

Request for Expression of Interest

DEADLINE: February 23, 2026 at 1:00 p.m. (GMT/UTC-5 Local Time)

Procurement of Consulting Services – Marketing and Sales Representation Latin America for the Jamaica Tourist Board

The Jamaica Tourist Board (JTB) is reviewing the assignment of its marketing and sales representation agency in the Latin American territory and is inviting expressions of interest from suitably qualified candidates with a proven, strong track record of sales and marketing representation to be considered for review. The Jamaica Tourist Board (JTB) directs the marketing and sales activities for destination **Jamaica**- one of the world's leading tourist destinations.

Our overall objective is to find the best sales and marketing representation agency partner that will ultimately help JTB meet the company's goal of attracting more visitors from the core Latin American markets of Argentina, Brazil, Chile, Colombia, Peru and Mexico. The main responsibilities and deliverables of the consultant/firm are as follows but not limited to:

1. Develop and expand relationships with tour operators, airlines, travel agents selling Jamaica and other industry partners from core Latin American markets
2. Strategically grow, organize, and update travel and product databases for the territories selling Jamaica
3. Develop and implement sales plans in the core Latin American markets.
4. Plan and manage travel trade shows, consumer shows and exhibitions, roadshow and event coordination, to raise awareness and interest in the destination, within the travel trade industry in primary and secondary markets.
5. Develop new schedule and charter air service from core markets while working closely with existing carriers to seek out new gateways.
6. Develop and implement effective travel agent training and wholesale product discussions

The JTB invites eligible firms, joint ventures, or consortia ("Consultants") to express interest in providing the services. Interested Consultants should provide information demonstrating that they have the requisite competencies, experience, and qualifications in relation to the assignment. **The duration of the assignment shall be 36 months.**

Firms interested in being considered for this assignment are invited to complete and submit the **Expression of Interest Submission Document** which calls for relevant eligibility and qualification information to include but not limited to:

1. Certificate of Incorporation, Partnership or Business registration
2. Corporate Profile including background, geographic coverage, client list and similar assignments
3. Demonstrate technical competence and proven experience in tourism and destination marketing and sales over the past five (5) years.

Proposal submissions should be no longer than 15 pages.

The Expression of Interest is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the shortlisted firms. Consultants must attain a minimum of 70 out of 100 points to be shortlisted.

The Expression of Interest submission document will be made available for download via the e-GP Procurement System at <https://www.gojep.gov.jm> on **January 30, 2026**. Interested bidders are required to register as a supplier on **GOJEP at ePPS - Register Supplier** in order to access the EOI submission document. For assistance regarding registration, training on use of system, download of tender documents and upload of tender proposals, please contact the Ministry of Finance and the Public Service, Office of the Public Procurement Policy Unit Customer Care Desk at (876) 932-5220/932-5253 or email oppccustomercare@mof.gov.jm.

Expressions of Interest must be completed using the Expression of Interest Submission Document and submitted electronically in PDF Format via the GOJ's e-GP Procurement system at <https://www.gojep.gov.jm> by **1:00 pm local time Monday, February 23, 2026**. For further information, please contact JTB at: procurement@visitjamaica.com or **876-929-9200**.

The JTB reserves the right to accept or reject any Expression of Interest (EOI) and to annul the bidding process and reject all EOIs, without thereby incurring any liability to bidders at any time prior to the completion of the shortlisting process.