



Republic of Zambia  
MINISTRY OF TOURISM

GREEN, RESILIENT AND TRANSFORMATIONAL TOURISM DEVELOPMENT PROJECT (GREAT-TDP)

**CALL FOR EXPRESSION OF INTEREST**

CONSULTING SERVICES FOR MARKET RESEARCH, TOURISM BRAND AND MARKETING STRATEGY DEVELOPMENT FOR DESTINATION ZAMBIA

REFERENCE NO. ZM-MOT-534338-CS-QCBS

**Country:** Zambia  
**Name of Project:** Green, Resilient, Tourism, Transformation Project - GREAT- TDP  
**Credit No.** 73380  
**Name of Ministry of Tourism – Zambia Tourism Agency**  
**Implementing Agency:**  
**Assignment Title:** Consulting Services for Market Research, Tourism Brand and Marketing Strategy Development for Destination Zambia

The Government of the Republic of Zambia (GRZ) has received financing from the World Bank towards the cost of the Zambia Green, Resilient and Transformational Tourism Development Project (GREAT-TDP) and intends to apply part of the proceeds for consulting services for Tourism Brand Development and Marketing Strategy for Destination in Zambia.

The Ministry of Tourism (MoT), through the Zambia Tourism Agency (ZTA), seeks to strengthen Zambia's competitiveness as a global tourism destination through evidence-based market research, a refreshed national destination brand, a strengthened corporate identity for ZTA, and a comprehensive five-year tourism marketing strategy. This assignment is therefore critical to positioning Zambia as a premier destination in Africa and globally. For this purpose, the GRZ through the Ministry of Tourism through the Green, Resilient and Transformational Tourism Development Project (GREAT-TDP), Project Implementation Unit (PIU) now invites eligible consulting firms to express their interest in providing the above services. Consultants may associate with other firms in the form of a Joint Venture, Sub-Consultancy or Consortium to enhance their qualifications and competence.

**Scope of Assignment**

The consultancy will, among others, cover:

- Comprehensive tourism market research and segmentation
- Market portfolio analysis and investment allocation modelling
- Development of Zambia's destination brand identity and brand strategy
- Development of ZTA corporate identity
- Formulation of a five-year national tourism marketing strategy
- Development of implementation frameworks, monitoring & evaluation systems and capacity building

The assignment is expected to be completed within ten (10) months from contract signing.

**Access to Terms of Reference**

Full details of the Terms of Reference (ToR) for the assignment can be obtained by submitting a written request to the address provided below.

**Eligibility and Submission of Expressions of Interest**

Interested Consultants are invited to submit Expressions of Interest demonstrating relevant qualifications and experience to perform the services. The EoI shall include, at minimum:

- A cover letter expressing interest in undertaking the assignment
- Company profile (legal status, ownership, core business)
- Description of relevant similar assignments undertaken in the past ten (10) years
- Summary of proposed key experts (CVs not required at this stage)
- Contact details (physical address, telephone, and email)

**Shortlisting Criteria**

Consultants will be shortlisted based on the following criteria:

1. Firm's Legality status
2. Firm's core business and years in operation
3. Relevant experience in similar assignments (tourism branding, marketing strategy, market research, etc.)
4. Experience in Africa and/or comparable environments (including Zambia)
5. Availability of suitably qualified key experts
6. Technical and managerial capacity of the firm

**Conflict of Interest**

The attention of interested Consultants is drawn to paragraph 3.14 of the World Bank's Procurement Regulations November 2020 (Fourth Edition), setting forth the World Bank's policy on conflict of interest

which requires that firms or individuals involved in Bank IPF procurement shall not have a conflict of interest.

In addition, please refer to the following specific information on conflict of interest related to this assignment:

Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

1. A firm that has been engaged by the Borrower to provide Consulting Services for the preparation or implementation of a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that Consulting firm), shall be disqualified from subsequently providing Goods, Works, or Non-consulting Services resulting from, or directly related to those Consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract.
2. Neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant; Section III. Governance World Bank Procurement Regulations for IPF Borrowers.
3. Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:

- The preparation of the TOR for the assignment;
- The selection process for the contract; or
- The supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank

throughout the selection process and the execution of the contract.

EoI must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by 17:00 CAT on **4 March 2026**.

**The address referred to above is:**

Ministry of Tourism  
Green, Resilient and Transformational Tourism Development Project (GREAT-TDP)

**Attn: Mr. Taulino Banda / Procurement Specialist**

P.O Box 30575, Kwacha House Annex, Cairo Road

10101 Lusaka, Zambia

Email: [tbanda@greattdp.org](mailto:tbanda@greattdp.org) with copy to [chabasimbi@greattdp.org](mailto:chabasimbi@greattdp.org)

and [Mweene.Munkombwe@mot.gov.zm](mailto:Mweene.Munkombwe@mot.gov.zm) under subject: **Consultancy**

**Services for Market Research, Tourism Brand and Marketing Strategy Development for Destination Zambia**