



# REQUEST FOR PROPOSAL

## PUBLIC RELATIONS REPRESENTATION UNITED STATES & CANADA

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Contract Period: September 2026 – August 2027

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RFP Issued: July 7, 2026

Proposal Submission Deadline: **August 6, 2026 | 5:00 PM Pacific Time**

Prepared by:  
**Tourism Fiji, North America Office**

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## OVERVIEW

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Tourism Fiji is dedicated to promoting and developing Fiji as a world-renowned tourism destination through effective destination marketing and strategic communications. Tourism contributes nearly 40% of Fiji's GDP and supports approximately one-third of the nation's workforce, making it one of the country's most important economic sectors.

North America represents approximately 20% of all visitor arrivals to Fiji and remains a strategically important growth market. With direct air access from Los Angeles, San Francisco, and Vancouver, Tourism Fiji continues to see strong demand from the United States and Canada and significant opportunities to further increase destination awareness, preference, and visitation.

Tourism Fiji's North America team, based in Los Angeles, is seeking an experienced public relations agency to provide strategic communications support on a monthly retainer basis. The selected agency will work closely with Tourism Fiji to increase awareness of Fiji, strengthen destination preference, generate high-quality earned media coverage, and support broader destination marketing objectives across the United States and Canada.

## CONTRACT TERM

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Tourism Fiji intends to appoint an agency for an initial twelve (12) month term from September 1, 2026 to August 31, 2027.

Subject to satisfactory performance, available funding, organizational requirements, and mutual agreement between both parties, Tourism Fiji reserves the right to extend the agreement for up to two (2) additional one-year terms without issuing a new Request for Proposal.

## TOURISM FIJI BUSINESS OBJECTIVES

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The selected agency will support Tourism Fiji in achieving the following objectives:

- Increase awareness, consideration, and intent to visit Fiji among North American travelers.
- Position Fiji as the leading South Pacific destination for affluent leisure travelers.
- Increase visibility of Fiji's luxury, family, wellness, adventure, cultural, and sustainable tourism experiences.
- Support airline, trade, and industry partner initiatives that drive visitation.
- Generate measurable earned media coverage and consumer engagement.
- Strengthen Fiji's reputation as an aspirational and accessible destination.
- Support Tourism Fiji's broader visitation, yield, and revenue growth objectives.

## TARGET AUDIENCES

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Applicants should demonstrate how they will effectively reach and influence the following audiences:

### Consumer Audiences

- Affluent leisure travelers
- Luxury travelers
- Couples and honeymooners

- Families
- Adventure travelers
- Wellness travelers
- Cultural and experiential travelers
- Multi-generational travelers
- Divers
- Cruise travelers

### **Trade Audiences**

- Travel advisors
- Tour operators
- Consortia partners
- Travel industry professionals
- MICE planners

### **Media Audiences**

- Travel media
- Luxury lifestyle media
- Consumer lifestyle media
- Wellness media
- Food and beverage media
- Travel trade and tourism industry media
- Broadcast media
- Digital content creators and influencers

## **PRIORITY MARKETS**

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### **Primary Markets**

- Los Angeles
- San Francisco
- Vancouver

### **Secondary Markets**

- Seattle
- Portland
- Phoenix
- Salt Lake City
- Denver

Applicants may recommend additional high-potential markets and provide supporting rationale.

## APPLICANT CRITERIA

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The agency must:

- Demonstrate proven success executing integrated public relations campaigns across travel, tourism, lifestyle, luxury, wellness, family travel, business events, and/or consumer sectors.
- Possess established relationships with key travel, lifestyle, luxury, business, broadcast, and consumer media across North America.
- Demonstrate strong strategic planning capabilities and a proactive approach to generating earned media opportunities.
- Have experience managing influencer and creator partnerships.
- Demonstrate the ability to provide both proactive and reactive communications support.
- Previous destination marketing organization, tourism board, hospitality, or airline experience is highly desirable.

The selected agency will work closely with Tourism Fiji's Communications Manager and North America team to develop and execute strategic communications initiatives that enhance Fiji's visibility, reputation, and desirability as a tourism destination.

## SCOPE OF WORK

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The selected agency will serve as Tourism Fiji's public relations partner in the United States and Canada and will be responsible for developing and executing strategic communications initiatives that increase awareness, consideration, and travel preference for Fiji.

The agency's responsibilities will include, but are not limited to, the following:

### 1. Strategic Communications & Counsel

- Develop and implement an annual public relations strategy aligned with Tourism Fiji's business objectives.
- Provide ongoing strategic communications counsel and recommendations.
- Identify emerging travel, tourism, lifestyle, and consumer trends relevant to Fiji.
- Monitor competitive destinations and provide market intelligence and strategic insights.
- Ensure communications strategies align with Tourism Fiji's strategic priorities and evolving organizational objectives.

### 2. Media Relations & Storytelling

- Develop and execute proactive media relations programs targeting travel, lifestyle, luxury, wellness, business, broadcast, and consumer media.
- Create compelling story angles, pitches, press releases, and media materials.
- Secure earned media coverage and spokesperson opportunities for Tourism Fiji and its partners.
- Manage media inquiries and facilitate interviews, media visits, and press opportunities.

### 3. Influencer, Creator & Media Hosting Programs

- Identify and recommend media, influencers, creators, and content producers aligned with Tourism Fiji's objectives.

- Support the planning and execution of media familiarization trips and creator programs.
- Manage influencer and creator outreach, negotiations, and performance evaluation where required.
- Track and report on resulting media coverage and content deliverables.

\*Please note that media familiarization hosting costs are excluded from the budget allocation outlined in this RFP.

#### **4. Partnerships, Activations & Industry Engagement**

- Identify and develop strategic opportunities with brands, media organizations, tourism stakeholders, airlines, and other relevant partners.
- Support destination activations, events, media engagements, and partnership initiatives that increase visibility for Fiji.
- Assist with communications opportunities related to tourism developments, airline partnerships, industry events, and destination announcements.

#### **5. Crisis Communications & Reputation Management**

- Provide communications counsel and support during issues or crisis situations.
- Assist with the development of key messaging, media responses, and communications protocols.
- Support Tourism Fiji in protecting and strengthening the destination's reputation.

#### **6. Reporting & Measurement**

- Provide monthly activity reports and quarterly performance reviews.
- Track and evaluate media coverage, earned reach, sentiment, share of voice, influencer performance, and other agreed KPIs.
- Provide recommendations and optimization strategies to maximize program effectiveness.

#### **Innovation & Growth Opportunities**

Tourism Fiji welcomes creative ideas beyond the traditional scope of public relations. Applicants are encouraged to propose innovative earned media initiatives, creator programs, strategic partnerships, activations, and other opportunities that have the potential to significantly increase awareness, consideration, and travel demand for Fiji in the North American market.

### **REPORTING & MEASUREMENT**

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The selected agency will provide structured monthly and quarterly reporting. To ensure proposals can be evaluated consistently, Tourism Fiji has identified the following core metrics that will be tracked throughout the contract period:

- Earned media placements (total and Tier 1).
- Earned media reach and impressions.
- Coverage sentiment (positive, neutral, negative).
- Share of voice relative to key competitive destinations.
- Influencer and creator content deliverables and performance.

- Strategic partnerships and activations initiated or completed.

Applicants should propose annual KPI targets for each of the above, along with any additional metrics they believe are relevant to demonstrating program effectiveness and return on investment. Proposals should explain the methodology behind recommended targets and how performance will be assessed against them.

## Monthly Reporting

Monthly reports shall be submitted no later than the 5th business day of each month and cover the previous month's activities and results. At minimum, each report should include:

- Media coverage summary and highlights.
- Placements secured and estimated reach.
- Influencer and creator program updates.
- Upcoming priorities and planned activity for the month ahead.
- Flags, issues, or recommendations requiring Tourism Fiji input.

## Quarterly Reporting

Quarterly reviews will assess cumulative performance against agreed annual KPIs, with emphasis on strategic insights and course corrections where needed. Tourism Fiji will provide further guidance on format and timing following appointment, in collaboration with the selected agency.

## Reporting Tools

Applicants should identify the media monitoring and measurement platforms they intend to use and explain how these tools will support accurate, consistent tracking and reporting across the contract period.

## BUDGET ALLOCATION

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Tourism Fiji has allocated an estimated annual public relations budget of USD \$250,000 for the contract period September 1, 2026 through August 31, 2027. Applicants are asked to recommend the investment they believe is necessary to successfully achieve Tourism Fiji's objectives. Proposals should reflect genuine strategic thinking and clearly justify how the recommended budget will be deployed to deliver measurable results.

## Agency Fees

Applicants should clearly outline:

- Annual and monthly retainer amount.
- Team structure and level of support.
- Estimated percentage of time allocated by each team member.

## Program Expenses

Applicants should provide a recommended allocation for:

- Media events and activations.
- Influencer and creator initiatives.

- Partnership development.
- Content creation support.
- Media monitoring and reporting tools.
- Other recommended program expenses.

### **Optional Strategic Opportunities**

Agencies are encouraged to propose additional campaigns, activations, partnerships, or special projects they believe would deliver meaningful results beyond the core program. These should be presented separately and include estimated costs, expected outcomes, and clear rationale for the additional investment.

### **Important Notes**

- Media familiarization trip hosting costs are excluded from this RFP and should not be included in proposed allocations.
- Proposals that exceed Tourism Fiji's budget range will not be automatically disqualified, provided a compelling rationale and expected return on investment are clearly presented.
- Tourism Fiji reserves the right to adjust the final scope of work and budget based on agency recommendations, available funding, and organizational priorities.

## **PROPOSAL SUBMISSION GUIDELINES**

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Proposals should include:

### **Agency Overview**

- Agency background and history.
- Relevant travel, tourism, destination marketing, and hospitality experience.
- North American market expertise.

### **Team Structure**

- Key personnel assigned to the account.
- Roles and responsibilities.
- Relevant experience and qualifications.

### **Relevant Experience & Case Studies**

- Examples of successful campaigns.
- Media relations results achieved.
- Influencer, creator, and partnership programs managed.
- Destination marketing or tourism-related experience.

### **Strategic Approach**

- Proposed communications strategy for Tourism Fiji.
- Key opportunities and recommendations.
- Annual action plan and approach to execution.



- Proposed 12-month communications calendar highlighting seasonal story angles, campaign opportunities, partnership concepts, and major industry events.
- Outline how the proposed strategy will contribute to increasing awareness, consideration, and travel demand for Fiji among North American consumers.

## **Measurement & Success Metrics**

- Recommended KPIs.
- Reporting methodology.
- Approach to demonstrating return on investment.

Applicants should recommend measurable annual KPIs, which may include earned media placements, Tier 1 media placements, influencer partnerships, share of voice growth, earned media reach, sentiment benchmarks, strategic partnership opportunities, and thought leadership opportunities.

## **Budget Proposal**

- Detailed budget allocation.
- Agency fees.
- Program and campaign costs.
- Optional recommendations outside the proposed budget.

## **References**

Applicants should provide a minimum of three (3) client references and include:

- Contact name
- Title
- Organization
- Email address
- Phone number

## **Conflict of Interest Disclosure**

Applicants must disclose any current, anticipated, or perceived relationships with tourism boards, destinations, airlines, hotel groups, cruise lines, or travel brands that may present a conflict of interest during the contract period. Failure to disclose such conflicts may result in disqualification.

## **Proposal Length**

Proposals must not exceed 30 pages, excluding appendices and supporting materials.

## **EVALUATION CRITERIA**

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Proposals will be evaluated based on:

- Strategic approach – 25%
- Relevant experience and expertise – 20%
- Team and account leadership – 15%
- Creativity and innovation – 15%

- Media and influencer relationships – 10%
- Budget efficiency and value – 10%
- Measurement and reporting capabilities – 5%

## PROPOSAL SUBMISSION & TIMELINE

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### Proposal Submission

Proposals should be submitted electronically in PDF format to:

#### Proud Miranda

Communications Manager, North America

Tourism Fiji

Email: [pmiranda@tourismfiji.com.fj](mailto:pmiranda@tourismfiji.com.fj)

All proposals must be received no later than **August 6, 2026 at 5:00 PM PT**.

Questions regarding this RFP should be submitted in writing by July 16, 2026.

### Timeline

- RFP Issuance Date: July 7, 2026
- Deadline for Questions: July 16, 2026
- Proposals Submission Deadline: **August 6, 2026 at 5:00 PM PT**
- Shortlisted Agency Presentations: August 24-27, 2026
- Agency Selection: August 28, 2026
- Anticipated Contract Start Date: September 1, 2026

Initial contract term: September 1, 2026 – August 31, 2027

Potential Extensions: Up to two (2) additional one-year terms, subject to performance, available budget, and mutual agreement.

**The cost of preparing the proposals is not reimbursable, and Tourism Fiji is not bound to accept any of the proposals submitted.**

Shortlisted agencies may be invited to participate in a presentation and Q&A session. Agencies should be prepared to present their strategic recommendations, campaign concepts, team structure, budget rationale, measurement framework, and relevant case studies. All such presentations, discussions, and any clarification meetings shall remain confidential.

## TOURISM FIJI RIGHTS

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Tourism Fiji reserves the right to:

- Accept or reject any proposal.

- Request additional information or clarification from applicants. Any such clarification requested by Tourism Fiji shall be for the purpose of assisting evaluation only and shall not permit material changes to the proposal.
- Negotiate scope, deliverables, and pricing with one or more applicants.
- Cancel, amend, or modify the RFP process (including issuing addenda) at any time prior to the submission deadline without obligation.
- Select the proposal deemed to provide the best overall value and strategic fit, not necessarily the lowest cost proposal.
- Amend priorities, deliverables, and areas of focus during the contract period in response to organizational, legislative, market, or business requirements.
- Extend the contract beyond the initial term, subject to satisfactory performance, available funding, organizational requirements, and mutual agreement between Tourism Fiji and the selected agency.

## FURTHER TERMS

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By submitting a proposal, the participant understands and agrees that:

- (i) Proposals will be reviewed and assessed by an evaluation panel appointed by Tourism Fiji at its absolute discretion.
- (ii) Proposals must be submitted in accordance with the requirements set out in this RFP. Tourism Fiji reserves the right to disqualify any submission that does not comply with the stated requirements. Late submissions will not be accepted.
- (iii) Proposals shall remain valid for a period of 120 days from the submission closing date unless withdrawn in writing by the applicant.
- (iv) Participants must not engage in collusive, deceptive, misleading, or anti-competitive conduct in relation to this RFP. Any evidence of such conduct may result in immediate disqualification and referral to the relevant authorities.
- (v) Tourism Fiji maintains a zero-tolerance policy toward fraud, bribery, and corruption. Any attempt to improperly influence the evaluation or award process will result in immediate disqualification.
- (vi) Applicants must not offer gifts, inducements, hospitality, or any other benefit to Tourism Fiji representatives during the RFP process.
- (vii) For the avoidance of doubt, no contractual relationship shall arise between Tourism Fiji and any applicant unless and until a formal written agreement is executed by both parties.

Tourism Fiji appreciates your interest and looks forward to reviewing your proposal and learning how your agency can help elevate Fiji's profile, preference, and visitation across the United States and Canada.