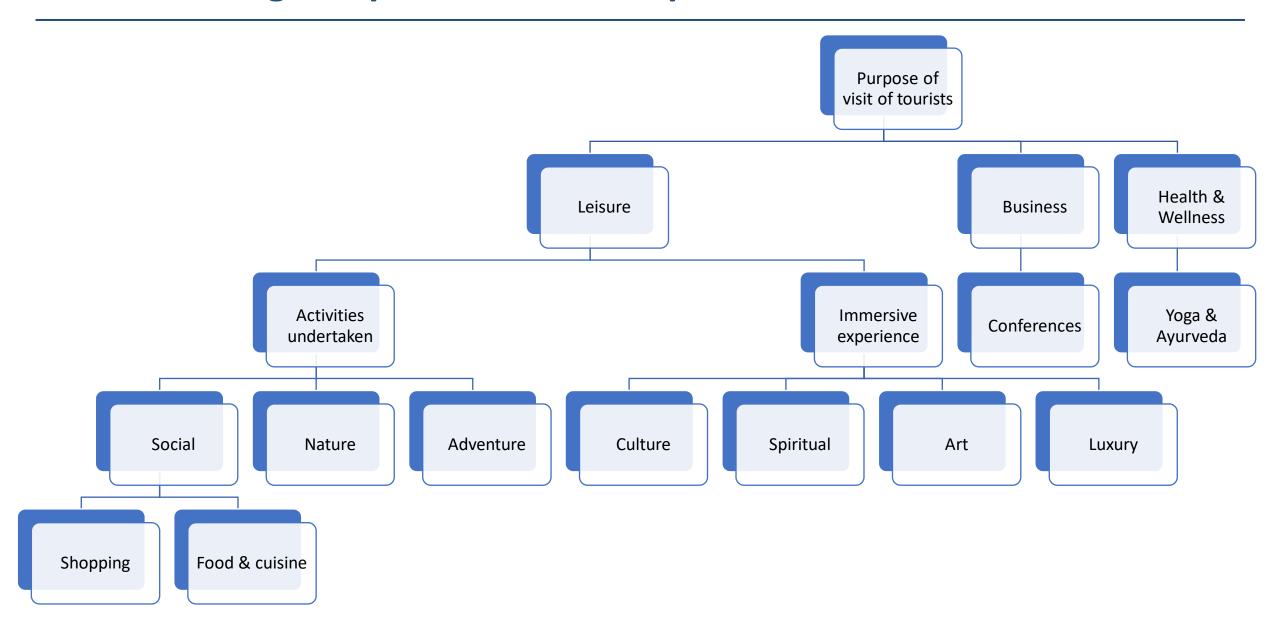


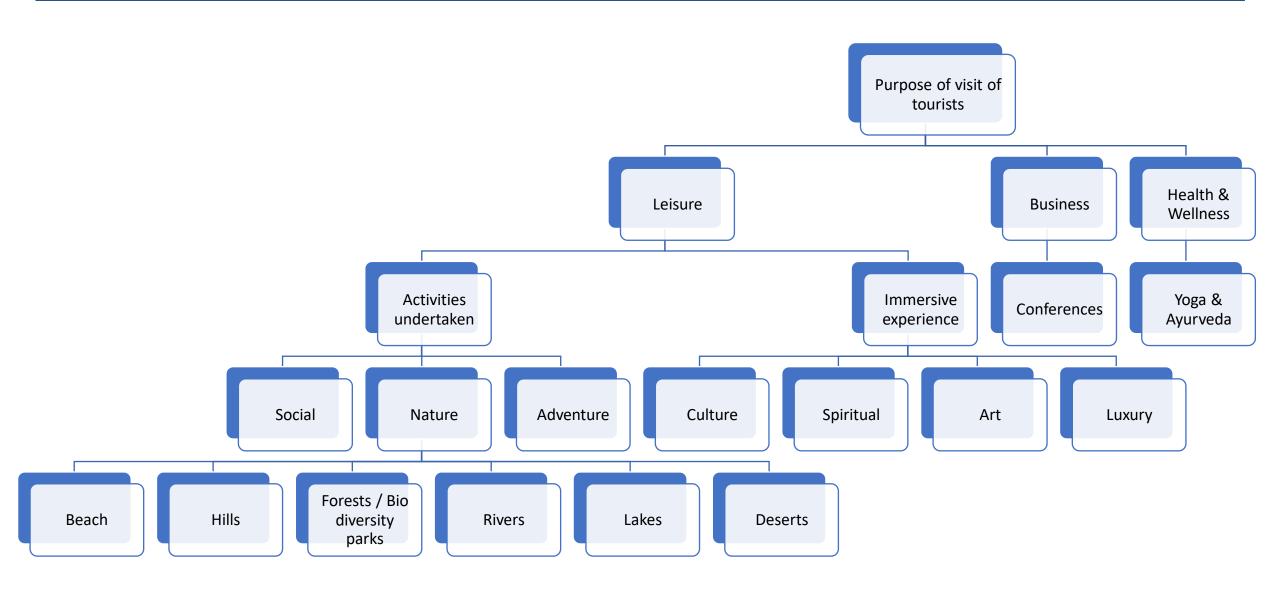
## **Benchmarking – Experiences – Finland - Level 1**

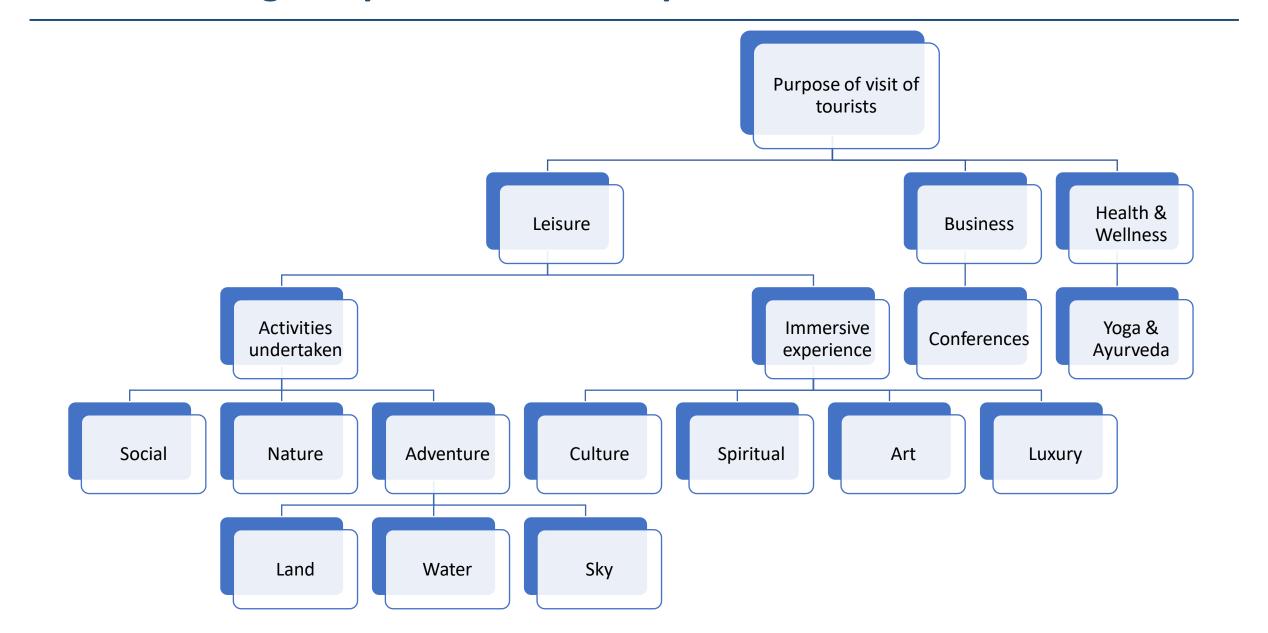
5 categories of "Experiences" in Finland

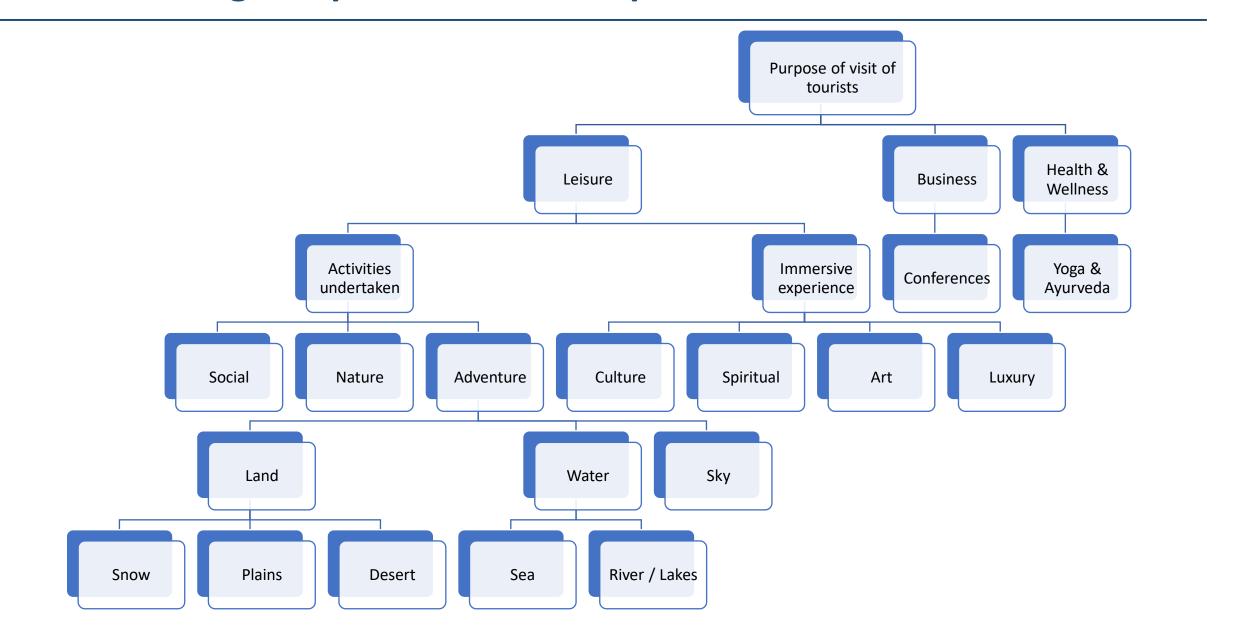


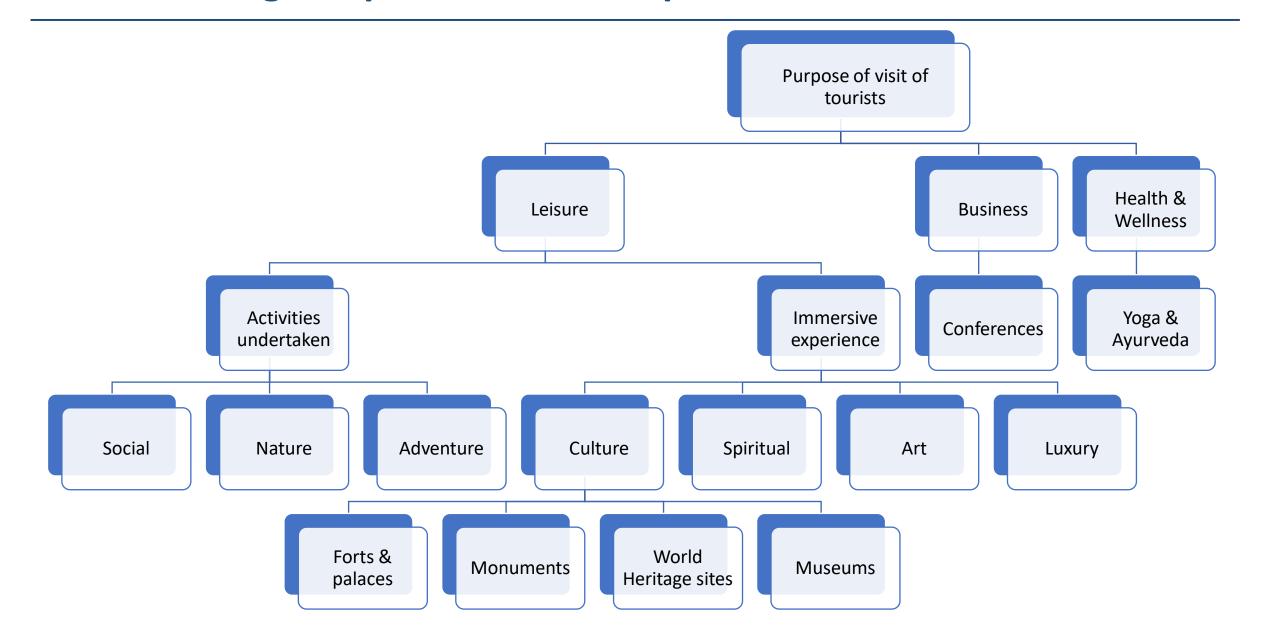


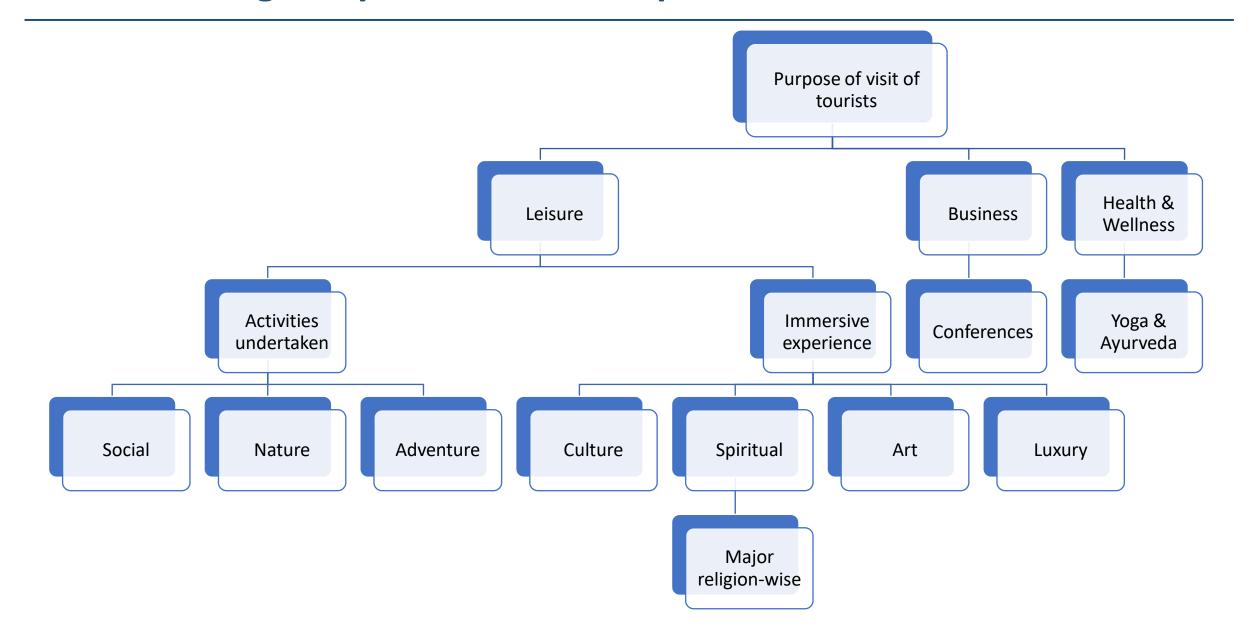


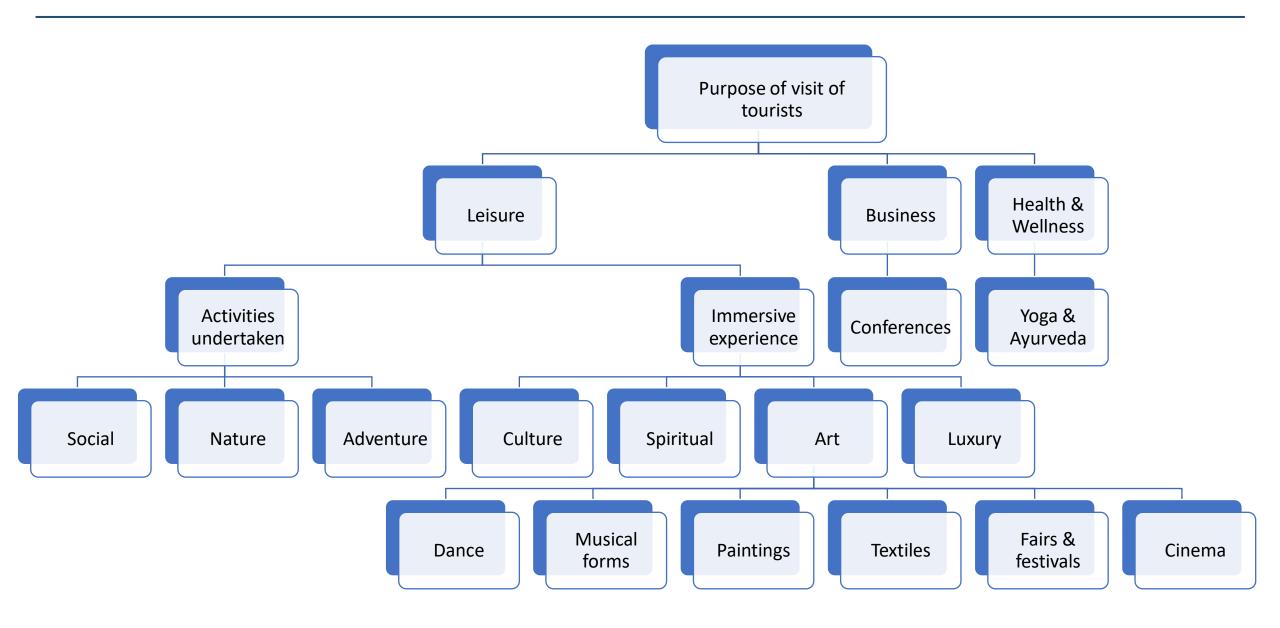


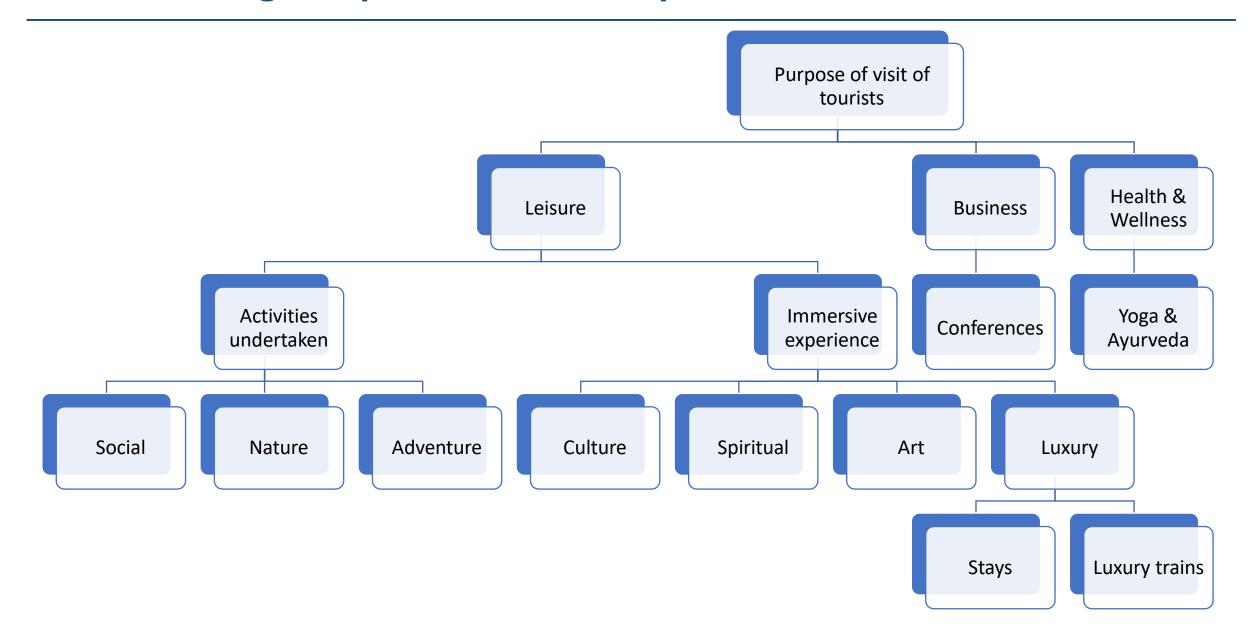


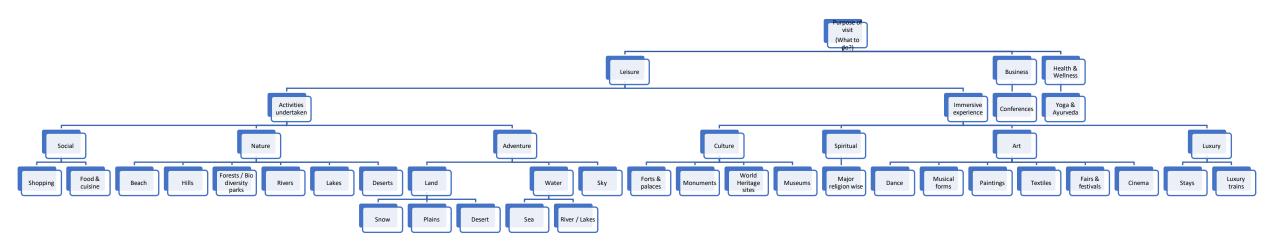












## **Benchmarking – Experiences – Level 2**

#### **Structuring of content**

- Category/topic wise listing is a best practice followed across countries
- Region-wise listing alongside category-wise makes for a good user experience (navigation becomes easy)
- Experience pages ideally comprise the following minimum information:
  - Banner images / videos
  - Map view of the locations offering the experience
  - Write-up of the experiences with accompanying media (images & videos) including trips & itineraries
  - More information via Links to external website
  - Hyperlinks to Destination pages
  - 'How to reach' information
  - More Experiences nearby showcasing other experiences (Region-wise)
  - Related topics to choose from (category and sub-category wise)
  - Public images as highlights

#### Benchmarking - Experiences - USA - Level 2

#### **Example:**

Region – California (under Pacific region)
Topics – Lifestyle

Observation 1: The Couples and Family selection gave us a few common writeups.

Observation 2: Similarly, Couples and LGBT populated a few common writeups.

**Finding:** The writeups can be mapped to multiple sub-topics.





Trips

Experiences w









Experience
An Adventurer's Guide to
Orange County, California



Experience
7 Luxurious Spas In California



5 Itineraries for a Luxurious Trip in California



5 Family-Friendly Outdoor Activities in San Diego



3 Days in San Francisco, California



Experience
Travel the Samoan Way



9 Family-Friendly Outdoor Activities in Alabama



24 Hours in Orange Beach, Alabama



New Mexico to Arizona



Experience
Arizona: Sedona to Scottsdale



Big Stops in Little Places: Providence and Mystic



Bringing America Wild: National Park Adventure to

# **Benchmarking – Experiences - USA - Level 2**

#### **Example:**

Any write-up is opened.

The write-up has some **Related Topics** mentioned at the end.

Observation 1: The items listed under Related Topics are sub-topics (from under different types)

Observation 2: The write-up is being showcased under each of the listed subtopics (i.e. those under "Related Topics")

**Finding:** The write-ups have been mapped to multiple sub-topics (even of different types).



#### Kat Meoz exploring a West Hollywood street





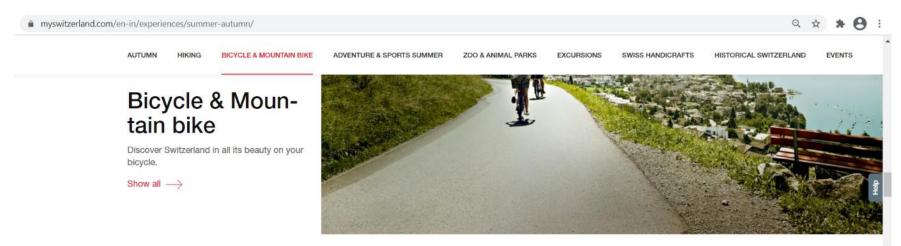
#### Benchmarking – Experiences – USA - Level 2

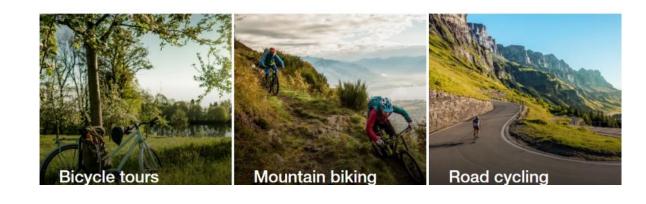
- All the Experience page comprise the following
  - Banner image
  - Map view of the locations
  - Write-up on experiences
    - More information -Links to external website
  - How to reach
  - More Experiences nearby



### Benchmarking – Experiences – Switzerland - Level 2

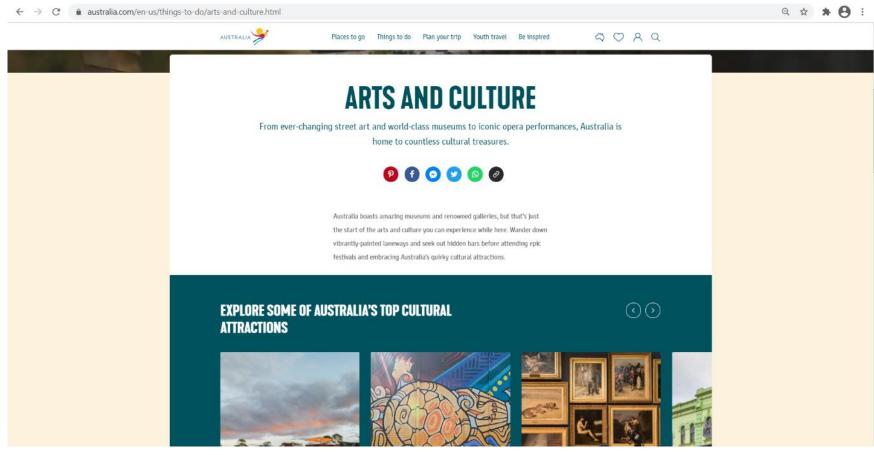
- The page for the categories under Experiences comprise the following:
  - Brief writeup about categories contained within with 'Show All' option
  - 2-3 writeup links for containing sub-category
- 'Show All' represents the multiple sub-categories—
  - Description of subcategory
  - Different options available within the sub-category





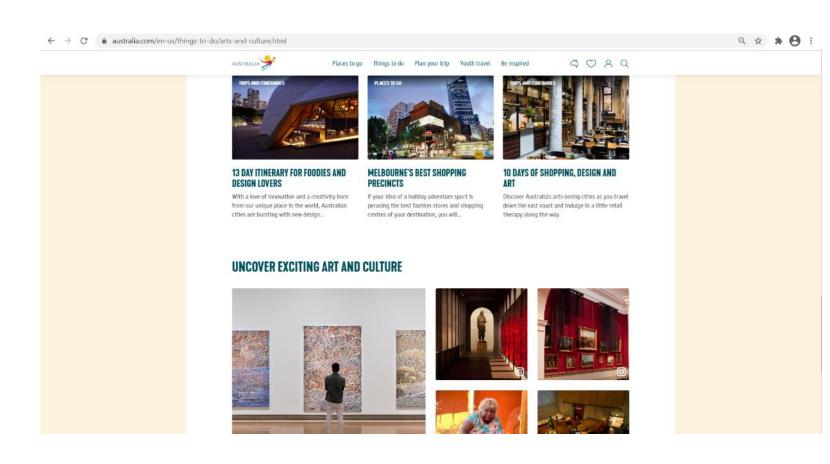
### Benchmarking – Experiences – Australia - Level 2

- The pages for each category within 'Interests' comprise the following:
  - Banner image/video
  - Introductory write-up
  - Key highlights of the experience - Multiple writeups (trips & itineraries are included too)
    - Links to external websites
    - Interesting facts (when available)
    - 'More articles like this' section (with 2-3 suggestions)



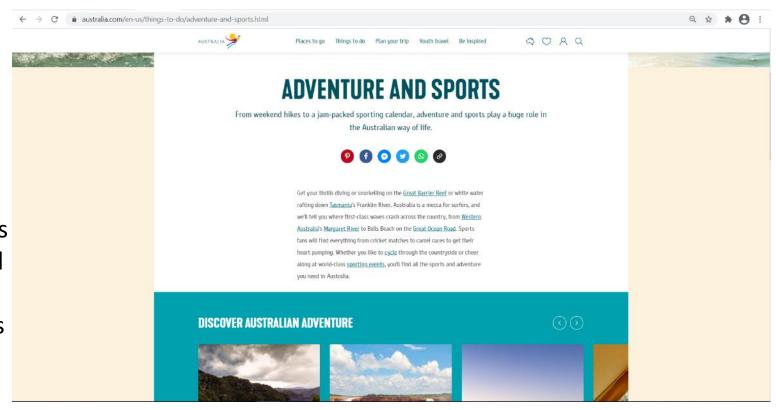
#### Benchmarking – Experiences – Australia - Level 2

- The pages for each category within 'Interests' comprise the following (contd.):
  - Additional sub-categories writeups, with tags such as -
    - 'Places to Go',
    - 'Trips & Itineraries',
    - 'Things to Do' (at some locations),
    - 'Events' (as per availability)
  - Highlights of the experience
    - Public images (shared by official tourism portals and individual contributors on social media sites)



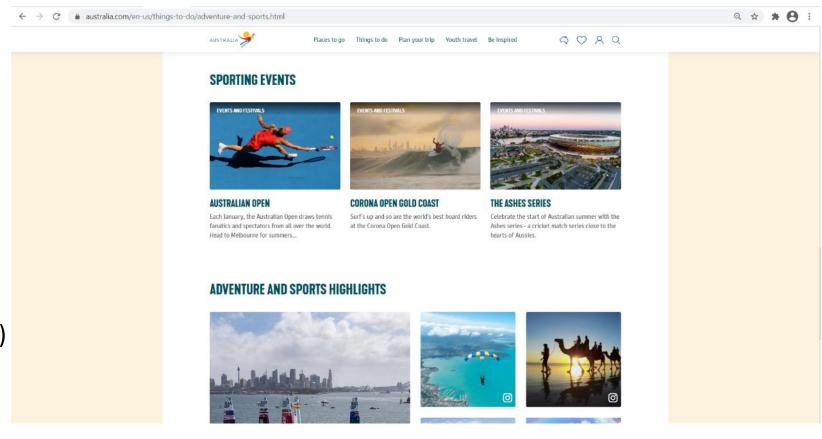
## Benchmarking – Experiences – Australia - Level 2

- The pages for each category within 'Activities' (except Events & Festivals) comprise the following:
  - Banner image
  - Introductory write-up
  - Key highlights of the experience -Multiple writeups
    - Writeups are tagged as 'Places to go', 'Events & Festivals' and 'Things to Do' and contain -
      - Links to external websites
      - Interesting facts (when available)
      - 'More articles like this' section (with 2-3 suggestions)



### Benchmarking - Experiences - Australia - Level 2

- The pages for each category within 'Activities' (except Events & Festivals) comprise the following (contd.):
  - Additional sub-categories writeups, with tags such as -
    - 'Places to Go',
    - 'Trips & Itineraries',
    - 'Things to Do' (at some locations),
    - 'Events' (as per availability)
  - Highlights of the experience
    - Link to public images
       (shared by official tourism
       portals and individual
       contributors on social
       media sites)



### **Benchmarking – Experiences – Inferences on User interface**

#### Inferences – User Interface (similar to that of USA)

- Category-wise and Region-wise filters of Experiences
- Categories split into sub-categories
- Regions split into states/UTs
- Content is written in the form of engaging blogs (with the intent of providing curated travel ideas)
- External website links mapped with the relevant section
- Hyperlinking to destination pages

## **Benchmarking – Trips**

#### **Trips: Our understanding**

A trip refers to a journey or excursion undertaken for the purpose of leisure or business among other purposes.

#### Why trips?

'Trip' is a primary building block of any digital tourism portal. It includes details of itineraries comprising multiple destinations and / or attractions. Using the feature, the visitor can plan for the journey.

#### Value derived from 'Trips' feature:

A listing of itineraries on the portal will be beneficial for the viewers who would be able to better prepare for their journey from the list of available itineraries.

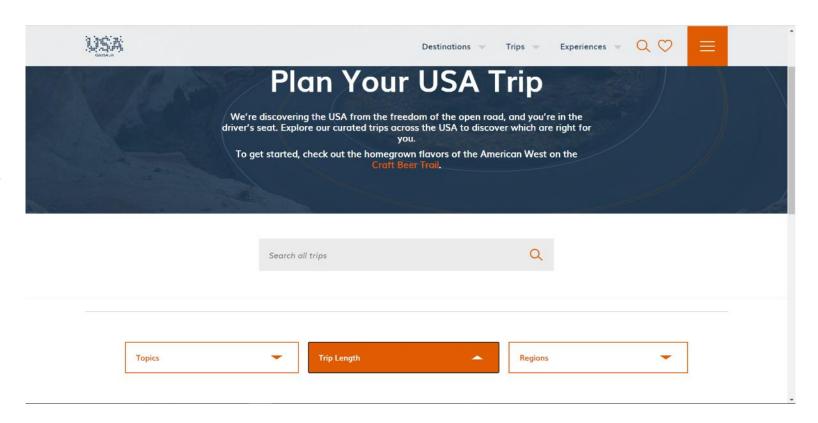
# Benchmarking - Trips - Level 1

#### The Trips could be filtered as per following:

- Experiences
  - Different categories and sub-categories
- Trip Length
  - 1-2 days
  - 3-4 days
  - 5-7 days
  - 8+ days
- Regions
  - Region (with State/UT)
- Mode of transport Walking, Cruise, Car, Bus, Train
- Trips page highlights the following:
  - Featured trips
    - as per ongoing campaign
  - Popular trips
    - Trips comprising most visited attractions
  - Explore all trips
    - All the trips on the portal

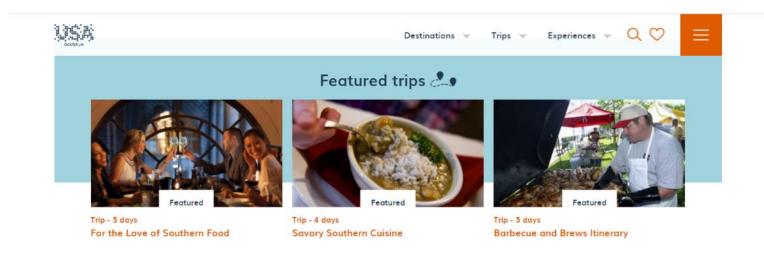
# Benchmarking - Trips - USA - Level 1

- Trips can be filtered as per following:
  - Topics (Experiences)
    - 7 categories, and containing sub-categories
  - Trip Length
    - 1-2 days
    - 3-4 days
    - 5-7 days
    - 8+ days
  - Regions
    - Region and State-wise



### Benchmarking - Trips - USA - Level 1

- Also, below the selection panel, the following options are there –
- Trips page highlights the following:
  - Featured trips
  - Popular trips
  - Explore all trips



#### Popular

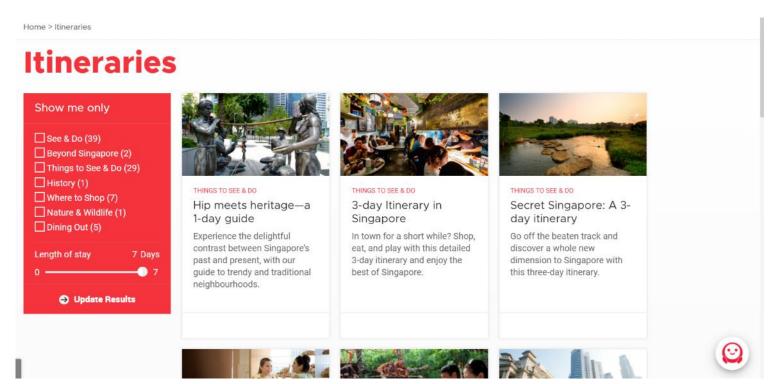


#### Explore all trips



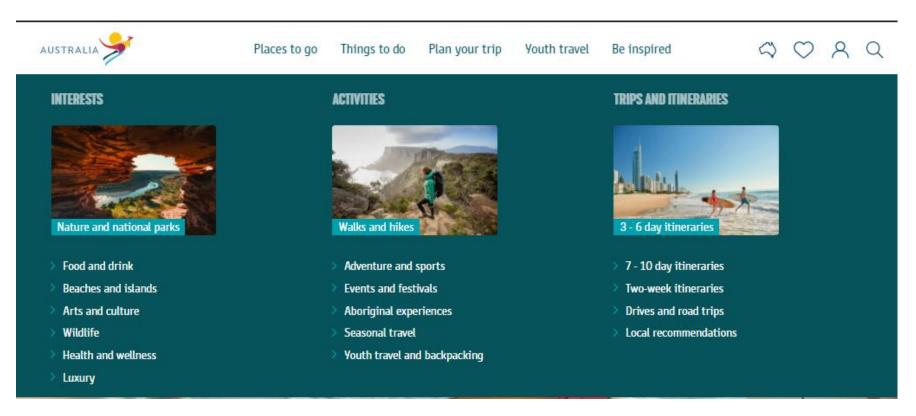
## Benchmarking - Trips - Singapore - Level 1

- Trips can be filtered as per following:
  - Topics (Experiences)
    - 7 categories
  - Trip Length
    - 0-7 days (slider)
- Total 51 itineraries are listed



# Benchmarking - Trips - Australia - Level 1

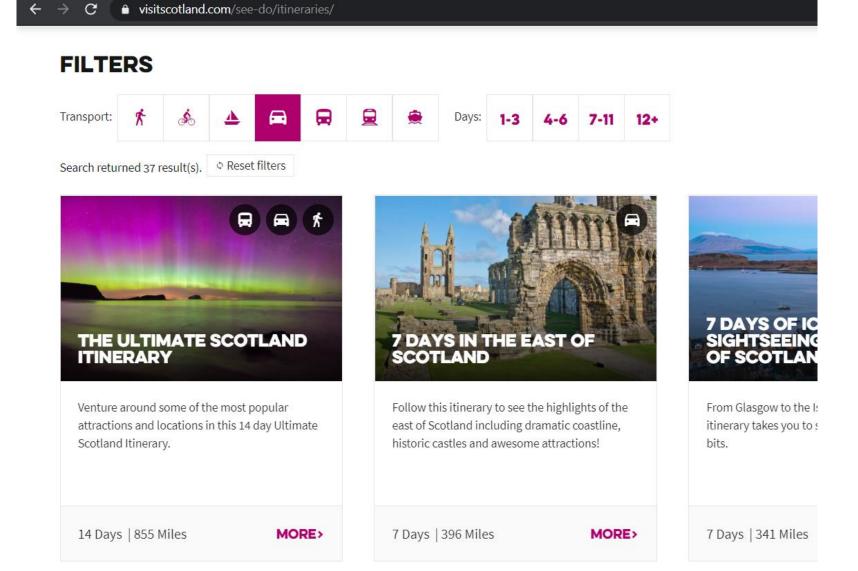
- Itineraries are categorised as per length of travel:
  - 3-6 days
  - 2 week
  - Drives & Road trips
  - There is also a provision for local recommendations



## Benchmarking - Trips - Scotland - Level 1

- Following filters to choose the itineraries:
  - Mode of transport
  - Days
    - 1-3 days
    - 4-6 days
    - 7-11 days
    - 12+ days

There are a total of 52 itineraries.



# **Benchmarking – Trips – Level 2**

- All the itineraries page could comprise the following
  - Banner video
  - Map view of the locations
    - Route distance
    - Suggested time of undertaking the trip (in days/weeks)
  - Brief write-up about the route/trip
  - Following details about each stop on the trip -
    - Images
    - Brief write-up (with internal/external links)
    - 'More information' external links
    - 'You may enjoy' Highlighted experience of the place
  - 'Continue exploring' section region-wise proximity
  - Indicator graphics to show progress in the itinerary with links to the stops

## Benchmarking - Trips - USA - Level 2

- All the Trips page comprise the following
  - Banner video
  - Map view of the locations
    - Route distance
    - Suggested time (in days/weeks)
  - Brief write-up about the route/trip
  - Starting Point (1<sup>st</sup> location in the itinerary)
    - Images
    - Brief write-up (with internal/external links)
    - 'More information' external links
    - 'You may enjoy' Highlighted
       Experience of the place (1 only)

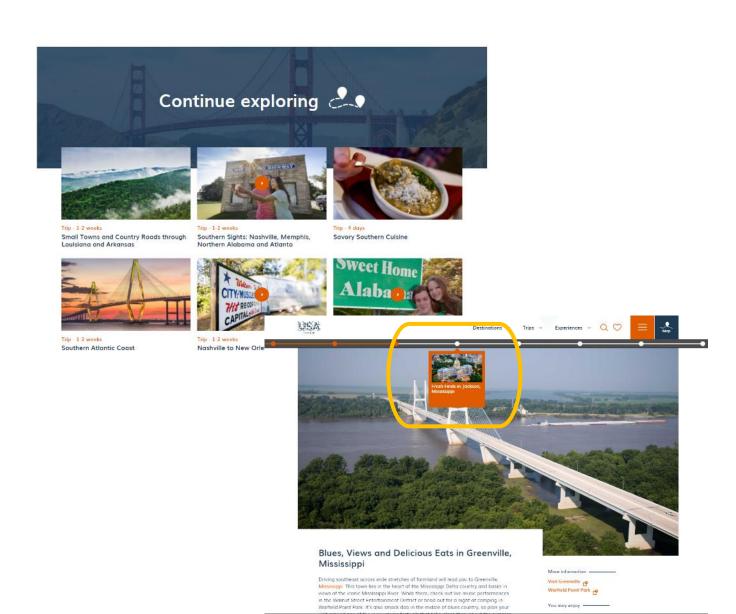


stegin your tray in Minnesota when you ity into Minnesopals-St Paul international Arport. The modern metropols of Minnesopals was the jumping off point for westward expansion and home to grain mills along the Mississippi River banks, remnants of which you can see today. The friendly city was also the lifelong home to one of the USA's most innovative performers: Prince. The First Avenue Club is the venue where Prince began performing and would continue to play throughout his career. Nearly in Bloomington, the Mall of America – the second largest shopping mall in the United States – offers 500 retail stores, rollercoaster rides, luxury hotels and a water park. In the summer, catch a Minnesota Twins game at Target Field, consistently ranked as one of the best bailparks in Major League Baseball.



## Benchmarking – Trips – USA – Level 2

- All the Trips page comprise the following (contd.) –
  - Between every location Distance and time taken (by car) to reach the next location on the itinerary
  - Next location (till the end of the trip)
    - Images
    - Brief write-up (with internal/external links)
    - 'More information' external links
    - 'You may enjoy' Highlighted
       Experience of the place (1 only)
  - 'Continue exploring' section regionwise proximity
  - Progress bar of the itinerary on top –
     with links to the destination



# Benchmarking – Trips – USA – Level 2

#### **Other Features:**

Links to official attraction websites

More information

Official Minneapolis Travel Site

Bloomington and Mall of America

You may enjoy -



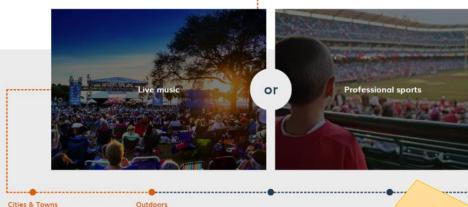
Recommendation for next itinerary / trip

#### Experience

8 Bike-Friendly Cities in the USA

#### See How Far You Can Go

Choose one of the two images below to customize your journey and match you with content that interests you.



Lities & Towns

Browse your results

Recommenda

Recommendations based on interests

Trip

Small Towns, Big Cities and Beaches: Driving Florida's Gulf Coast and Beyond rip

Puerto Rico: An Island Exploration of Culture, Beaches and Cuisine vnerience

Huntington Beach, California: Surf, Shop and Dine in Paradise rip

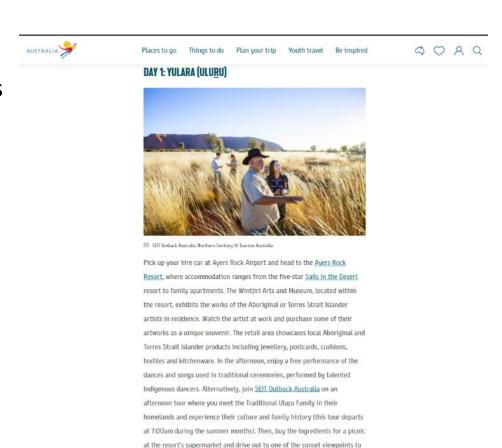
California's Central Coast: Road Trip through Natural and Cultural Wonders

Shuffle results

# Benchmarking - Trips - Australia - Level 2

#### All the itineraries comprise the following:

- Day wise write-up (highlighting places of attraction)
- External website links
  - To book accommodation or to book some tours
- "Explore nearby" section



watch the sacred sites of Ulugu and Kata Tjuta change colours with the

setting sun

# **Benchmarking – Trips – Australia – Level 2**

# TRIPS AND ITINERARIES

Discover the journey of a lifetime in Australia.











#### THREE-DAY ITINERARIES



#### **3 DAYS IN SYDNEY**

Discover Sydney's glistening waterways and charming inner-city precincts before indulging yourself in the Hunter Valley wine...

#### TWO-WEEK ITINERARIES



#### 14 DAYS DRIVING AUSTRALIA'S STUNNING SOUTH WEST EDGE

Experience the extraordinary landscape of the South West in one great road trip.

#### **Types of itineraries available:**

#### **POPULAR ITINERARIES**



#### ADELAIDE TO THE EYRE PENINSULA IN 10 DAYS

Ready for the ultimate seafood-and-sea-creatures adventure? Departing Adelaide, this 10 day road trip will take you along the epic...

#### **SELF-DRIVE ITINERARIES**



#### 12-DAY ROAD TRIP THROUGH NEW SOUTH WALES

Venture beyond landmarks like the Sydney Harbour Bridge and Bondi Beach, and you'll be rewarded with world-class wineries....

#### COASTAL ITINERARIES



#### DRIVE THE LEGENDARY PACIFIC COAST **TOURING ROUTE**

From world-class wine to sparkling beaches and ancient rainforest walks, the New South Wales Legendary Pacific Coast is a drive to...

#### **RECONNECT WITH NATURE**







## Benchmarking – Trips – Australia – Level 2

#### Australia Tourism - https://www.australia.com/

#### **9 GREAT AUSTRALIAN ROAD TRIPS**

Enjoy the freedom of the wide open road on one of these classic Australian road trips.











Road tripping is arguably the best way to see Australia. Even in the outback you'll generally find regular gas stations, friendly towns and plenty of roadhouses and restaurants to visit, not to mention some of the world's most breathtaking scenery. Hire a car, pack your sense of adventure and drive into the sunset on one of these great trips.

Collection of road trips

#### **ROAD TRIPS AND SELF-DRIVE JOURNEYS**

Dreaming of the open road? From expansive outback adventures to dramatic coastline routes and lush green landscapes, there's no better place to traverse on wheels than Australia. Choose a type of road trip, location and duration that suits you; your journey begins here.











#### Links to external website

#### FROM MELBOURNE: DRIVE THE GREAT OCEAN ROAD

This is one of Australia's most celebrated road trips, and for good reason. You'll guickly lose count of the "wow" moments on the 243 kilometre (150 mile) Great Ocean Road, which starts an easy 90 minute drive from Melbourne, as one you witness stunning views at every turn. You'll see the famous Twelve Apostles (large limestone rock formations in the ocean) and historic lighthouses, and visit waterfront cafés and hotels with sea views. There are lush patches of rainforest, shipwrecks, koalas, migrating whales, national parks, wild surf and windswept beaches. Stay for a couple of nights at one of the seaside towns or do the return trip in a day.

Read more about the Great Ocean Road

#### FROM ADELAIDE: DRIVE TO THE FLINDERS RANGES AND OUTBACK

The Explorers Way drive to the Flinders Ranges takes you into the heart of his dramatic mountain range, one of the oldest on the planet. rom Adelaide it takes five hours to reach Wilpena Pound, a natural henomenon that looks like a giant crater in the heart of the Flinders anges. Stay a couple of nights and join a 4WD sunset tour or take a scenic ight over the Pound. If you have a 4WD vehicle of your own, explore the etwork of gravel roads through ancient gorges and over rocky, weathered eaks. Try some grilled kangaroo, camel and emu at one of the outback's lost famous pubs, the Prairie Hotel at Parachilna, before heading back to ne city.

Read more about the Explorers Way

# **Benchmarking – Trips – Australia – Level 2**

#### What to expect

- Taste Australia's most celebrated seafood
- Swim with dolphins, dive with great white sharks
- Explore a gorgeous outback peninsula the size of Ireland

#### Fast facts

- Time: 10 days
- Distance: 1,700 kilometres (1,056 miles)
- Transport: car
- Nearest major city: Adelaide
- Price: \$\$\$

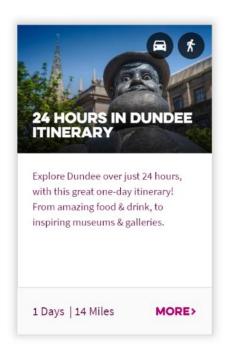


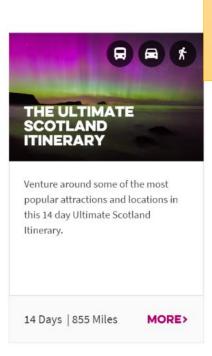


# **Benchmarking - Trips - Scotland - Level 2**

### <u>Scotland Tourism - https://www.visitscotland.com/</u>







### **ITINERARIES**

# **SCOTLAND ITINERARIES**

Indications for suggested mode of transport

sonality, Scotland has bucket-loads of experiences idays – so how will you know where to start? Don't y of itineraries to help you get planning your ideal ital, a week's island-hopping, or a three-day tour

of Highland castles. And there's something for **golf lovers** and whisky fans too – this is Scotland, after all!



### **FILTERS**

Transport:













Days:

1-3

4-

7-11

12+

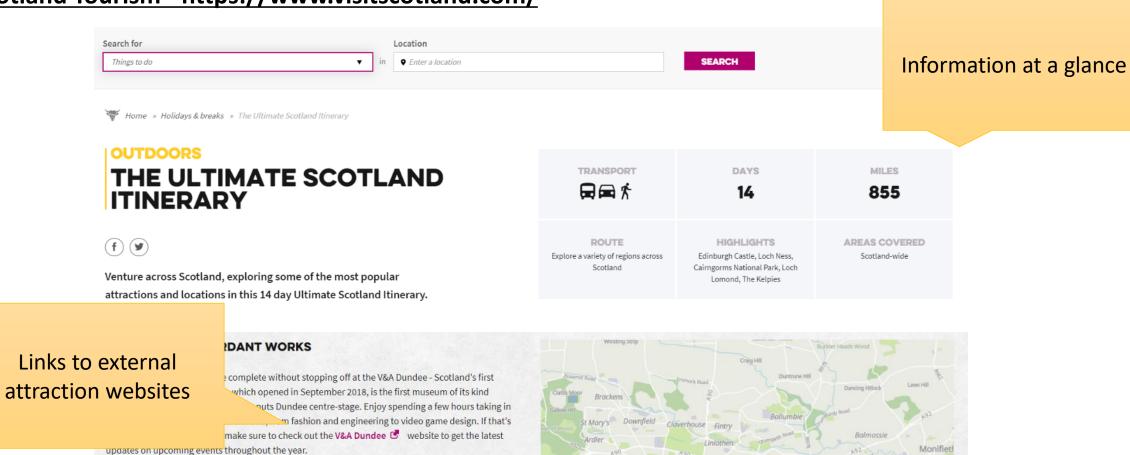
# **Benchmarking – Trips – Scotland – Level 2**

Just a short walk away from the museum is the Verdant Works. This world-class attraction offers visitors a unique insight into the history of Dundee's industrial textile heritage. Step back in time as the mill workers take you on a journey of what it was like working here, all while being in awe of the

attraction's amazing architecture.

Duration of stay: 2 Hours

### <u>Scotland Tourism - https://www.visitscotland.com/</u>

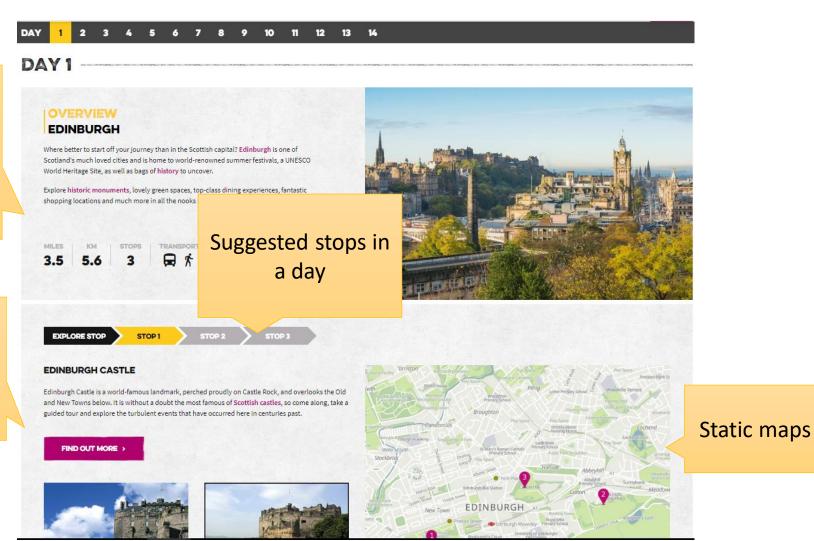


# **Benchmarking – Trips – Scotland – Level 2**

### <u>Scotland Tourism - https://www.visitscotland.com/</u>

Distance and mode of transport suggestion

Links to attraction pages within website



# **Benchmarking – Trips – Scotland – Level 2**

### <u>Scotland Tourism - https://www.visitscotland.com/</u>

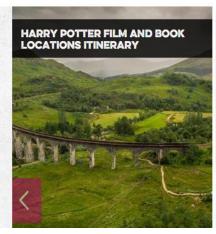


#### **MIDEAS & INSPIRATION**



#### **DRIVING ITINERARIES**

Get off the beaten track by following one of Scotland's National Tourist Routes, or check out our brilliant driving and road trip itineraries. Whether you've got a couple of days or whole week, you'll find fantastic route inspiration and details on fascinating attractions to see along the way.





### Road trip guide (13 routes)





9 68 miles (109 km)

#### ANGUS COASTAL ROUTE

Choose this route for - the cliffs and beaches of the east coast, wildlife spotting and historic attractions.











# **Benchmarking – Planning**

### **Planning: Our understanding**

The Planning section will highlight features which the visitor would require to refer while planning for the trip (i.e. before (s)he has set out for the trip).

### Why Planning?

'Planning' is an important building block of the digital tourism portal. It will include those services and features which the visitor can use or refer to before visiting India in order to plan the journey.

### Value derived from 'Planning' feature:

A listing of features and services on the portal will be beneficial for the viewers who would be able to better prepare for their journey.

# Benchmarking - Planning - Level 1

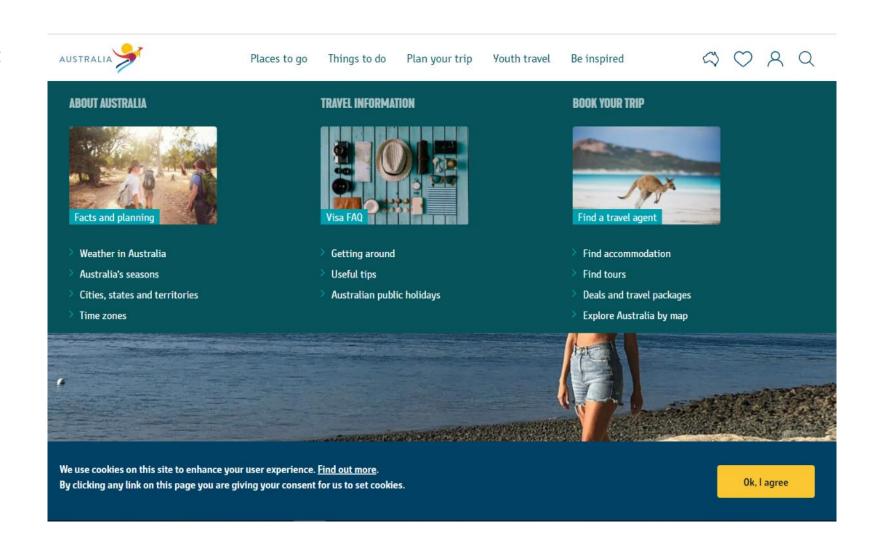
Planning section could comprise the following sections –

- Trip Planner tool
- IRCTC, ITDC and NIDHI hotel database for hotel booking
- Flight and Railway booking via different service providers
- OTA's listing to redirect visitors to their pages Tour packages
- IRCTC cruise packages
- MHA e-Visa services & Visit India app integration
- Region-wise Airport information
- Weather details and seasonal information

# Benchmarking - Planning - Australia - Level 1

### Australia lists down the following:

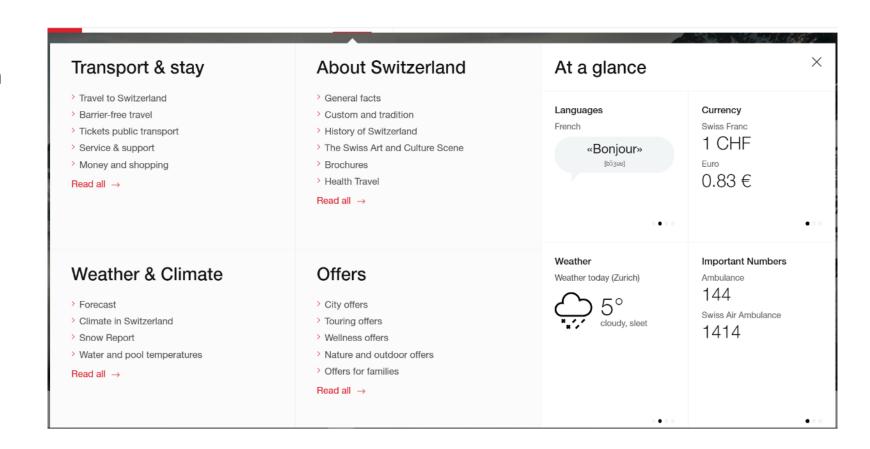
- Generic facts for planning the trip
- Weather
- Season
- Information about territories
- Time zones
- Hyperlinks to Visa application along with Visa processing FAQs
- Listing of public holidays
- Booking options –
   Accommodation, tours, travel packages and deals



# Benchmarking - Planning - Switzerland - Level 1

### Switzerland lists the following:

- Transport and accommodation related information
- Weather and climate with forecasts
- General facts and history of Switzerland
- Offers around tour packages among others



# Benchmarking - Planning - Japan - level 1

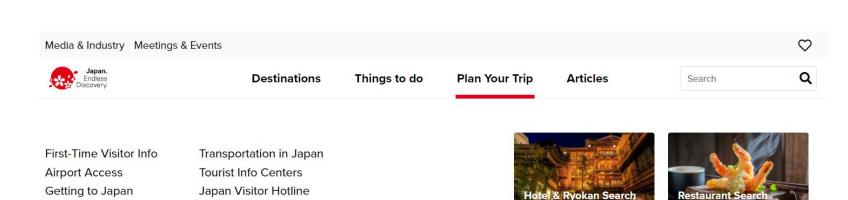
Practical Travel Guides

Volunteer Guides

FAQ

# Japan lists the following information:

- Information for first time visitors from tips to key travel information
- Travel guides
- Information on different airports
- Transportation related information
- Visitor hotline details
- FAQs section





# Benchmarking - Planning - Singapore - Level 1

### Singapore lists the following:

- General information about the country
- Transportation within the country
- Maps and city guides





# **Benchmarking – Planning – Level 2**

Planning section could comprise the following sections and sub-sections —

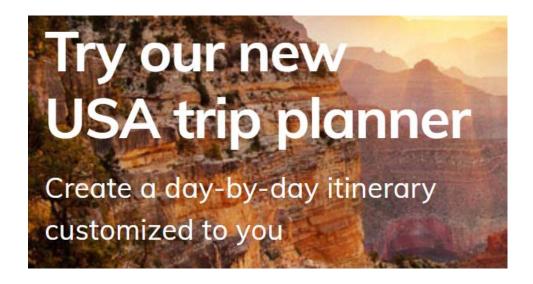
- Trip Planner tool
  - Integration of a tool to set up an itinerary as per visitor's preferences
- IRCTC, ITDC and NIDHI hotel database for hotel booking
  - Form to collect basic information post which redirected to concerned website
- Flight and railway booking via different service providers
  - Form to collect basic information post which redirected to concerned website
- OTA's listing to redirect visitors to their pages Tour packages
  - Major OTAs who get into an agreement with the Ministry could be listed down as per the facilities provided by them for the visitors to explore
- IRCTC cruise packages
  - o Form to collect basic information post which redirected to concerned website

# Benchmarking – Planning – Level 2 contd.

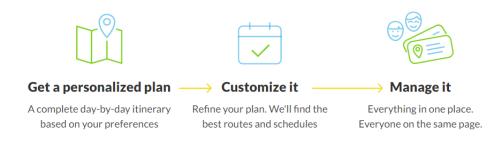
Planning section could comprise the following sections and sub-sections —

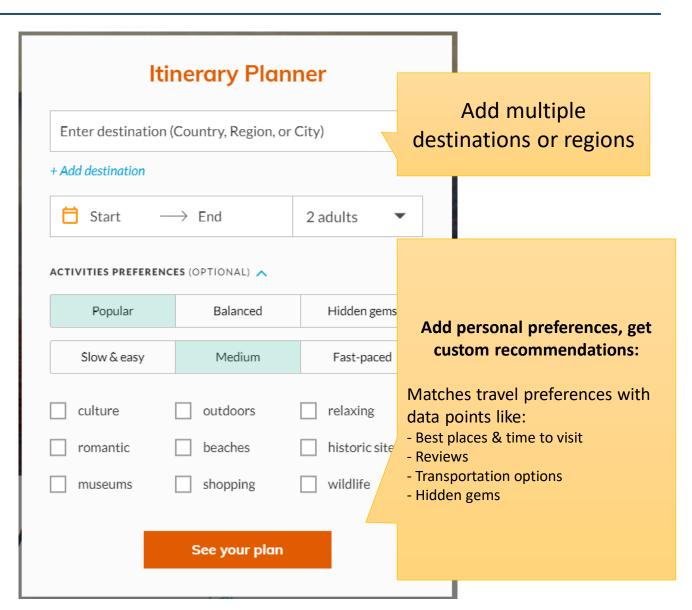
- MHA e-Visa services & Visit India app integration
  - Integration with MHA e-Visa services post Visit India app integration
- Region-wise Airport information
  - Region wise airport information (preferably on map) along with major cities listed for the ease of navigation of visitor
- Weather details and seasonal information
  - Information of weather of the major cities of the country
  - Major seasons prevalent in the country with hyperlinks to popular destinations to be visited during those seasons

### **USA Tourism - https://www.gousa.in/**

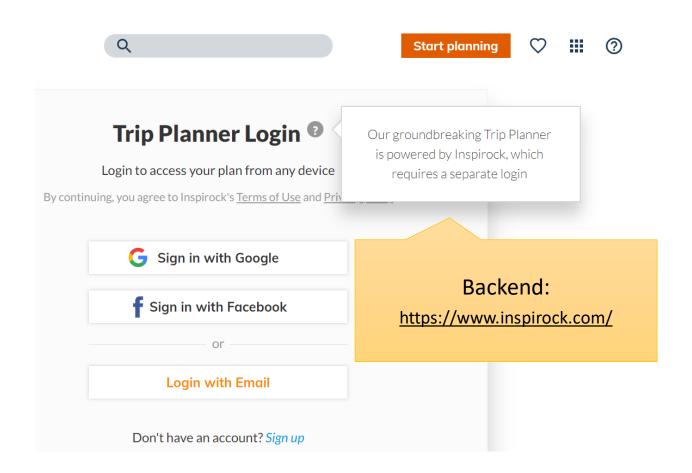


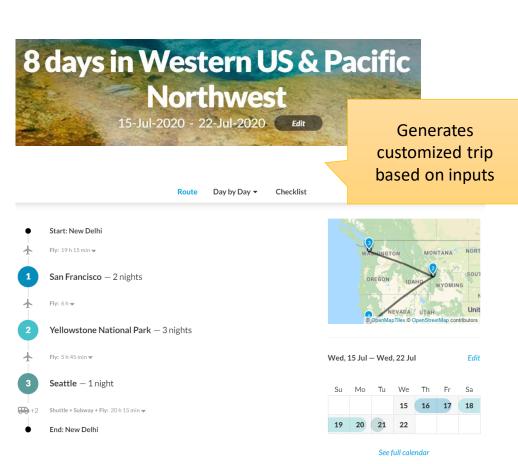
### Easy to use, easy to browse



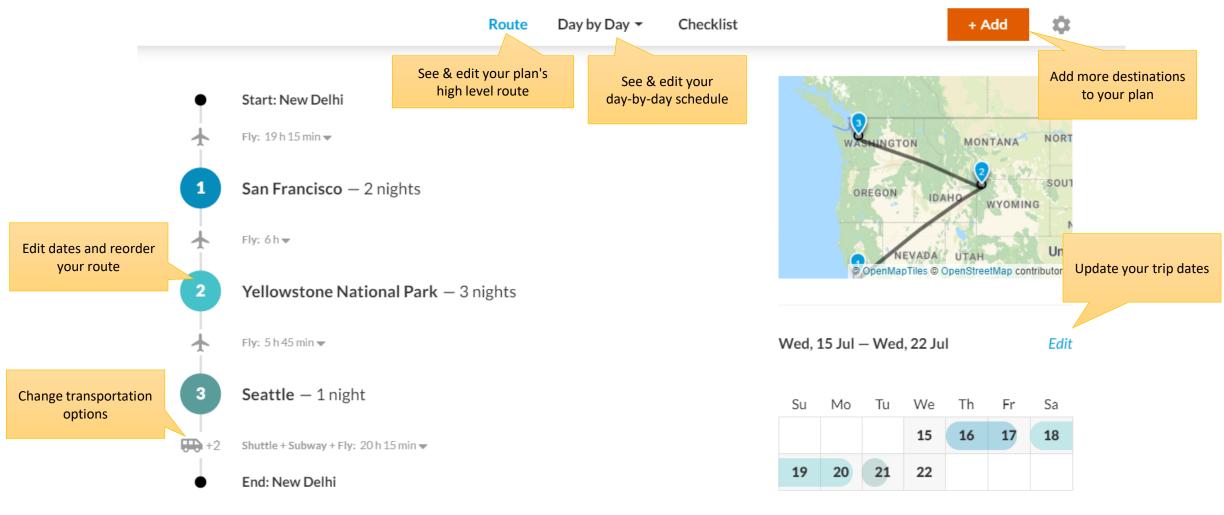


### **USA Tourism - https://www.gousa.in/**





### **USA Tourism - https://www.gousa.in/**



See full calendar

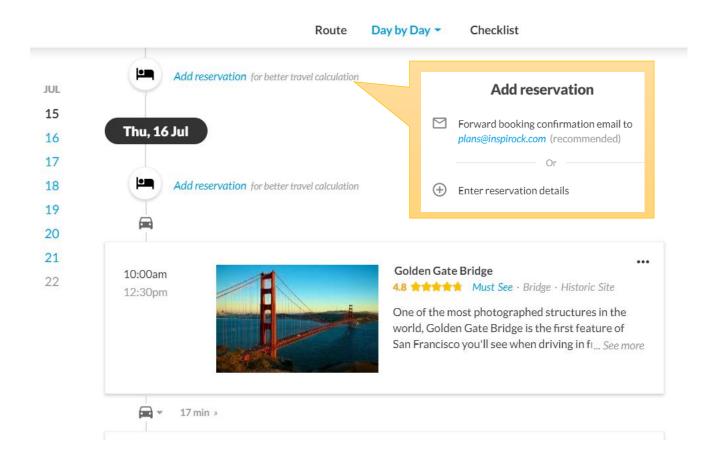
### **USA Tourism - https://www.gousa.in/**

#### Other features:

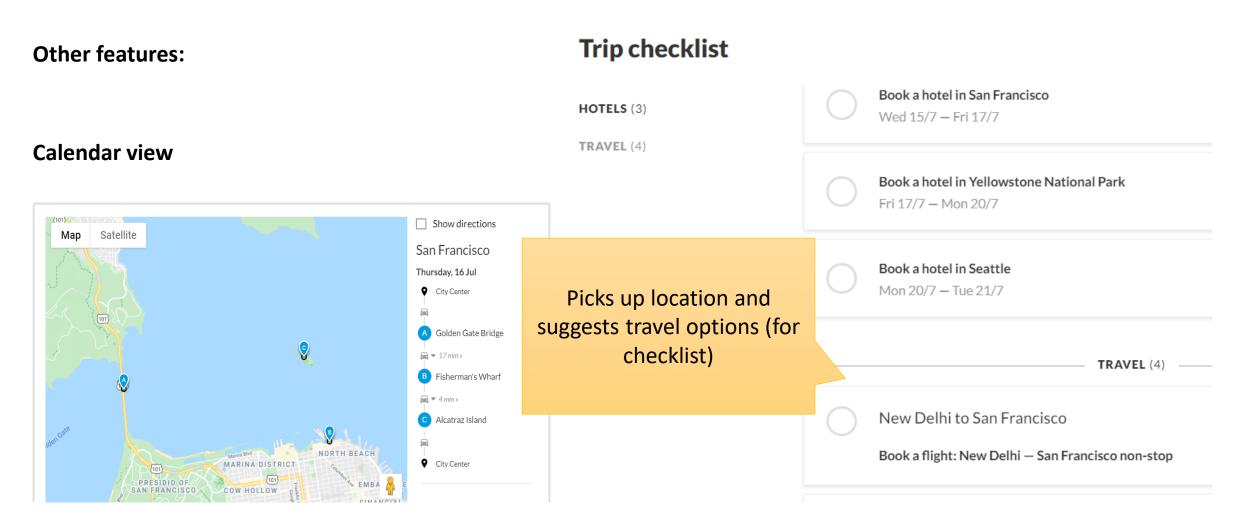
#### **Calendar view**



### Day-by-day planner

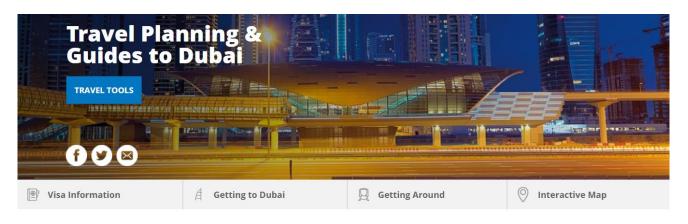


### **USA Tourism - https://www.gousa.in/**



# Benchmarking – Planning – Dubai

### <u>Dubai Tourism - https://www.visitdubai.com/</u>



Trip planner icon on Header Menu



DISCOVER

SHOP, DINE, RELAX

SEE, THRILL, PLAY

TRAVEL PLANNING

DUBAI dubaicalendar.com



Trip Planner

Your safety is our priority. Read our travel advisory on coronavirus (COVID-19).

My Trip

Want to build an incredible itinerary? Sign in to crea you can save, access and share your "My Trip" itiner

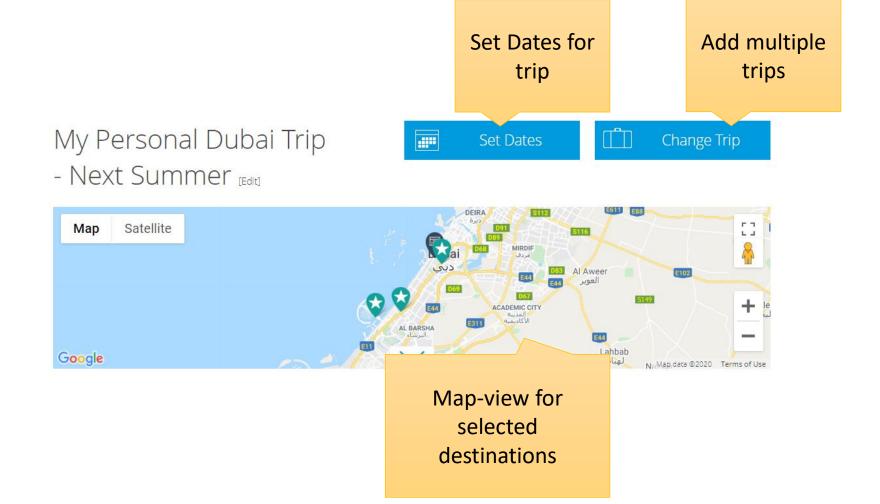
Sign in to access trip planner – Save, Access and Share 'My Trip' itinerary

Sign In

or Create an Account

# Benchmarking – Planning – Dubai

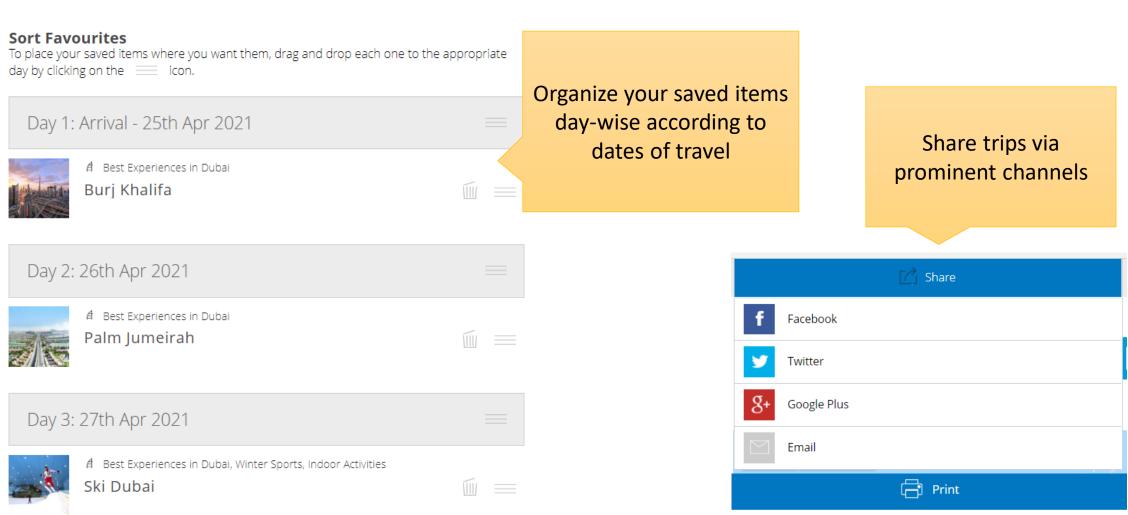
### <u>Dubai Tourism - https://www.visitdubai.com/</u>



# You May Also Like At The Top, Burj Khalifa At 555 metres up, enjoy the highest Dubai Spice Souk A galaxy of flavours to spice up yo The Outlet Village Grab the best deals on the market at Outlet Village Dubai **Recently Added** City Walk Add more Favourites

# **Benchmarking – Planning – Dubai**

### <u>Dubai Tourism - https://www.visitdubai.com/</u>



# **Benchmarking – Services**

### **Services: Our understanding**

Any facility/utility/solution to assist tourists and deliver tourism experience to the visitors.

### Why Services?

'Services' is an essential building block of any digital tourism portal. It includes facilities provided in the form of services to tourists pertaining to visitor assistance. These are derived from a wide variety of tourist services including on-trip assistance, emergency support, banking, nearby facilities, accessibility, etc.

#### Value derived from 'Services' feature:

A comprehensive listing of available services on the portal, integrated via various service providers, will be beneficial for the viewers who would be able to access all these essential services during their trip.

# Benchmarking - Services - Level 1

### **Level 1 components: Services**

Services dropdown shall comprise of the following services:

- 1. Public toilet facilities SBM
- 2. Banks and ATMs listing SBI
- 3. ASI monument ticket booking services
- 4. Audio Guides Audio Odigos

Going further, other services that will be included in 'Services' dropdown-menu could include:

- 1. Currency Converter SBI
- 2. Tour Operator's listing
- 3. Booking services (through external agencies like OTAs, other service providers)
- 4. Login service
- 5. Rating and Feedback services

# Benchmarking - Services - Australia

**Australia: Visitor Information** 

Centres

Region-wise centre information (via regional websites) and related services offered



AUSTRALIA





Accredited Visitor Information Centre logo © Tourism Australia

#### FIND ACCREDITED VISITOR INFORMATION CENTRES AROUND **AUSTRALIA**

- Australian Capital Territory
- **New South Wales**
- **Northern Territory**
- Queensland
- South Australia
- Tasmania
- Victoria
- Western Australia



**CENTRES** 

There are Accredited Visitor Information Centres (AVIC) located around Australia to provide you with useful tips and help you get to know the local area in which they're located.











At an AVIC, you'll find maps, brochures and up-to-date information on all kinds of attractions and events in the surrounding area. AVIC staff can also assist with booking accommodation, attractions, dining or sightseeing tours.

# Benchmarking - Services - Australia

### **Australia: Canberra region**

- Visitor services offered
- Location of centres and timings

visitcanberra.com.au/canberra-and-region-visitors-centre

### LOCATION AND OPENING HOURS

#### Regatta Point, Barrine Drive, Parkes ACT 2600

Phone: 1300 554 114 (if calling from overseas use +61 2 6205 0044)

Open 9am-5pm weekdays
Open 9am-4pm weekends and public holidays
Closed Christmas Day

### VISITOR SERVICES

Canberra's official and fully accredited tourism information centre is operated by VisitCanberra for the benefit of tourists and locals alike.

Providing tips and assistance so you get the most out of your stay, the centre is centrally located within the Regatta Point precinct and boasts one of Canberra's best views, overlooking Lake Burley Griffin towards a range of iconic national attractions including Parliament House, the National Gallery of Australia, the National Library of Australia and Questacon – The National Science and Technology Centre.

Come and have a chat to our friendly staff and volunteers. They're a wealth of local knowledge and will give you the insights you need to get the most out of your visit. Whether it's help with a last-minute accommodation deal or tips about cool new restaurants and cafes, you'll soon discover why they won a **2017 TripAdvisor Certificate of Excellence**. You can also purchase authentic Canberra region produce and it's a great place to pick up local merchandise or souvenirs for friends and family.

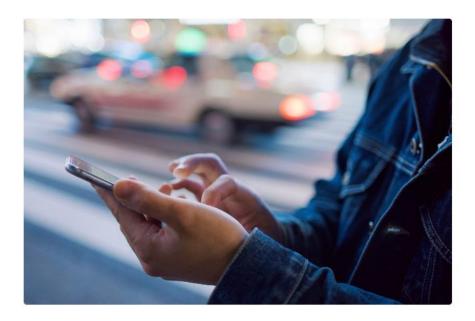
There is limited free parking, with designated free space available to park caravans, camper trailers, coaches and RVs. Free Wi-Fi is also available.

# **Benchmarking – Services - Australia**

#### Australia

- Service-related FAQs pertaining to:
  - Calling
  - Mails
  - Accessible tourism

#### **SERVICES IN AUSTRALIA**



What is the international dialing code for Australia?

How can I send mail from Australia?

#### What services are there in Australia for travelling with a disability?

If you have a disability and are planning to travel throughout Australia, there are many services to meet your needs. Thorough preparation is essential for a successful trip, so you should speak to your travel agent about your specific requirements. More information on accessible tourism in Australia is available on the <a href="Smart Traveller">Smart Traveller</a> website.

# **Benchmarking – Services - Dubai**

### **Dubai: Visitor passes**

### Choose your Dubai Pass

Take your pick from these incredible options





#### **Dubai Flexi Attractions Pass**

Save up to 40% on over 40 Dubai experiences. Choose three, five or seven top Dubai attractions.

Buy now from AED459 >



#### Dubai Select Attractions Pass

Save up to 50% on selected attractions with seven days to use your pass.

Buy now from AED425 >



#### Dubai Unlimited Attractions Pass

Save up to 60% on 40+ attractions, with three or five-day passes to fit your schedule.

Buy now from AED1189 >



#### **Dubai Theme Park Pass**

Save up to 40% on Dubai's best theme parks, with multiple options to suit you.

Buy now from AED424 >

1

# **Benchmarking – Services - Dubai**

**Dubai: Visitor SIM cards** 

# How to get a visitor SIM card in Dubai

MON, 24 AUGUST 2020 • 1 MIN READ

Find out how to stay connected while on holiday in the city, quickly and easily.

### Where can you get a Dubai SIM card?

Getting a SIM card in Dubai is a quick and easy process. Tourists above the age of 18 can get a complimentary Tourism SIM card from telecom operator du when they cross immigration at Dubai International Airport. Those with a transit visa, visit visa, visa on arrival and GCC citizens can take advantage of this offer and receive three-minutes talk time and 20MB mobile data for free.

Travellers can then top this up at a du kiosk in the arrivals area of Dubai International airport or <u>Dubai Duty Free</u>. Other local operators – Etisalat and Virgin – also have kiosks at the airport offering prepaid SIM cards tailored specifically for tourists and business travellers with various options, offers and discounts on voice, data and text bundles.

You can also get a SIM card in the city from major shopping hubs like <u>The Dubai Mall</u> and <u>Mall of the Emirates</u>.

Visitor SIM cards are valid for 90 days and phone plans can be purchased either as voice and data bundles, pay-as-you-go plans, or prepaid recharge cards. When making calls, remember that mobile phone numbers in the UAE are ten digits long and the country code for the UAE is +971. To call your mobile in the UAE from abroad, callers will need to dial 00971 and then your number.

You must be 18 years or above to register your SIM card, which requires your passport or ID card along with your valid UAE tourist visa.

# **Benchmarking – Services - Singapore**

### **Singapore: Information on multiple services**



#### Tax Refund

Tourists can claim a refund on the 7% Goods and Services Tax (GST) paid on your purchases if you spend more than \$100 at any participating shops.



#### Wi-Fi & Connectivity

Visitors can access free Wi-Fi at any Wireless@SGx hotspot with their foreign mobile numbers by downloading the Wireless@SGx App. Overseas charges may apply.



#### **Useful Numbers**

Police

999

Ambulance & Fire Brigade

995

Flight Information 1800 542 4422



#### **Singapore Tourist Pass**

Looking to explore as many attractions as you can?
Purchase a Singapore Tourist
Pass— a special EZ-Link
stored-value card—for
unlimited travel between one and three days.

Wisit official website



#### Grab a Taxi

Download the app for free to book a budget or premium taxi with ease.



Google Play

### Singapore Visitor Centre

If you need assistance or have any queries, drop by one of any of the seven <u>Singapore Visitor</u> <u>Centres.</u>

The visitor centres boast a range of helpful services and information. You'll be able to plan your litnerary, get tips on must-see attractions, purchase tickets for sightseeing, book accommodation and even pick up a souvenir (or two).





#### SimplyGo

Enjoy the convenience of contactless payment on buses and trains, by using your preferred contactless bank cards for your fare payments.

Wisit official website

**App Store** 

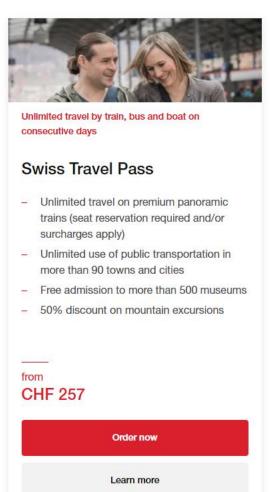
Google Play

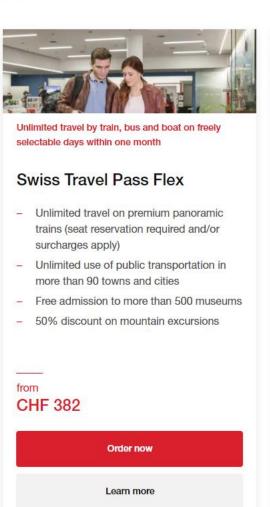


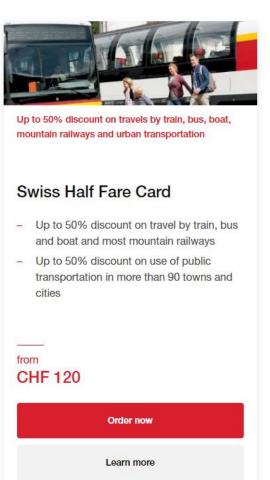
# **Benchmarking – Services - Switzerland**

### **Switzerland: Travel passes**

# Our most popular tickets







# **Benchmarking – Services - Switzerland**

### **Switzerland: Services and support:**

- Connectivity services
- Train services



Providing most reliable services, Swiss public transportation turns a journey into delight.



# **Onboard catering**

Enjoy beverages, meals and snacks in a relaxed setting – in onboard SBB restaurants and bistros.

Show all  $\longrightarrow$ 

## SBB onboard WiFi

With the SBB "FreeSurf" app, SBB offers a free, fast and secure internet connection on all national long-distance trains. Travellers from abroad surf free-of-charge with a Sunrise SIM card.

More information  $\longrightarrow$ 

# Luggage transport services within Switzerland

Relaxed travel through Switzerland – without bulky luggage or long waiting times.

Learn more →

# **Benchmarking – Services - Switzerland**

### **Switzerland: Services and support:**

- Locker services
- Currency exchanges
- Ticketing services

# Lockers

For passengers who plan a stopover or need to deposit luggage at the station, all main railway stations in Switzerland offer lockers in various sizes.

Learn more ->

# Currency exchange

Roughly 150 Swiss railway stations offer exchange of more than 90 currencies into Swiss Francs – or vice versa.

Learn more  $\longrightarrow$ 

# Ticket counter

In Switzerland, ticket counters at main railway stations do not just offer ticket sales or information – they are multifunctional.

Learn more  $\longrightarrow$ 

# Benchmarking - Services - New Zealand

#### **New Zealand: i-SITE visitor information centres**

# i-SITE is New Zealand's official visitor information network with almost 70 i-SITEs nationwide

With over 350 expert staff scattered across New Zealand, your local i-SITE visitor centre ☑ is there to answer your questions, provide free maps and point you in the right direction.

The experts can assist with taking care of your transport bookings including, bus, rail and rental car and domestic flights.

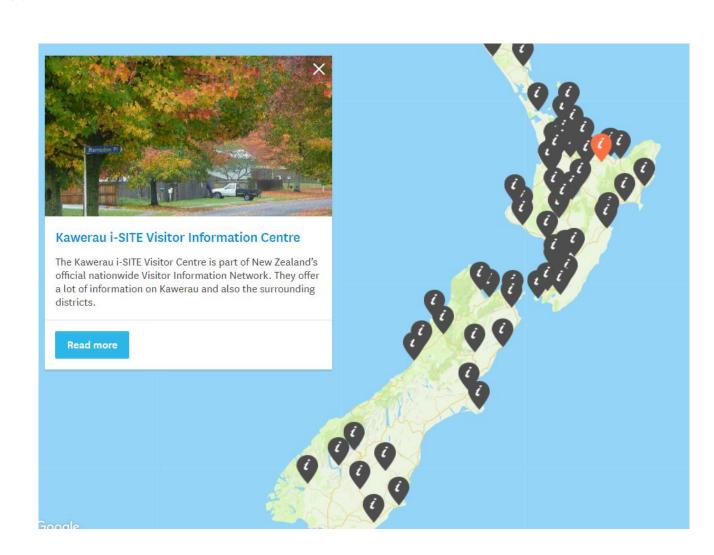
Staff can provide advice about the best things to see and do, where to stay, where to eat like a local, events in the area and how to get the most out of your visit including weather and safety information.

#### Get local information and advice

i-SITEs can help you with all aspects of your trip planning.

- Itinerary planning and information
- · Local and nationwide bookings
- Free maps, weather and mountain safety information
- · Many i-SITEs offer free Wi-Fi
- · Local information on events, attractions and restaurants
- Most i-SITEs have staff who speak multiple languages

Visit i-SITE.nz to find and contact your nearest i-SITE or download a copy of the i-SITE Touring Map (PDF)



# **Benchmarking – Services - Japan**

### **Japan: Visitor services**



#### International Tourist Tax

Visitors to Japan pay a 1,000 yen departure tax to expand and enhance the country's tourist infrastructure—a small tax that will make a significant difference.

Learn More >



#### Japan Visitor Hotline

Japan National Tourism Organization (JNTO) operates a visitor hotline 24 hours a day, 365 days a year.

Learn More >



#### Luggage Storage & Delivery

If you don't wish to haul your luggage around with you, drop your bags and cases off at the delivery service kiosks located at the airports.

Learn More >



#### **Custom & Duty**

The Japan Customs official page is your most trustworthy source to answer any questions or queries related to Japanese customs and duty.

Learn More >



#### IC Travel Cards

Make your journeys as smooth as the public transportation you will ride on by purchasing a chargeable IC travel card.

Learn More >



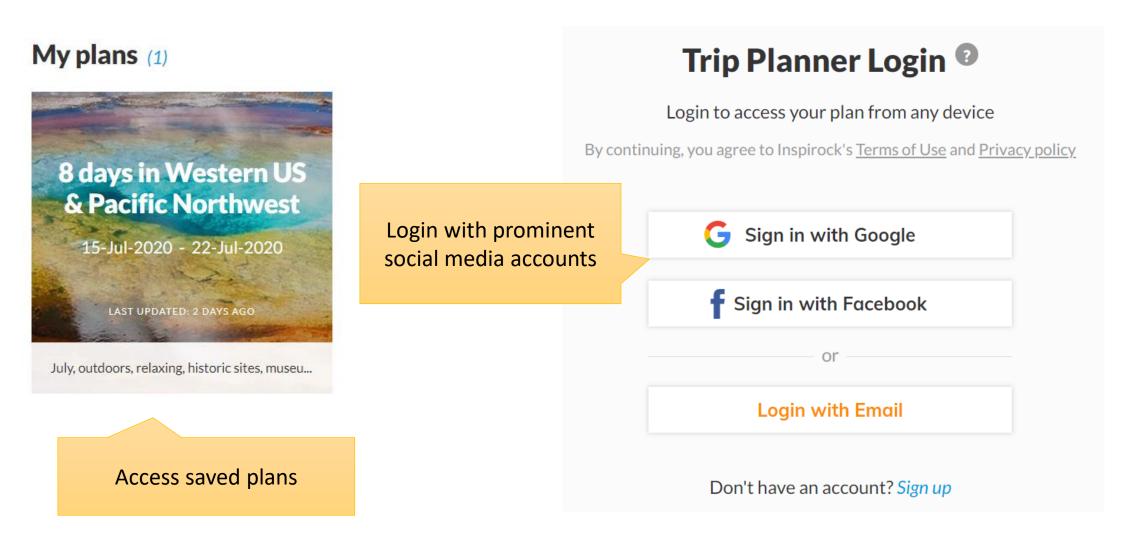
#### Postal Services

Instead of just an email, send a postcard back home to let friends and family know about your Japanese adventure.

Learn More >

# **Benchmarking – Services - Login**

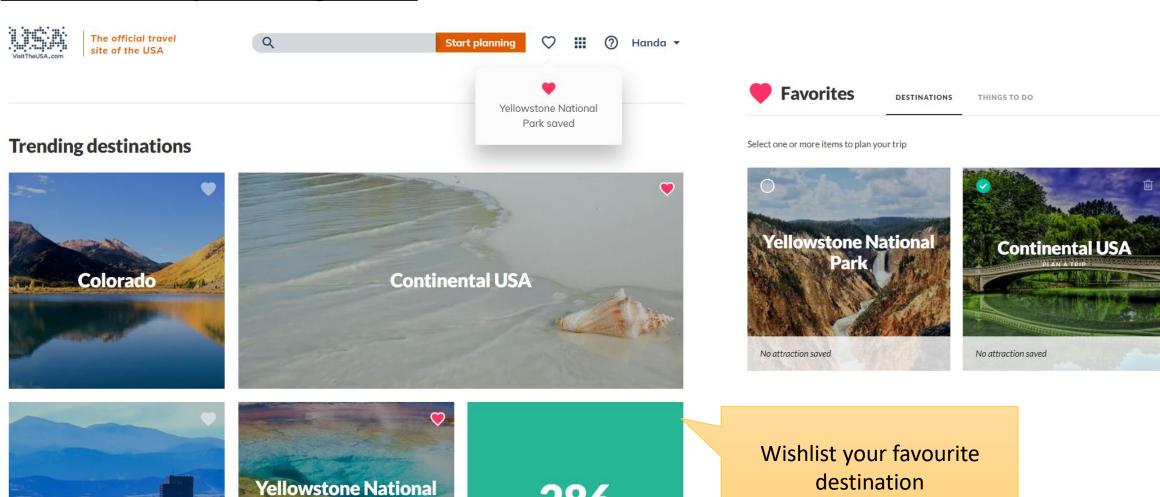
### **USA Tourism - https://www.gousa.in/**



# **Benchmarking – Services - Login**

### **USA Tourism - https://www.gousa.in/**

Denve



286

Park

### <u>Australia Tourism - https://www.australia.com/</u>

### **LOG IN TO YOUR ACCOUNT**

- Save your favourite attractions, restaurants, hotels and more
- Get Australia Uncovered packed with essential travel tips
- Enjoy exclusive offers and discounts from our travel partners

Subscribe to newsletters, mark favourites, avail offers

### **LOG IN PASSWORD-FREE:**



Access through social media accounts

OR

#### Log in with your email

Password \*

Keep me logged-in Forgot password?

Submit

Sign-in through email

Dont have an account yet? Sign up

### Australia Tourism - https://www.australia.com/

UPDATE YOUR PREFERENCE	S	AUSTRALIA		
Locations	Experiences	AUSTRALIA		
Adelaide	Aboriginal	Complete our travel survey  How would you describe your immediate feelings toward leisure travel?		
Brisbane	Adventure			
Byron Bay	Art & Culture	When restrictions are lifted, how many months before you will consider leisure travel again?		
Canberra	Beaches & Islands	1 3 6 12+		
Great Barrier Reef	Family	Will you consider International travel, domestic or both?  International Domestic Both		
Great Ocean Road		Would you consider Australia as a destination?		
Kangaroo Island		• Yes No Personalized surveys		
Kakadu	Set location and	Which destinations in Australia would you consider?		
Melbourne	experience	Adelaide, Sydney		
Perth	preference			
Sydney		Have you visited Australia for a holiday in		
Tasmania		○ Yes ○ No Externally		
Uluru	<b>▼</b>	• managed Continue		
	Save	Powered by Usabilla Cod		

# \_ LAST STEP! YOU'RE NEARLY THERE...

- Get Australia Uncovered packed with essential travel tips
- Save your favourite attractions, restaurants, hotels and more
- Enjoy exclusive offers and discounts from our travel partners

#### TERMS AND CONDITIONS

$\overline{}$					
	Lagree to	terms and	l conditions and	privacy	policy
-	r agree to	Carrier Carre	comarcions and	priracy	posicy

#### AUSTRALIA UNCOVERED

Get hot tips straight to your int

Email: \*

sambhavhanda9@gmail.com

Get tips to inbox

I'd like to receive Australia Un

By subscribing to this newsletter, you authorize Tourism Australia to send you direct marketing email messages about products and services of Tourism Australia and partners. You can opt out from these emails at any time.

Finish

### <u>Dubai Tourism - https://www.visitdubai.com/</u>



Want to build an incredible itinerary? Sign in to create a free account so you can save, access and share your "My Trip" itinerary on all your devices.

Accessed saved trips

Sign In

or Create an Account

My Personal Dubai Trip - Next S...



5 Items Updated 19 Jun 2020







0 Items Updated 22 Jun 2020





☑ Enter your username



Enter your password

I'm not a robot

**Submit** 

Forgot login info?

Sign In Or Create an Account

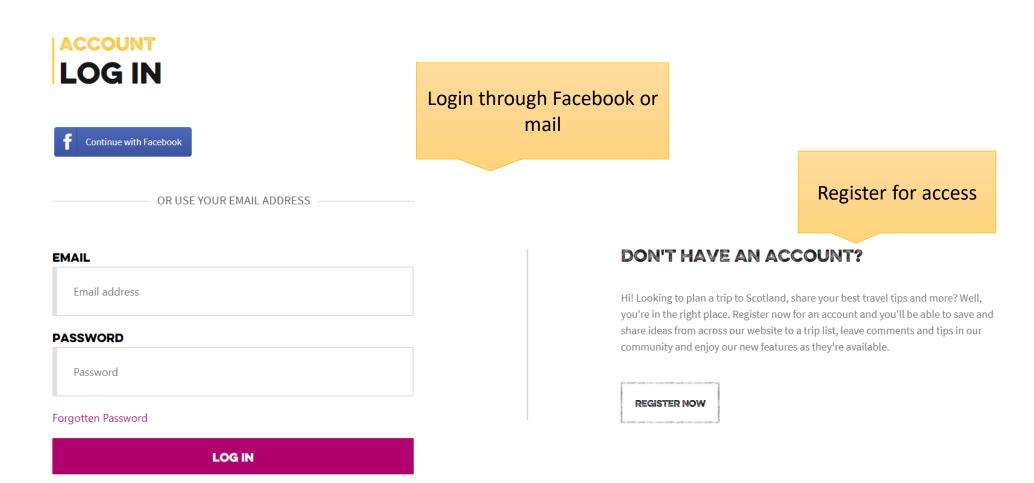


Set Dates



Change Trip

### <u>Scotland Tourism - https://www.visitscotland.com/</u>



### <u>Scotland Tourism - https://www.visitscotland.com/</u>

# PREFERENCES

We'd like to learn more about you so that we can better serve you with customised newletters and offers. Please use this form to help us do that.

#### **™ NOTIFICATION PREFERENCES**

Yes, I'd like to receive emails from VisitScotland.

We would like to send you inspiring information about Scotland, please tick if you would like to receive news and offers by post.

#### **OVER SECURITY QUESTIONS**

Edit these details

Security questions are used to help identify you if you forget your password. Please choose an answer you're unlikely to forget.



Access Community through single sign-on

### VISIT SCOTLAND CONNECT



Choose a name to identify yourself on the site. Sambhav

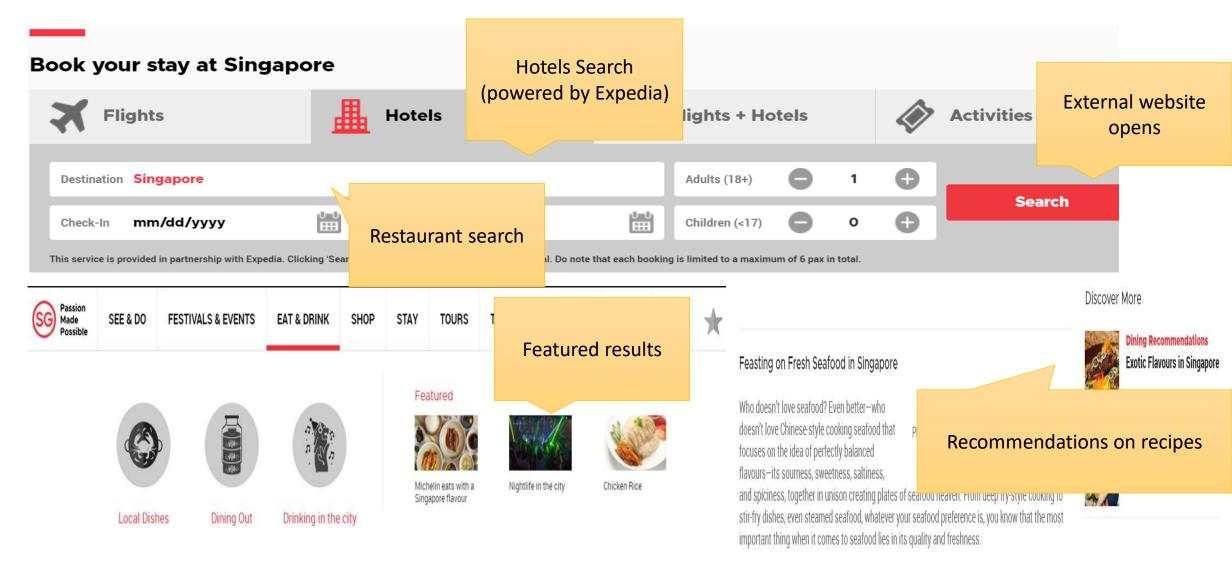
Connect

Thanks for registering and confirming your account on I Know Scotland Online! Please note, as a new member you will not initially be able to post links, but you will be able to read and post to discussions.

CATEGORIES DISCUSSIONS COMMENTS LATEST POST

Planning and Practicalities Outdoors and active pursuits Hotels and B&Bs

<u>Singapore Tourism - https://www.visitsingapore.com/en\_in/singapore-hotels/</u>



<u>Singapore Tourism - https://www.visitsingapore.com/en\_in/singapore-hotels/</u>

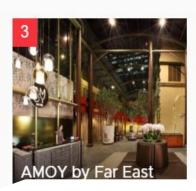


TripAdvisor
Traveller choice
listing

### Best hotels in Singapore











Discover more hotel reviews on TripAdvisor

Awarded hotels

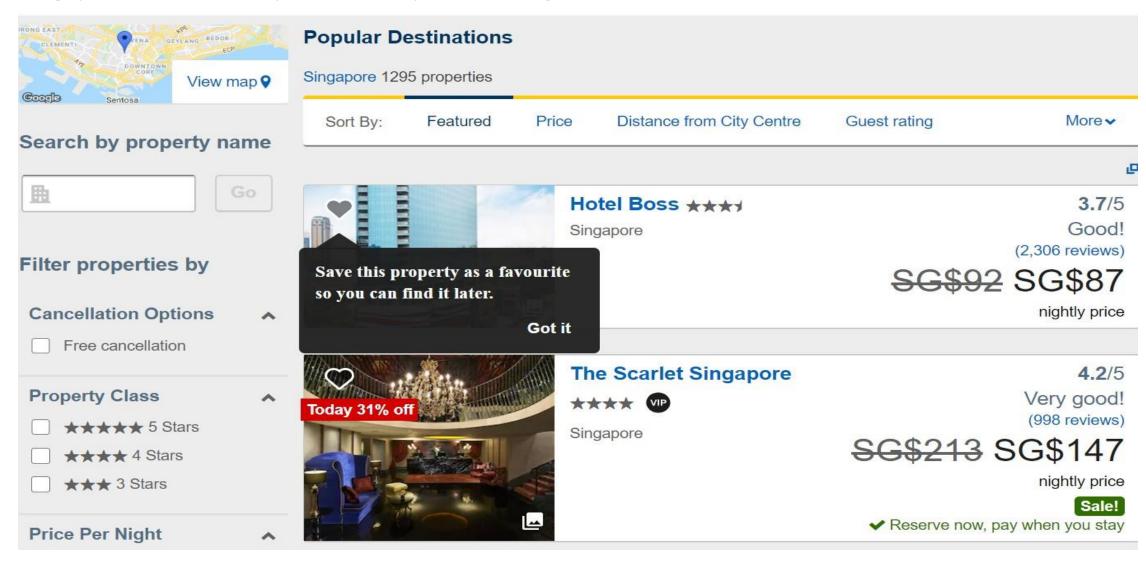


2019 Winner
Best Hotel Experience
Andaz Singapore

# **Singapore Tourism Awards**

The Singapore Tourism Awards (STA) recognises individuals and organisations who deliver outstanding experiences and demonstrate enterprise excellence. The awards seek to motivate the tourism industry to constantly create exciting and compelling experiences in Singapore or to adopt best practices. To find out more, visit here.

<u>Singapore Tourism - https://www.expedia.com.sg/Hotel-Search</u>



### **Scotland Tourism -** https://www.visitscotland.com



#### **ACCOMMODATION TYPES**

Accessible accommodation

B&Bs & guest houses

Holiday Lodges, Chalets and Log

Caravan Holidays and Camping

Eco accommodation

Exclusive use venues

Glamping

#### TOP ACCOMMODATION SEARCHES

Aberdeen

Inverness

Glasgow

Hotels

Quality Assurance

Unusual places to stay

Wedding venues

Self-catering

Hostels

Honeymoon

Loch Lomond

Restaurants with rooms & inns

Edinburgh

Aviemore

Fort William

St Andrews

#### **M HOTELS BY TYPE**



LUXURY HOTELS



CHEAP HOTELS



SPA HOTELS



**BOUTIQUE HOTELS** 



ROMANTIC HOTELS IN SCOTLAND

#### **HOTELS BY LOCATION**

These popular destinations have a wide choice of hotels for your break, which all offer a comfortable and clean stay, staff to take care of all your needs and a range of room facilities.

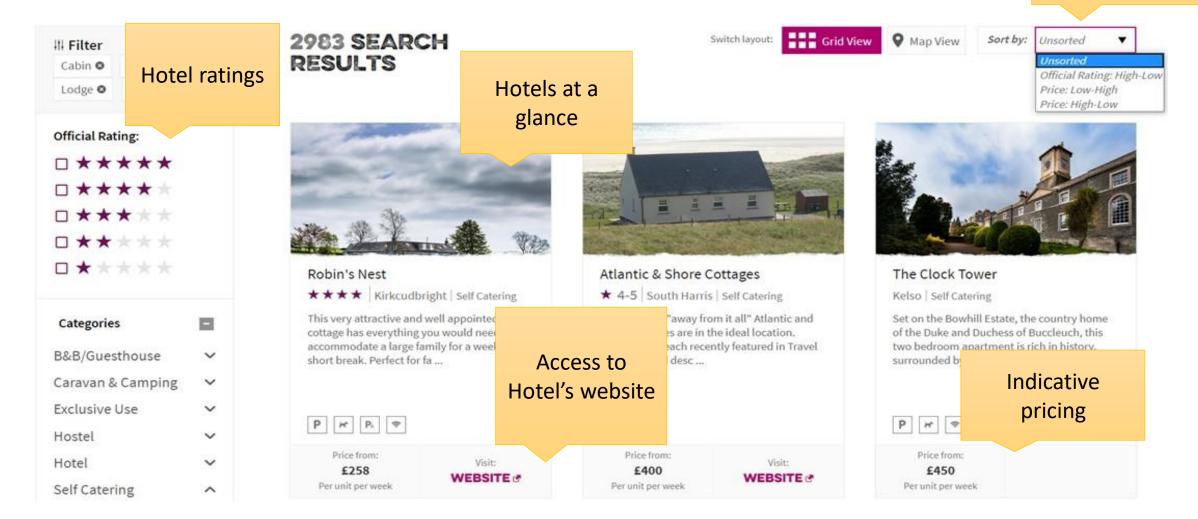






<u>Scotland Tourism - https://www.visitscotland.com/info/accommodation/searchresults?prodtypes=acco&loc=Scotland&locplace=&locprox=0&stay=&eng</u>

Sorting Options



### Scotland Tourism - https://www.visitscotland.com/blog/food-drink/

Details of Top food experiences

**% FOOD & DRINK** 

Recommendations on Food and Drink

#### **100 TOP FOOD EXPERIENCES**



9 TOP FOOD EXPERIENCES IN SCOTLAND



BEST SCOTTISH FOOD YOU MUST TRY



6 DELICIOUS KINDS OF CRAFT ALCOHOL TO TRY DURING PHASE 1

Willem Laurentzen - June 4, 2020

After all these weeks of staying at home, we can understand if some of you need a little tipple. A...



#### 18 AMAZING SCOTTISH FOOD & DRINK BUSINESSES TO ORDER FROM

Hayley Wilkins - April 16, 2020

At a time when we're all trying to make the best of staying at home, it is still possible to...

#### **12 FOOD AND DRINK EVENTS IN SCOTLAND**



KIRKCALDY FARMERS'
MARKET

TOWN SQUARE, KIRKCALDY





BOWHOUSE MARKET WEEKEND

• BOWHOUSE, ST MONANS

#### Quality assurance scheme



CHARITY GARDEN OPENING THE CASTLE AND GARDENS
OF MEY

• CASTLE OF MEY, CAITHNESS

#### TASTE OUR BEST

Taste Our Best, is our Quality
Assurance scheme which helps you
select the best places to eat, drink and
enjoy a real taste of Scotland.



Scotland Tourism - https://www.visitscotland.com/blog/food-drink/

#### **100 DRINK EXPERIENCES BY MAP**



SCOTTISH WHISKY DISTILLER



**GIN TOURS & TASTINGS** 



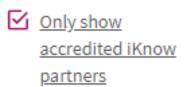
**BEER & BREWERIES** 

#### ACCESSIBLE PLACES TO EAT AND DRINK

Scotland has plenty of accessible restaurants, pubs and cafes to choose from, Take a look at Euan's Guide 💆 to help you plan your next visit.



iKnow Partners





accredited

partners

THE BLOG

### 18 AMAZING SCOTTISH FOOD & DRINK **BUSINESSES TO ORDER FROM**

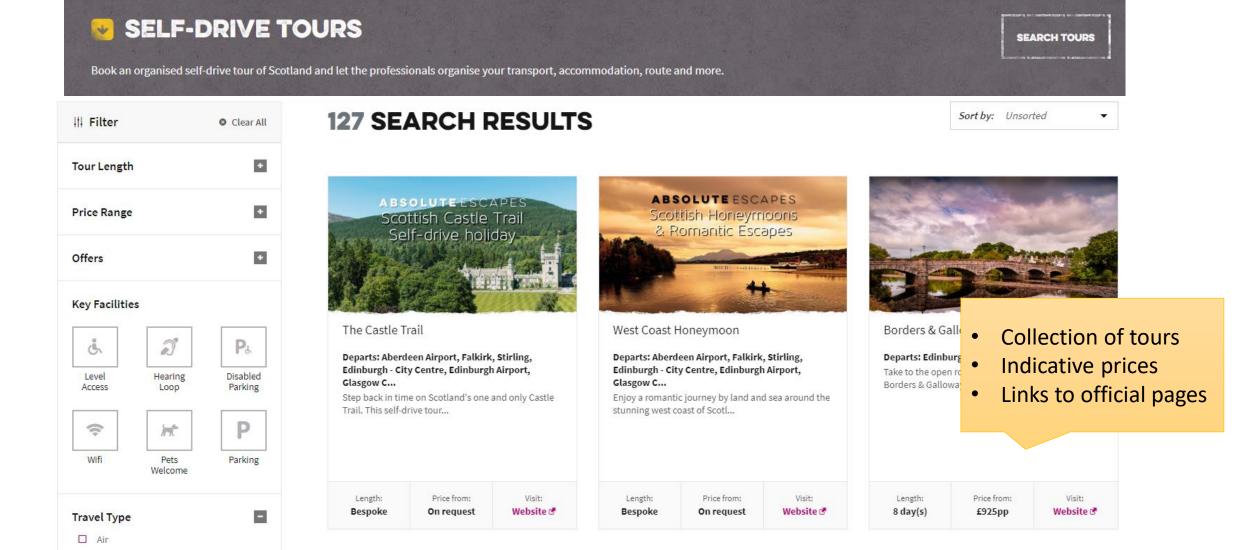
Food blogs





## **Benchmarking – Services – Tour packages**

### Scotland Tourism - https://www.visitscotland.com/



## **Benchmarking – Services – Tour packages**

### Scotland Tourism - https://www.visitscotland.com/

### **FIND TOURS**

Explore the many different types of tours on offer in Australia and links to the accredited tourism operators who provide them.

Search from a range of tours











Want to travel in a group, make your own way, find family-friendly ideas or

have the ultimate romantic honeymoon? These to perfect holiday by coach, train, car or camel.

Whether you're looking for a <u>luxury escape</u> or <u>bac</u> the outback to the coast, you'll find a host of choi to extended journeys covering every state and ter

- Tour listings
- Accredited tourism operators



"LARRY" THE BIG LOBSTER

Kingston Se, Limestone Coast

Visit Website 7







### "TASMANIA'S OWN" REDLINE COACH SERVICES (TOUR)

Launceston, North - Northeast

Book Now 7





## "THE AUSTRALIAN FARMER" GRANITE SCULPTURE

Wudinna, Eyre Peninsula

Visit Website 7



## **Benchmarking – Services – Tour packages**

### Scotland Tourism - https://www.visitscotland.com/

Showing 9 of 833 results



THE RITZ-CARLTON - PERTH

Perth

Book Now From AU\$349\*



**BINA MAYA YALLINGUP ESCAPE** 

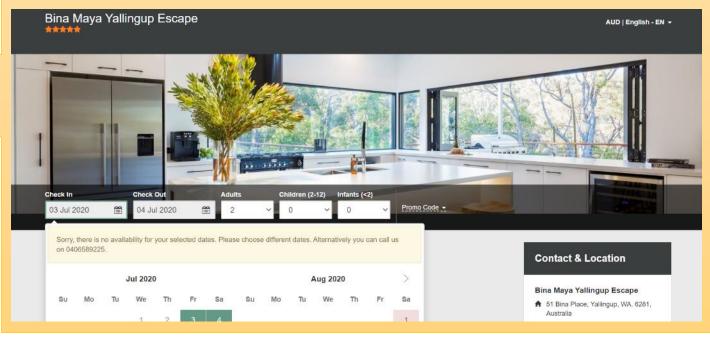
Quedjinup, Margaret River Wine Region

Links to hotel's official booking sites



app-apac.thebookingbutton.com

#### THE REACH HOUSE AT RAVSINE

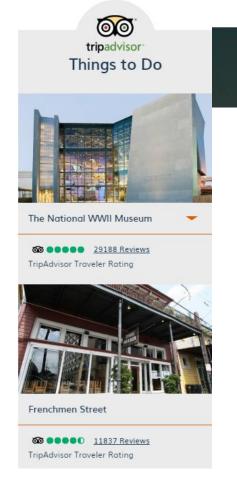


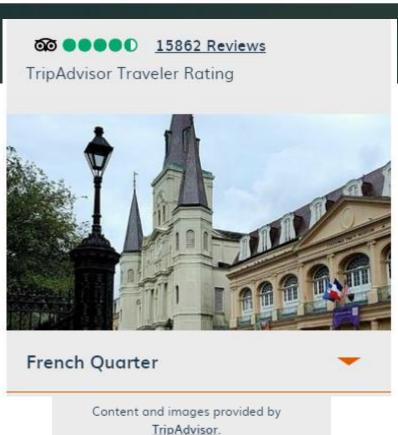
## **Benchmarking – Services – Rating**

### **USA Tourism**

Now featuring traveller ratings from:









#### Absorbing History and Architecture

Hop on the St. Charles, Conal Street or Riverfront streetcars to explore the 300-year-old city split by the Mississippi River and surrounded by lakes, boyous and bays. Admire the architecture in more than 20 historic districts, more than any other city in the USA. See mansions on St. Charles Avenue, apulent estates in the Garden District and a revolving carousel bar at Hotel Monteleone. In the hear of the Fennch Quarter, you'll want to linger in lively Jackson Squore. After admiring artists' work hanging on the iron fence and, perhaps, getting your fortune told, cross the street to visit the 18th century St. Louis Cathedroil. Ha USA's oldest continually operating cathedral. For a different perspective, tour the area abourd the Natches steamboot or the Creole Queen paddle wheeler.

#### Eating Your Way Through the City

To fuel all that sightseeing, make a pit stop at the French Market for a cup of café au lait paired with a beignet, or get a cold drink on Bourbon Street. Pilot your course for the rest of the day, ensuring you'll have a chance to sample signature foods, including gumbo, jambolaya, po'boy sandwiches, boiled crawfish and charbroiled oysters. The city's restaurants, and chefs, consistently earn spots on lists ranking the best places to



## **Benchmarking – Services – Rating**

### **USA Tourism**

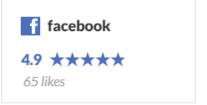
### **Golden Gate Bridge Reviews**

Rate this attraction

TripAdvisor Traveler Rating

49,279 reviews





https://trip-planner.visittheusa.com/





I have been 4 times to SF so far and every time I we when there is fog. more »

Feedbacks by visitors













Fisherman's Wharf

3.4 \*\*\*\*\*\*
In your plan



Musee Mecanique
4.5 \*\*\*\*\*

In your plan



Exploratorium

4.6 ★★★★

Add to plan



California Academy of Sciences
4.4 \*\*\*\*\*\*\*
Add to plan

### Home page: Our understanding

The page typically encountered first on a website that usually contains links to the other pages of the site. It serves as the starting point of website and is the default webpage that loads when you visit a web address that only contains a domain name.

### Why Home Page?

A website's homepage is effectively the first thing that many people see when they visit. It is a peek inside our website. If the home page is not appealing or intriguing, then chances are that it is the only thing your users will see because they will likely move on very quickly. The homepage should be one that propels feelings of quality, visual pleasing, effects and dialogue interactivity.

### Value derived from 'Home page' feature:

To have a successful website, a good homepage is necessary and also becomes a blueprint for every successful portal. The homepage sets up the key elements depending on our platform objectives. This will attract appropriate and potential visitors to our site.

### **Level 1 components: Home Page**

Home page could comprise of the following sections:

- 1. Header menu comprising of:
  - Dropdowns for:
    - Destinations
    - Experiences
    - Trips
    - Planning
    - Services

Other components in top-menu:

- Login
- Search
- Map link
- Language

### **Level 1 components: Home Page**

Home page could comprise of the following sections (contd.):

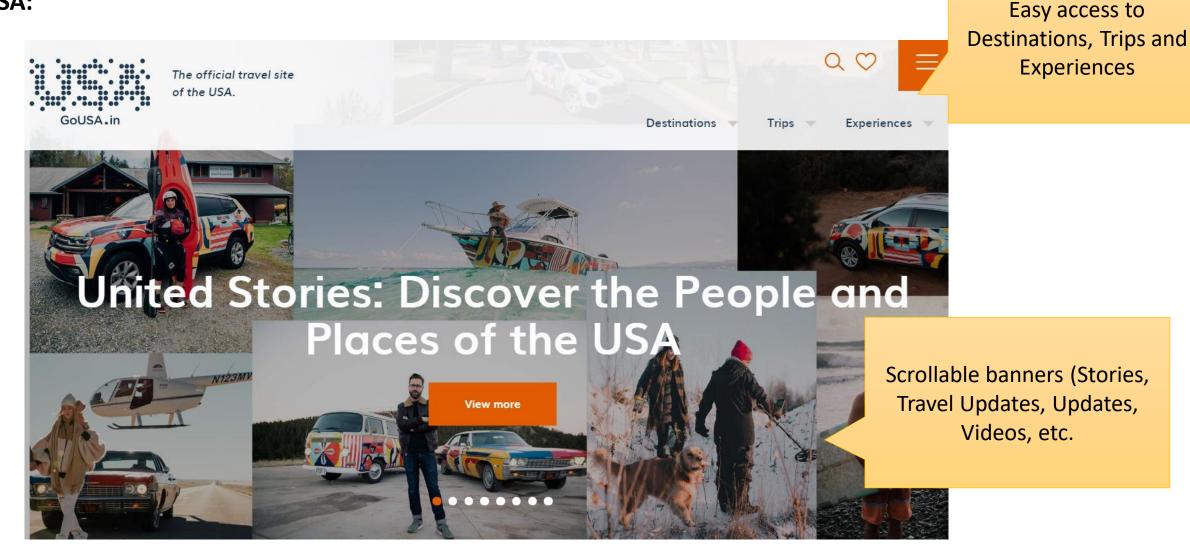
- 2. Main page components comprising of:
  - Hero banner (Navigable banners / Carousal of banners)
  - Interactive map based section (with collection of destinations/attractions)
  - Popular in India section (Dynamic highlights section changing with themes, festivals, campaigns, promotions, and other initiatives).
  - Must Visit Destinations (featured destinations changing with change in theme)
  - Explore before you visit (stories embedded via Google)
  - Immersive Experiences
  - Interesting facts
  - Popular Trips
  - Celebrate with us (Events section, with link to calendar of events)
  - Blogs

### **Level 1 components: Home Page**

Home page could comprise of the following sections (contd.):

- 3. Footer menu/section comprising of:
  - Important links
  - Social media links
  - App links
  - Publication links (travel guides, brochures, newsletters archive, etc.)
  - Contact details
  - Privacy Policy
  - Terms Of Platform Use
  - Emergency contact information for tourists
  - Copyright information

#### **USA:**



### **USA:**



### **USA:**

### **USA Spotlight**



Now playing in many theaters worldwide, America's Musical Journey



Utah, home to a wealth of natural, national treasures across the state

Spotlight section with featured writeups

#### **USA:**

### Ask a Local



## Get the best recommendations from locals who love their cities

In each and every destination, you will find information, advice, and experiences from locals. Learn about the latest recommendations on attractions, places to eat, shop and much more.

View all videos

**Explore destinations** 

Illinois Chicago Springfield

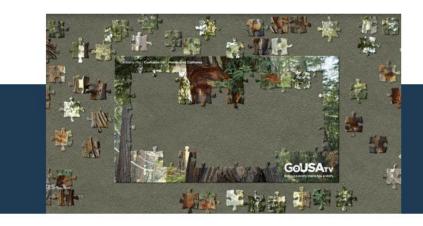
Videos with information, advice and experience from locals

#### **USA:**



Footer: Important links, Social media links, App links, travel guides

### **USA:**

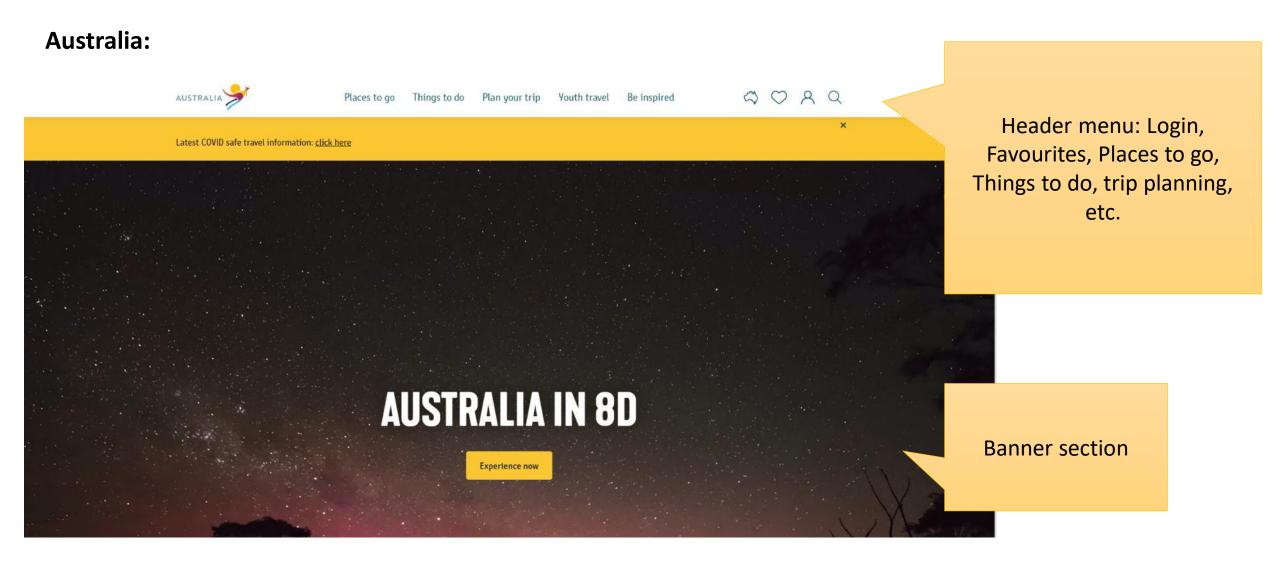


Love a challenge? Try our new digital puzzles.

Digital puzzles



**Fun Facts** 



#### Australia:









Live virtual events

#### **Australia:**

### TRAVELLER ESSENTIALS



### **VISA, CUSTOMS AND QUARANTINE FAQ**

Learn about the Australian visa, customs and quarantine regulations. This includes types of visa applications, what to declare and...



#### **FACTS AND PLANNING**

Travelling in Australia is relatively safe and easy, but planning ahead will help you make the most of your holiday.



#### **FIND A TRAVEL AGENT**

An Aussie Specialist has the experience to help you plan and book every detail of your Australian vacation.

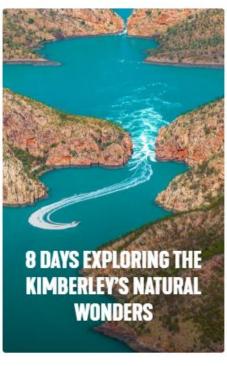
#### Australia:



#### Australia:

### **POPULAR ITINERARIES**

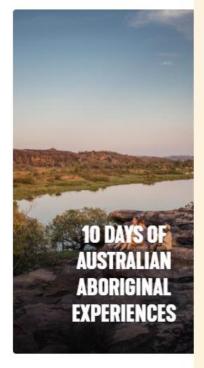












### Australia:

### @AUSTRALIA













#### @Australia



Name a more iconic trio, we'll wait.

@marcocasaphoto captured this stunning shot at
@sydney's golden hour, showcasing the beautiful
pairing that is the @sydneyoperahouse,
#SydneyHarbourBridge and @lunaparksydney.
You can experience all three attractions in one
day, starting with a scenic stroll across the bridge
from @therocks, spend the day on rides and
carnival games at

#LunarPark, then catch the ferry back to Circular Quay for drinks and dinner at @operabarsydney or @bennelong\_sydney. (3)

#seeaustralia

#newsouthwales

#ilovesydney

#sydneylocal

#lunaparksydney

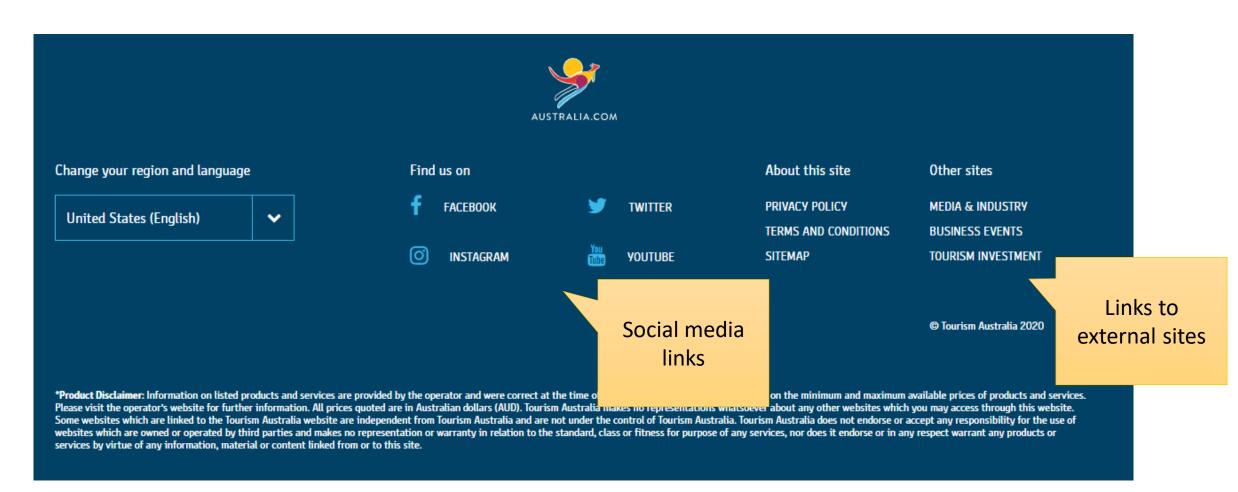
#sydneyoperahouse





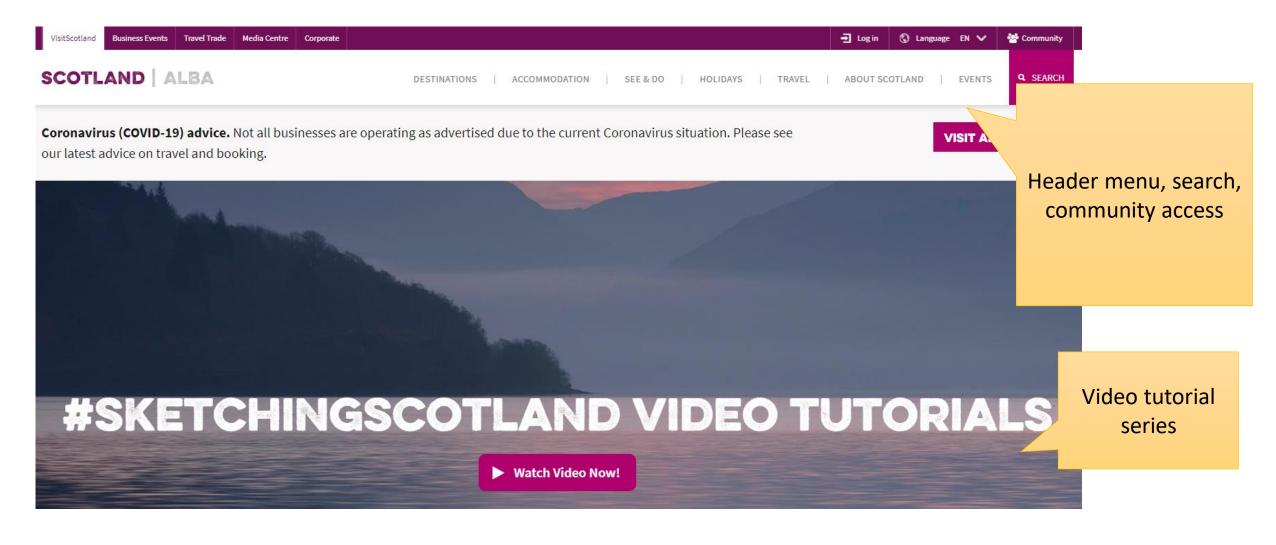


#### Australia:



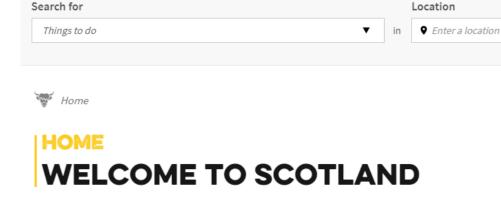
## Benchmarking - Home page - Scotland

#### **Scotland:**



## Benchmarking - Home page - Scotland

#### **Scotland:**



In light of COVID-19, everyone's health and safety is the most important thing. We want to be able to share our beautiful country with everyone near and far but only when it's safe to do so. We'd ask everyone who is considering day trips and overnight stays to please plan ahead carefully and check opening arrangements with the businesses directly.

We'll be updating our website and social media regularly with the latest information so keep checking back for more details and of course, lots of inspiring and beautiful content on where to go, what to see and what to do. Our way of keeping you smiling!

For just now, please follow the **advice of the current phase from the Scottish Government**, and always stay 2 metres away from those outwith your own household both indoors and outdoors.

Please stay safe everyone and we look forward to welcoming you to Scotland very soon.



**SEARCH** 

# **Benchmarking – Home page - Scotland**

### **Scotland:**



IDEAS AND INSPIRATION FROM SCOTLAND UNTIL WE MEET AGAIN



**UNIQUE EXPERIENCES** 



**OUTLANDER** 



**DRIVING & ROAD TRIPS** 

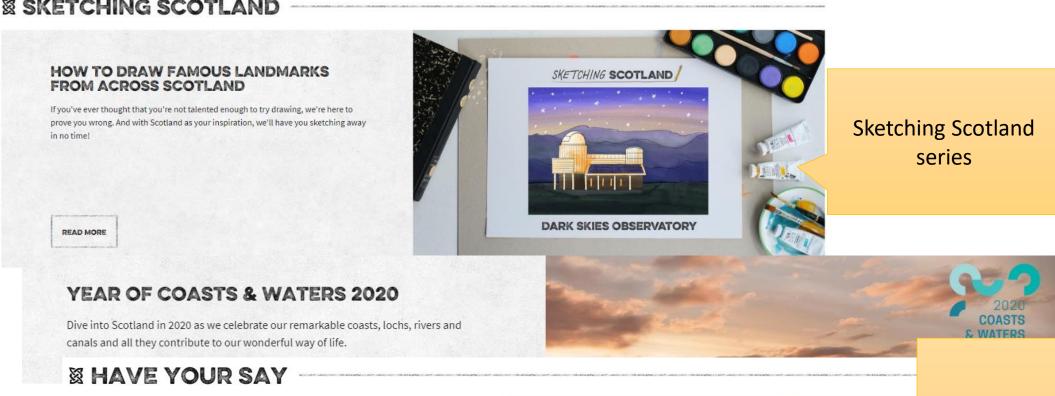


SCOTLAND'S HIDDEN GEMS

# Benchmarking - Home page - Scotland

### **Scotland:**

#### **SKETCHING SCOTLAND**



#### ASK US A QUESTION...

Chat with us on Facebook Messenger - we're here to answer any questions you may have about holidays in Scotland.



Ask questions through Facebook messenger

## Benchmarking - Home page - Scotland

### **Scotland:**



#### **WATCH OUR TOUR GUIDES IN ACTION**



Tour Guide Tales: Aberdeen Art Gallery



Tour Guide Tales: The Black Officer of Badenoch



Tour Guide Tales: RRS Discovery Dundee 1:30

Videos by Tour Guides

#### **Ø GREAT IDEAS FOR YOUR HOLIDAY**



ITINERARIES >



DESTINATIONS >



SOUNDS OF SCOTLAND >



SHORT & WEEKEND BREAKS >

Holiday ideas

# Benchmarking - Home page - Scotland

#### **Scotland:**



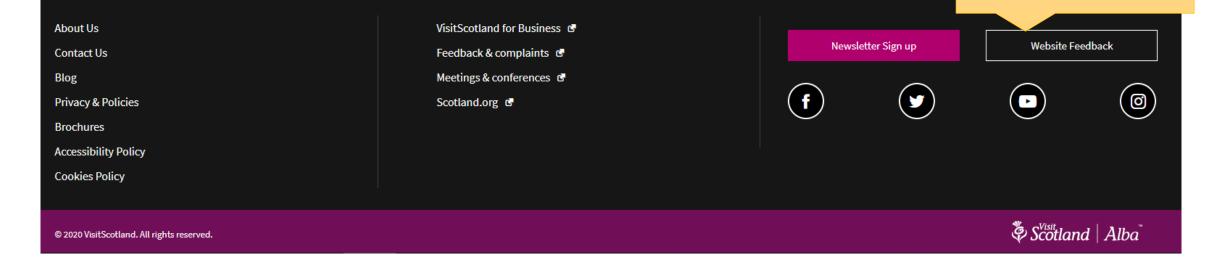
**IKNOW COMMUNITY** 



DOWNLOAD NEW PORTAL AR APP &

Visibility for iKnow Community and Portal AR app

Important links, feedback, social media links



# **Benchmarking – Events & Festivals**

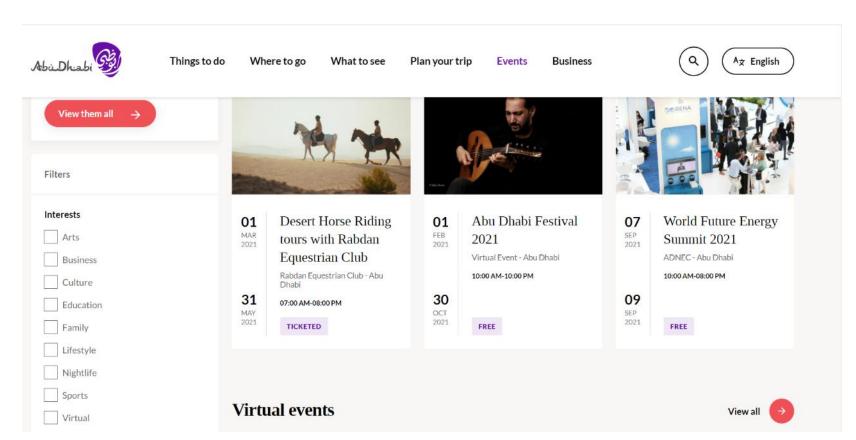
Events and festivals section could comprise the following:

- Yearly calendar of events and festivals
  - Region-wise categorisation of events and festivals
  - O Different events and festivals will be tagged under various interest categories as under -
    - Tradition & Culture
    - Art & Craft
    - Fairs & Exhibition
    - Film festivals
    - Others
- Listing of major destinations to visit to experience the event and festival
- Listing of trips and itineraries to visit during the event and festival

# Benchmarking – Events & Festivals – Abu Dhabi

Abu Dhabi lists the events and festivals with the following filters –

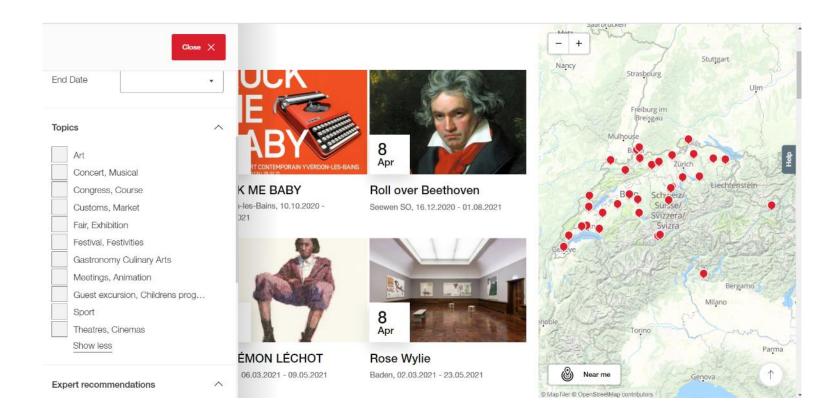
- Date
- Interests
- Venue
- Region
- Event type



# Benchmarking - Events & Festivals - Switzerland

Switzerland lists the events and festivals with the following filters –

- Location
- Date
- Topics
- Expert recommendations



## Benchmarking – Events & Festivals – Scotland

Scotland lists the events and festivals categorised as -

- **Top Scottish Virtual Events**
- **Highland Games**
- Hogmanay & New Year
- **Edinburgh Summer Festivals**
- Music Festivals



TOP SCOTTISH VIRTUAL EVENTS



**HIGHLAND GAMES** 



**HOGMANAY & NEW YEAR** 

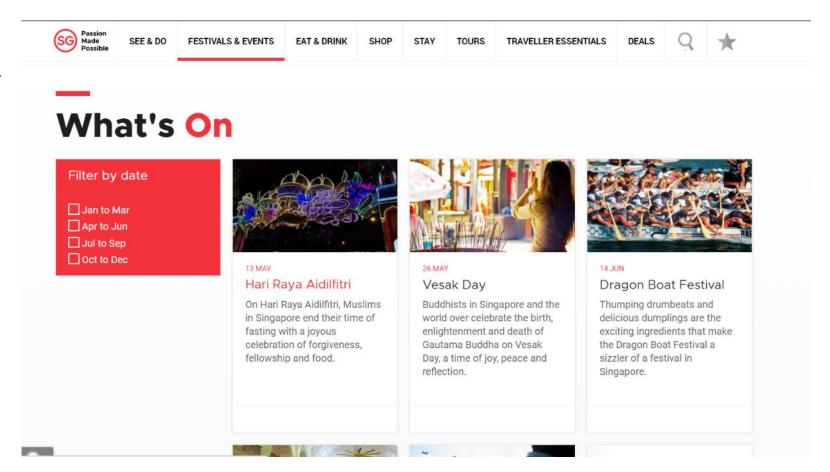


**EDINBURGH SUMMER FESTIVALS** 



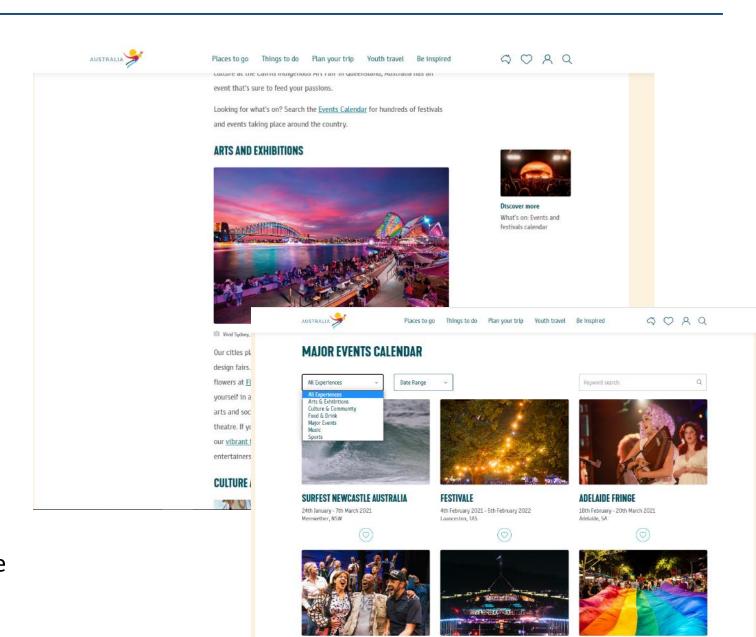
# **Benchmarking – Events & Festivals – Singapore**

Singapore lists the events and festivals which are filtered datewise.



## Benchmarking – Events & Festivals – Australia

- The page for Events & festivals category within 'Activities' comprise the following:
  - Writeup with links to different events/festivals under different categories -
    - Arts & Exhibition
    - Culture & Community
    - Food & Drinks
    - Major events
    - Music
    - Sports
  - Link to Events calendar
    - 2 filters in the calendar -
      - Experience category
      - Date
    - Map based representation of the events 'near' the viewer



# Benchmarking - Mobile app

### Level 1 components: Mobile app

Mobile app could comprise of the following components:

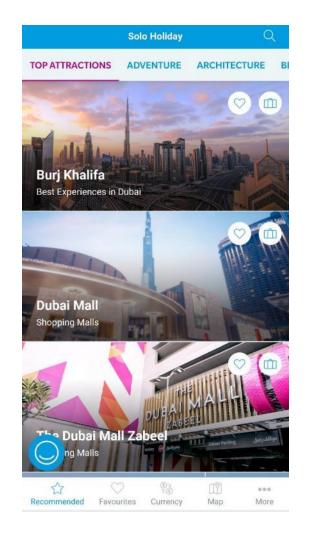
- 1. Destinations (as per revised structure on website)
- 2. Experiences (as per revised structure on website)
- 3. Trips (as per structure implemented on website)
- 4. Trip planner tool
- 5. Planning (replication of website components)
- 6. Services (replication of website components)
- 7. Login feature
- 8. Wishlist / Favourites feature
- 9. Emergency contacts
- 10.Map-based integrations
- 11.Ratings feature
- 12. Share and Download feature
- 13. Search feature
- 14. Essentials information (travel cards, weather, currency exchanges, etc.)

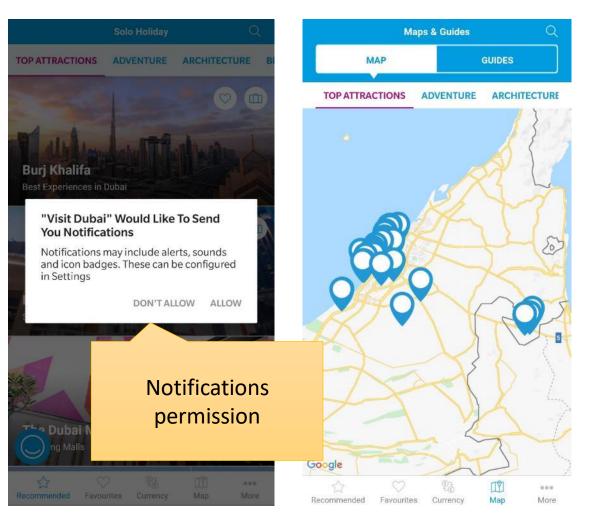
# Benchmarking - Mobile app

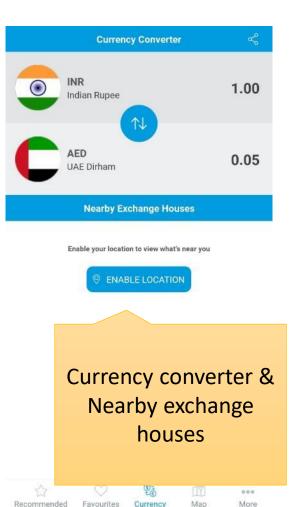
### Level 1 components: Mobile app (contd.)

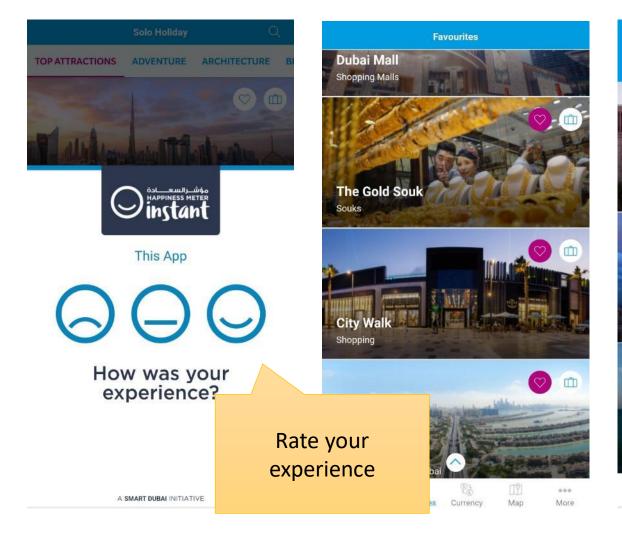
Mobile app could comprise of the following components:

- 15. Events & festivals calendar
- 16. Location based notifications
- 17. Recommendation popups
- 18. Surveys
- 19. Feedbacks
- 20. Links to relevant websites
- 21. Links to relevant apps

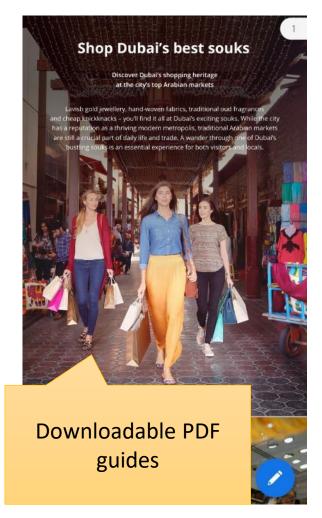


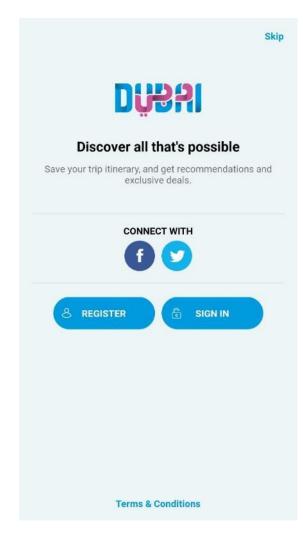


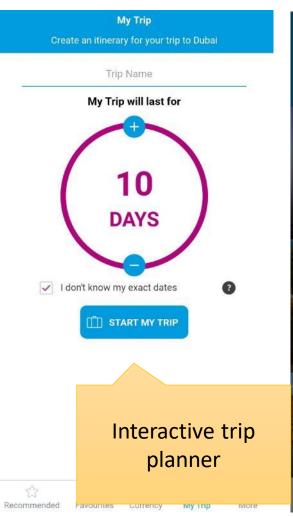


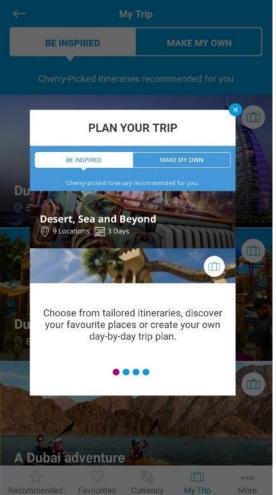


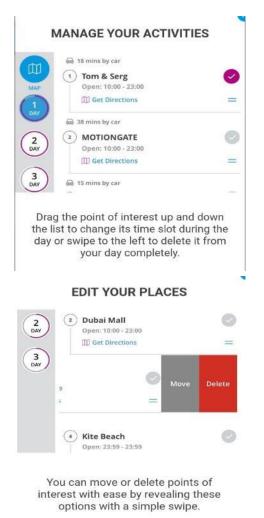


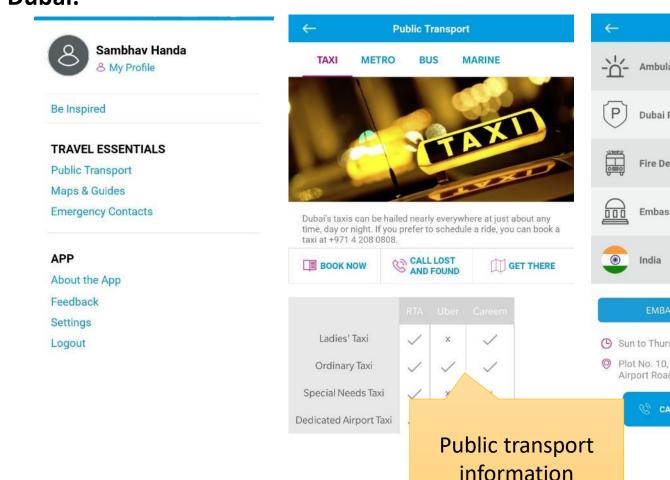


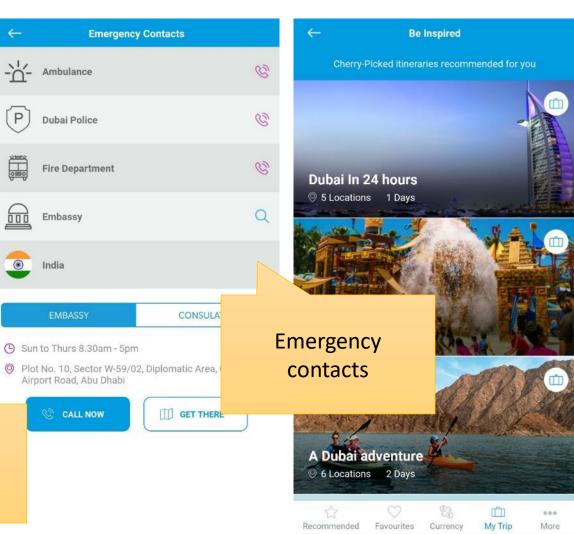






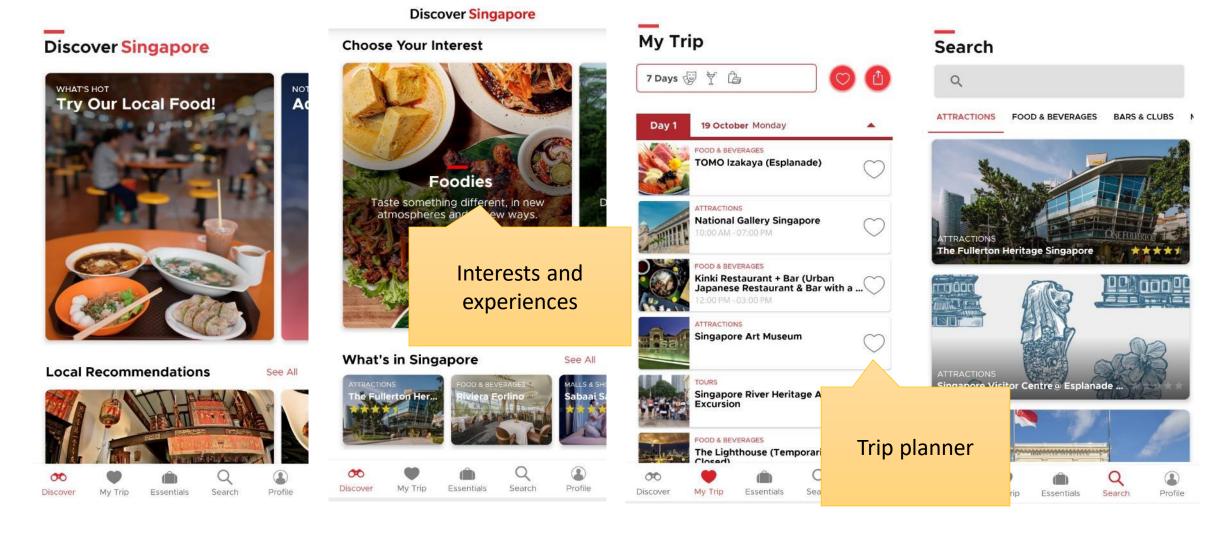






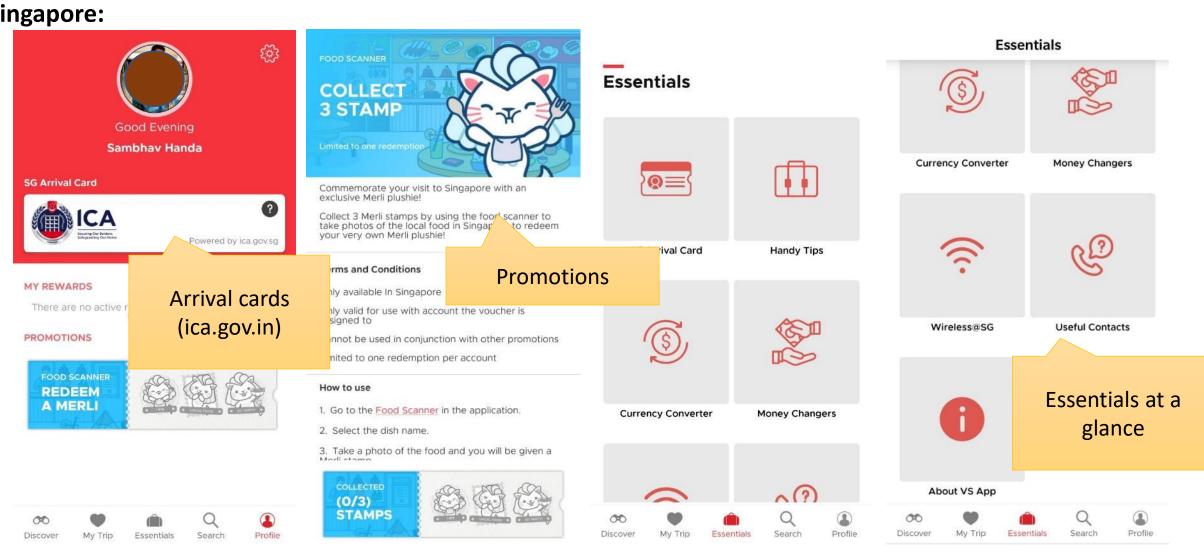
## **Benchmarking – Mobile app - Singapore**

### Singapore:



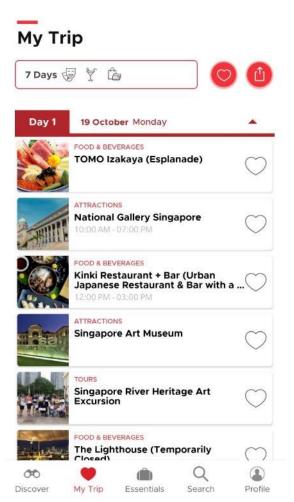
# **Benchmarking – Mobile app - Singapore**

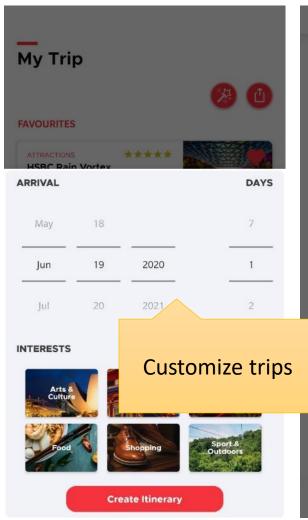
### Singapore:

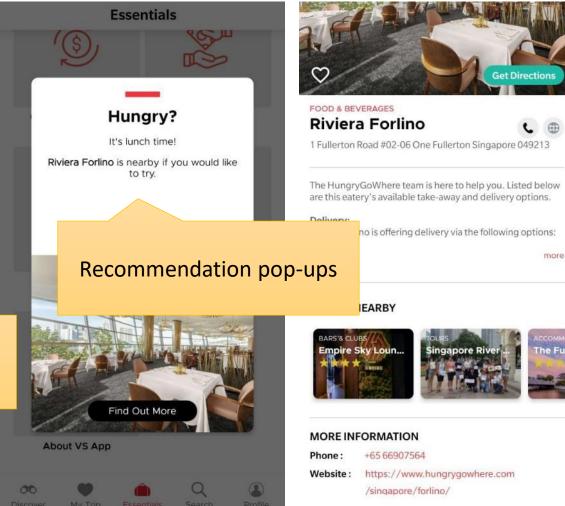


## Benchmarking - Mobile app - Singapore

### Singapore:

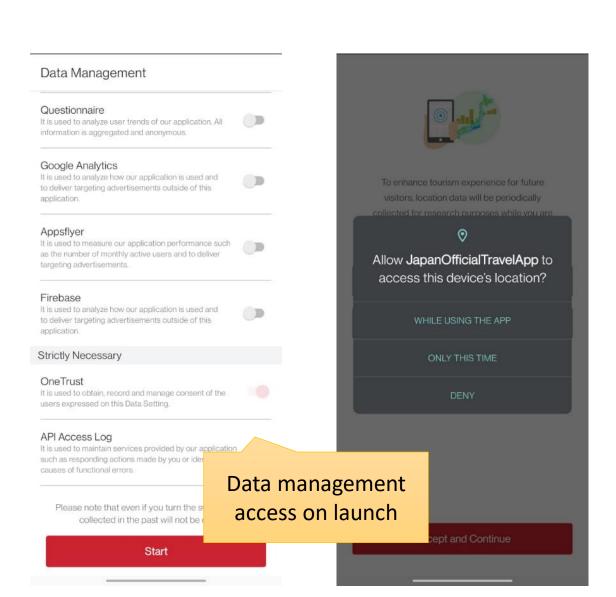


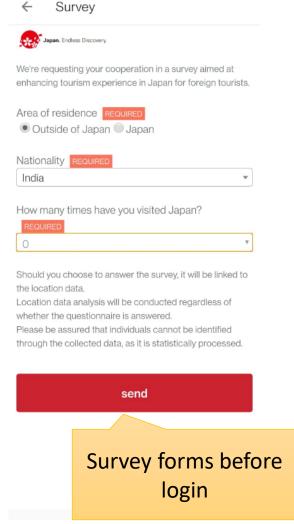




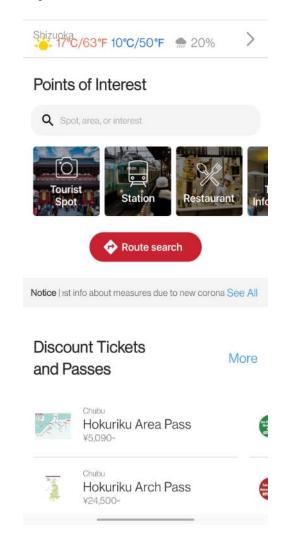
### Japan:

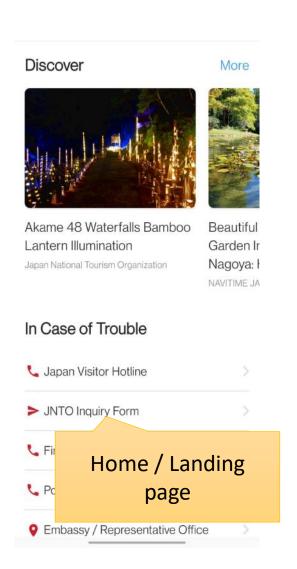
### Data Management To enhance tourism experience for future visitors, data will be collected for research purposes. For more information, please read our Privacy Policy or set your data preference below. Accept All By tapping this "Accept All" button, you agree with our Privacy Policy. Location Data It is used to deliver disaster information when necessary and to measure tourists' journey trends such as which traffic routes is the most or the least popular. Questionnaire It is used to analyze user trends of our application. All information is aggregated and anonymous. Google Analytics It is used to analyze how our application is used and to deliver targeting advertisements outside of this application. Appsflyer

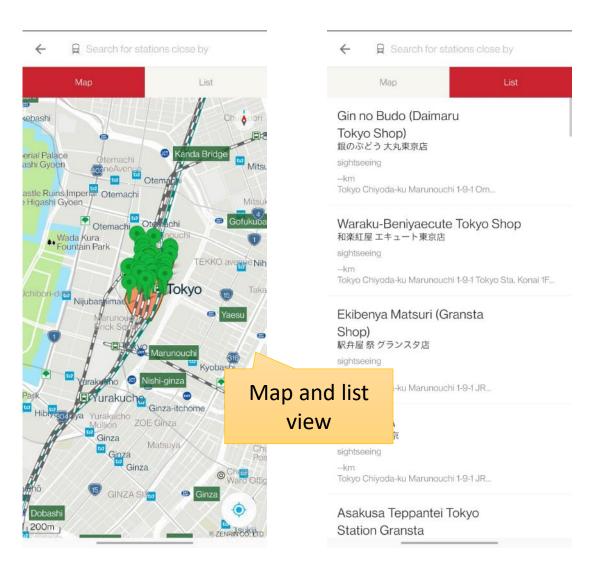


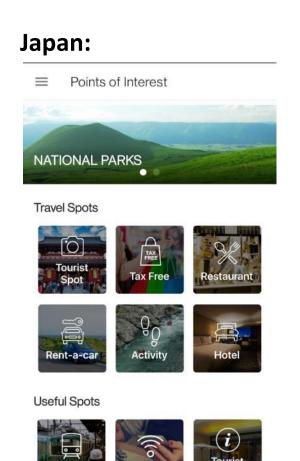


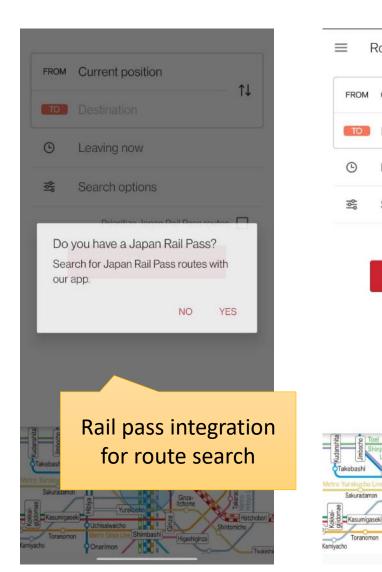
### Japan:

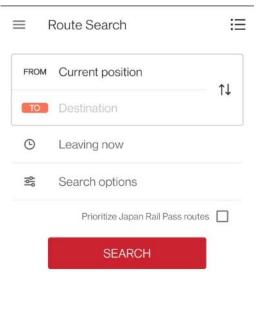


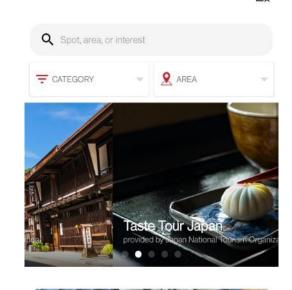


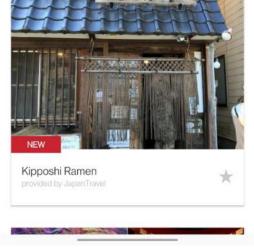


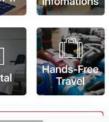




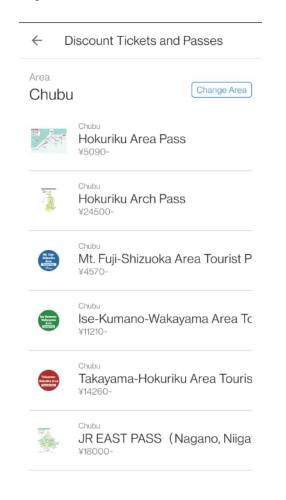




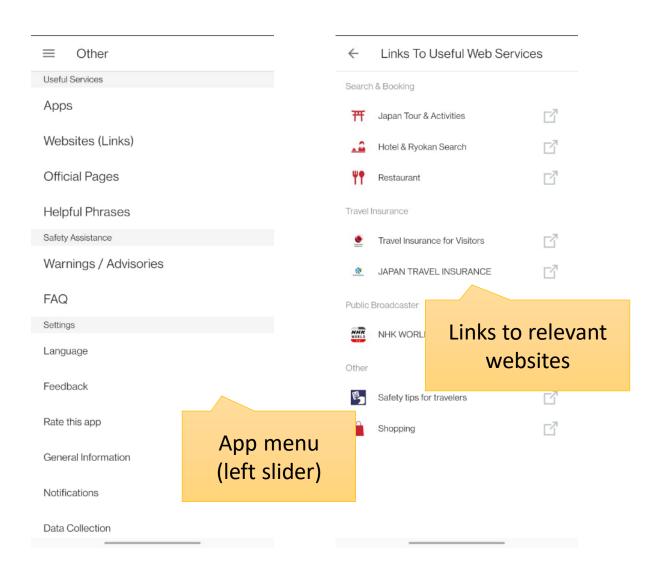




### Japan:







### Japan:

4

Official Media & Web Site

Official Web Site



Official Website

Official SNS



Facebook



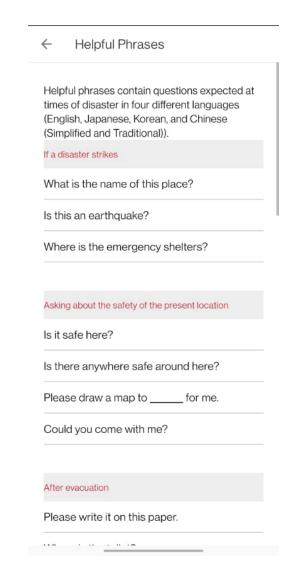
Instagram



Twitter
@JapanSafeTravel



TripAdvisor





Government



#### Safety tips

This Application notifies a user with disaster information issued in Japan.

Translator



#### VoiceTra

VoiceTra is a speech translation application for travel phrases.

Food



#### Japan Restaurant Guide

Japan Restaurant Guide for your smart

Accommodation



#### Agoda

Exclusive deals on over 1.3 million properties worldwide.



#### Booking.com

Best travel app for hotel & vacation rental deals for your vacation trips!

#### Links to useful apps



#### Booking.com

Best travel app for hotel & vacation rental deals for your vacation trips!



#### Expedia

Book on the go and get real-time trip updates with the free Expedia App.



#### Hotels.com

The Hotels.com app is the simple, fast and secure way to book your perfect hotel.

Transportation

# Links to relevant apps



Jap

travel around like a local!

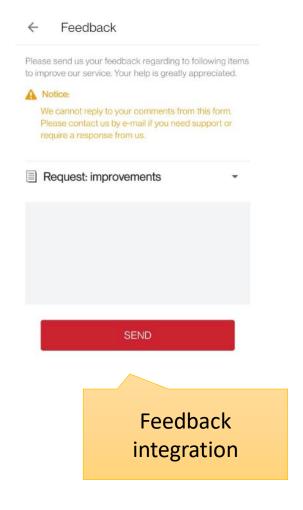


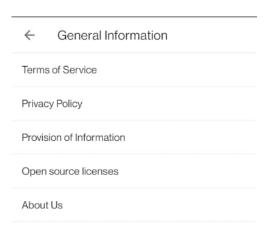
### Tokyo Subway Navigation for Tourists

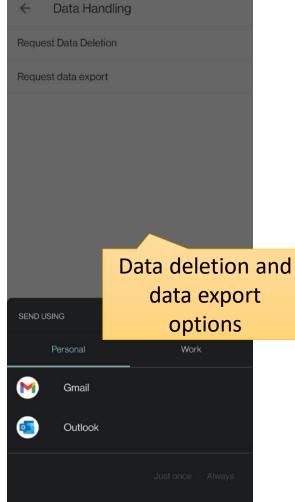
Free app in five languages for navigating routes in Tokyo subways offline.

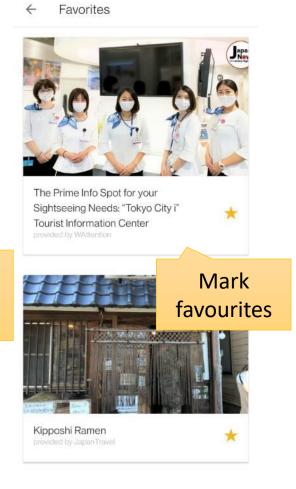
Media

### Japan:









### Incredible India – Analytics and Personalization Plan way forward 2021

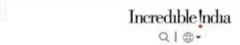
Web Analytics **Mobile Analytics** Web and Mobile Personalization

# **Phase 1: Capture Rule based Parameters**



**Capturing Video Length** 

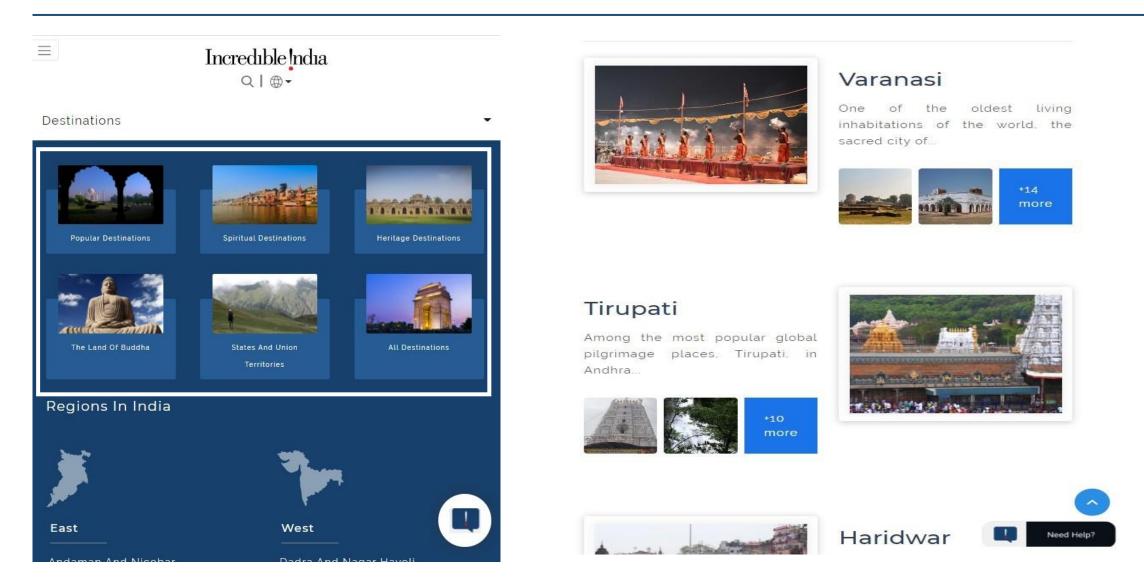
**Capturing Scroll Bar** 





One of the oldest civilisations in the world, India is a mosaic of multicultural experiences. With a rich heritage and myriad attractions, the country is among the most popular tourist destinations in the world. It covers an area of 32, 87,263 sq. km, extending from the snow-covered Himalayan heights to the tropical rain forests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a diageographical entity.

# **Phase 2 : Capture All destinations**

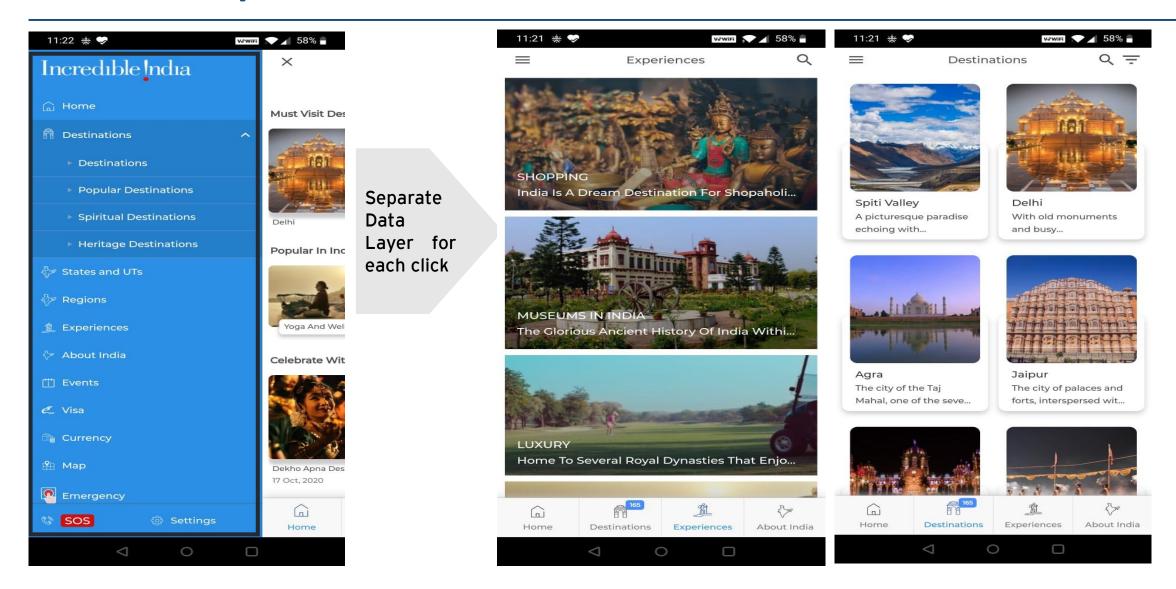


Capture the clickstream data on destinations and regions with the tracking path of in and outward.

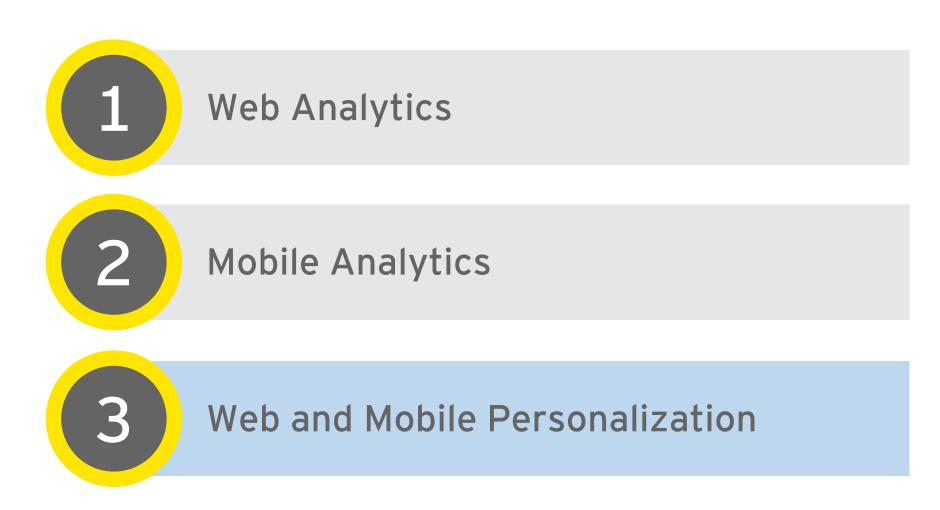
### Incredible India – Analytics and Personalization Plan way forward 2021

Web Analytics **Mobile Analytics** Web and Mobile Personalization

# **Phase 1: Capture All Clicks**



### Incredible India – Analytics and Personalization Plan way forward 2021



### **Personalization**

Travelers expect a continuous experience across channels and devices that is highly relevant and personalized to their needs.

They want to achieve what they want, when and how they choose to





Incredible India
personalize each
visitor's experience
according to the type of
trip or leisure activity
they are planning (such
as family vs couple,
experiential or
destination).



Multiple Experiences are available on Incredible India

#### Adventurous Experience



Family Trip Experience



Spiritual Experience



# Web and Mobile Personalization way forward



**Develop New Experiences** and Audience **Segments** 

Set up AB/Multivaria te tests

Create Personalized web experiences

Create fragments on web pages

### Future Personalization Scenarios for Incredible India Website/Mob App

<u>User Set Personalization:</u> The user should be able to set a content preference and get an experience according to the selection

<u>Profiled Personalization</u>: Profiled personalization should utilize the additional information the user has explicitly mentioned at the time of profiling or you would have learned from the behaviour to customize their experience.

<u>Behavioural Personalization:</u> Behavioural personalization tracks how a user interacts with different content across the Incredible India website and Mobile app and then implicitly infers their interests by providing relevant content irrespective of explicitly mentioning the areas of interest.

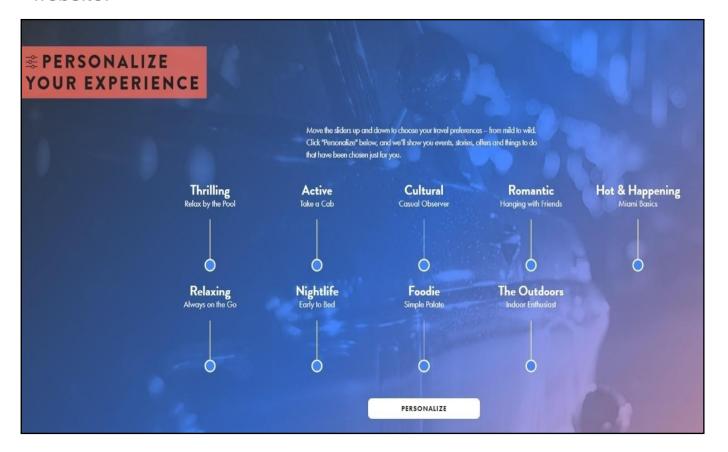
<u>Triggered Personalization:</u> Incredible India website and Mobile app experiences should be changed for the user based on direct action taken by the user in real time as per the requirements provide by the Ministry of Tourism.

**Automated personalization** based on user behaviour and previous learning

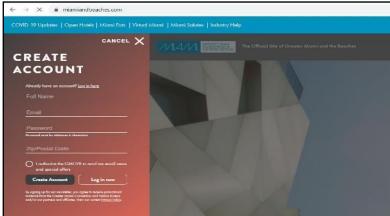
## **Personalization Use Case (Miami Beach)**

### Anonymised User - Clickstream data & logged-in user

<u>miamiandbeaches.com</u> provides a feature to the visitors to create their own personalization of the website based on their interest. Furthermore these settings becomes a permanent part of the experience if the visitor registers in the website.





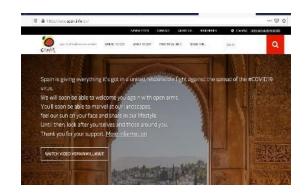


### **Anonymised User – Location Data**

### SPAIN.INFO

traces your IP address and changes the language of the webpage based on the country of origin

#### **Indian Version**



#### **Chinese Version**



### VISITDUBALCOM

maintains multiple versions of the website according to the visitors' country of origin

#### **Indian Version**



#### **French Version**



### **Personalization**



- Anonymised User Clickstream input Data
- 3 personas (Heritage, Adventure, Spiritual) are defined basis the pages a visitor browsed and then a contextualized experience is provided to that audience



- 2 Anonymised User Location Data
- 8 regions (Spain, Middle East, China, Germany, Malaysia, France, Russia, US) have been defined to drive a contextualization experience basis the region a visitor is visiting from



- 3 Logged-in User User profile / interest based
- Real-time personalization experience will be delivered based on interests/preferences a visitor has shared





Browses the website and leave digital foot print

Visitor's persona gets created based on the browsing history



Perfect Experience is delivered



Drops off after getting the desired information

Revisits the website

Visits Website

Thank you!