

ANNOUNCEMENT FORM OF A PUBLIC TENDER

Project: Market Research Agency

Tender No: VQ-MRKT-PT-202607-035

Tender Title: Destination Brand Insights and Market Research Services for Visit Qatar (Fixed Fee and Call-Off Services)

1	Project's brief:	Visit Qatar is seeking proposals from qualified market research firms for the delivery of a three-year Market Research Programme aimed at measuring and enhancing the effectiveness of its marketing initiatives and destination brand performance across key source markets. The programme will: - Track Visit Qatar's brand equity on a quarterly basis, - Conduct pre- and post-campaign testing for key marketing campaigns; and - Deliver additional ad hoc market research modules on an as-needed basis. The programme is intended to provide strategic and directional insights to Visit Qatar's leadership regarding the performance of marketing initiatives and the perception of Qatar as a destination within its key source markets. These insights will support Visit Qatar in designing and delivering more relevant, targeted, and impactful marketing activities. Visit Qatar invites experienced market research firms to submit comprehensive proposals detailing their proposed strategy, methodology, sampling approach, research modules, governance structure, and implementation framework for the programme. Visit Qatar seeks a comprehensive and integrated market research programme comprising two interconnected workstreams: - Brand Equity Tracking across 12 priority source markets (US, UK, Germany, India, China, KSA, Russia, Australia, Turkey, Spain, Italy, France) to continuously monitor key brand performance indicators, including awareness, consideration, brand perceptions, loyalty, and travel propensity. - Campaign Pre- and Post-Testing for five key marketing campaigns to assess campaign effectiveness, optimize performance, and measure the impact on brand equity and audience behaviour. The programme shall provide actionable, strategic, and market-specific insights within a unified research framework, enabling Visit Qatar to evaluate marketing performance, strengthen destination positioning, and support informed decision-making across its key source markets.
2	Bid Validity Period	120 Days from Bid Closing Date
3	Tender Documents Available:	Interested companies may obtain the relevant tender documents from the Visit Qatar Tenders and Auctions Committee (VQTC@visitqatar.qa) upon providing proof of electronic transfer of the tender fees to Visit Qatar's bank account, as detailed below. Tenderers are instructed to clearly mention the tender number in the payment transfer or deposit details to ensure proper tracking and processing. <u>Visit Qatar Bank Account details:</u> Account name: Visit Qatar Account No.: 0013-197180-001 IBAN: QA84QNBA000000000013197180001 Currency: QAR

4	Tender timeline:	Tender Issuance date	Sunday, 27 September 2026
		Purchasing of tender pack	Not later than Thursday ,08 October 2026
		Queries and Clarifications Cut-off Date	No later than Sunday, 18 October 2026
		Tender Closing	Sunday, 25 October 2026 no later than 01:00 PM, Doha time
5	Securities (Fees & Bonds)	Tender Fee	QAR. 1,500.00
		Tender Bond, and its validity	QAR. 800,000.00 "Qatari Riyals Eight Hundred Thousand only" Valid for 120 Days.
		Performance bond, and its validity	10% of the total Fixed Services Fee for the three-year contract term within fifteen (15) days from the date of Contract signing. The Performance Bond shall remain valid until sixty (60) days after the expiry of the Contract
6	Bid's submission Methodology	Technical Proposal Submission: VQTECH@visitqatar.qa Commercial Proposal Submission: VQ.COM@visitqatar.qa Tender Bond Physical Document Delivery Address: Visit Qatar Headquarters, Building 41, Zone 03, Street 950, Wadi Msheireb St. Doha, Qatar Location Map: https://maps.app.goo.gl/gZWeh6zHG55y6HW8A Soft Copy of Tender Bond: A copy of the Tender Bond to be communicated with the confirmation of the physical submission to VQTC@visitqatar.qa	
7	Condition:	Visit Qatar reserves the right, during the contract period and with the approval of the Tenders and Auctions Committee, to adjust the quantities of items, contracting works, services, or the project scope, either by increase or decrease, in accordance with the provisions of Visit Qatar's Tenders and Auctions Charter.	

