



## Request for Proposals 2019 Myanmar Tourism Demand Survey

### Programme overview

The Business Innovation Facility (BIF or the Facility) is a 5-year initiative funded by the UK Department for International Development (DFID) implemented in Myanmar, Malawi and Nigeria.

The Facility employs a 'Market Systems Approach' - aiming for large scale, sustainable economic impact by focusing on catalysing change in overall markets rather than targeting individual operators within that market. The aim of BIF is to facilitate inclusive growth by facilitating access to economic opportunities for poor people to engage in markets as employees, producers or consumers.

To do so, BIF primarily works by supporting companies to innovate. BIF partners with companies that are operating in selected markets and have the potential to benefit many poor people. BIF supports these companies to develop inclusive business models and disseminates the benefits of these innovations. To do so, BIF provides high quality consultancy services to support commercially viable pro-poor market innovations that will enhance economic growth, create wealth, and reduce poverty.

BIF focuses its work on three sectors: garment, tourism and bamboo. The team has identified and selected these markets based on their growth potential and the opportunities they provide to facilitate an inclusive market-wide system change.

### Background of the demand survey

A significant gap identified by BIF during the development of its tourism strategy in 2014 was the lack of innovation in the Myanmar tourism market. To address this gap, BIF introduced the Product & Package Innovation Competition (PPIC) in 2015 and has now run the competition for three years. This has supported the creation of a group of entrepreneurs generating innovative products in existing and new destinations.

The liberalisation of the telco market in 2013 led to a rapid increase in utilisation of 3G/4G and a democratisation of internet access. This has enabled travel and tour operators to emerge on global sales, information and marketing platforms and social media such as Trip Advisor and Facebook. BIF is supporting businesses to improve their e-marketing and internet booking functions through training and advisory. However, product design and marketing is more effective when the demand is well understood.

This demand has also significantly evolved, with visitor arrivals growing from 2.4m in 2013 to 3.4m in 2017 according to the Ministry of Hotels and Tourism (MoHT). Official figures released from the MoHT show an increase of 2.58% in visitors this year, including a shift in demand from Western to Eastern countries.

The 2019 Myanmar Tourism Demand Survey aims to inform the tourism industry about the current demand from and trends within different groups of tourists and travellers, with the aim of supporting businesses to adapt and create new products that can respond to demand, and sustain the inclusive and responsible development of the sector.

The survey aims to provide reliable and user-friendly data to help SMEs adapt their products and services to the changing tourism landscape, and become more resilient to safeguard jobs and incomes created. The dissemination of the survey analysis will be an opportunity for BIF to present different inclusive business models that could be designed to answer this demand based on the results of the survey. This activity will complement BIF's work to stimulate the demand for inclusive, innovative and responsible products and packages now that a market system change has taken place on the supply side.

## Description of services

BIF is seeking proposals for suppliers to:

- Analyse the current supply of tourism products and services in Myanmar and identify trends over the past 5 years (e.g. number of hotels, number of tour guides, number of airlines (international, domestic), number of tourism operators, number of visitors and their nationalities etc.).
- Develop a methodology including sample size, target audience and research questions (e.g. what is the current demand for different types of products considering the changing landscape of tourism in Myanmar?) to understand the current demand. This should include, but not be limited to:
  - Where people travel
  - What factors influence their decisions
  - How they make bookings
  - What their preferred activities are
  - How much they spend

This information should be disaggregated by different market populations and/or segments (e.g. retirees, adventure travellers, families etc.).

- Undertake data collection and analysis based on the methodology and research question.
- Produce a final report on findings with user-friendly data and data visualisations.
- Develop a dissemination strategy and support with its delivery (i.e. at BIF's tourism celebration events currently scheduled to take place in June).

## Deliverables

1. Week by week workplan including key milestones (by 9 April 2019).
2. Draft methodology and research questions (by 11 April 2019).
3. Final methodology and research questions incorporating BIF feedback (in collaboration with BIF).
4. Primary and secondary data analysis (Excel, SPSS, diagrams, and other data) to be used for drafting the report (by 18 May 2019)
5. Draft visualisation report, including five examples of product design or marketing campaigns that could be produced based on the results of the survey/analysis (by 18 May 2019)
6. Final visualisation report incorporating BIF feedback, including five examples of product design or marketing campaigns that could be produced based on the results of the survey/analysis (by 25 May 2019).
7. Draft and final presentation of results to be co-delivered at BIF's tourism celebration events (by 14 June).

## Duration and schedule

This assignment is to be completed by 14 June 2019.

## Location

This assignment will take place in Yangon, Myanmar. Some short trips to the other regions of Myanmar may be required.

## Application process

Interested companies are requested to send the following documents to Sebastien Moineau (BIF Myanmar Team Leader) at [sebastien@moineau.co.uk](mailto:sebastien@moineau.co.uk), copying Deborah Barnes (BIF Myanmar Programme Manager) at [deborah.j.barnes@pwc.com](mailto:deborah.j.barnes@pwc.com), and Yadana Thant (Tourism Market Manager) at [yadanathant.bif@gmail.com](mailto:yadanathant.bif@gmail.com):

- Company profile,
- Professional CVs,
- High level workplan
- Examples of previous studies

The deadline for proposals is the end of Friday 22 March 2019.

*This document is an output from a project funded by the UK Department for International Development (DFID). However, the views expressed and information contained in it are not necessarily those of or endorsed by DFID who can accept no responsibility for such views or information or for any reliance placed on them.*

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