

Terms of Reference

Crisis Management Tourism Consultant Restarting the Sector - The British Virgin Islands Tourist Board

The outbreak of COVID-19 has pressed the pause button on the tourism industry. In March 2020, territories and countries throughout the Caribbean, and the world, began closing their borders to regional and international travellers. This resulted in the suspension of services with tour operators, hoteliers and other hospitality-related services.

This pandemic has severely impacted the tourism sector in the British Virgin Islands. Our goal now is to navigate through the “new normal” by restarting our tourism sector, providing an exceptional tourism experience, while at the same time ensuring heightened attention to the health and wellbeing of BVI Islanders and our visitors.

To that end, the British Virgin Islands Tourist Board seeks to retain the services of a consultant or consulting firm with expertise and experience in crisis management and recovery of the tourism sector, with a specific focus on COVID19.

Scope of Services:

Analysis

- Analysis of current state readiness in the British Virgin Islands and that of other territories and Caribbean countries
- Carry out a market survey, aimed at understanding BVI tourists' intent and needs to travel in the near to mid future
- Assess and anticipate travelers' likely future needs given the health and safety concerns arising due to COVID-19;
- Analyze the implications of travelers' emerging needs for developing, managing and promoting BVI as a “top of mind” tourism destination for the high-end traveller.

Management

- **Lead a COVID-19 Tourism Recovery Taskforce** which will bring about a realistic view of the sector's baseline;
 - Develop scenarios for multiple versions of the future;
 - Establish the strategic posture for the sector as well as a broad direction of the journey back to growth;
 - Establish actions and strategic imperatives that will be reflected across various scenarios;
 - Establish trigger points to tackle action, which includes a planned vision in a low touch economy
 - Provide organizational support in managing the reopening process.
- **Conduct public-private sector collaboration** consisting of key stakeholders from:
 - The tourism sector (general tourism and cruise tourism),
 - The Ministry of Tourism
 - Agencies of the Ministry

Deliverables:

- **Deliver the market situation** to the Board promptly so as to begin preparations for the recovery of the tourist market and provide tourists with better and more thoughtful travel services and travel products.
- **Develop a comprehensive set of Tourism Industry Covid-19 Protocols:**
 - Consistent with guidelines from the Ministry of Health
 - With a focus on reducing future risk of infection, and to provide a higher level of safety for both visitors and citizens of BVI.
 - Safety of the workers in the industry, while building confidence among travellers to adapt to “the new normal” of additional health and hygiene practices.
 - Cover all points of entry, as well as the experience of the visitor within the destination
 - Guide operations for
 - Airports;
 - Cruise Ports;
 - Accommodations;
 - Attractions;
 - Tourism Transportation Operators;
 - Craft Traders;
 - Water Sports Operators;
 - General Security and Public Safety;
 - Public events.

Term

3 - 6 months in the first instance, but may be extended up to 24 months.

Minimum Qualification Requirements

- At least 5 years' research experience in the tourism sector, with strong data analysis and marketing skills
- Working experience in international organizations will be a plus.
- Working experience in country consultations regarding the tourism sector will be a plus.
- Good written and spoken English.

Timeline

Task	Date	Responsibility
ToR Development and Advertisement	May 21, 2020	BVI Tourist Board
Application submission closing date	May 27, 2020	Applicants
Application review/selection	May 28, 2020	BVI Tourist Board
Contract signing	May 29, 2020	BOTH
Starting date of consultancy	June 1, 2020	Consultant

Submission Procedure

Candidates shall submit their proposal to Chairperson, Kenisha Sprauve at ksparuve@bvitourism.com by May 27, 2020.