GOVERNMENT OF THE VIRGIN ISLANDS

TENDER NOTICE

Tel: (284)468-2730
Official Government Website:
https://gov.vg

Call for Proposals – Virgin Islands Tourism Strategy: Design and Execution

Release Date: 6 November, 2025

1.1. The Government of the Virgin Islands (GoVI), through the Ministry of Tourism, Culture and Sustainable Development, is seeking proposals from qualified consulting firms to develop a comprehensive National Tourism Strategy.

1.2. The project is expected to be completed within six months of contract signing.

1.3. Tender documents are available electronically upon request to procurement@gov.vg with the subject "**RFP for Development & Execution of the Virgin Islands National Tourism Strategy in the British Virgin Islands**". Tenderers are advised that this mailbox is NOT automated; therefore, if you do not receive an acknowledgment within two business days, follow up with the Procurement Coordinator at procurement@gov.vg. GoVI or the Procurement Unit, Ministry of Finance, be responsible for the non-receipt of documents by tenderer.

2. BACKGROUND

2.1. Tourism is the largest economic driver for the Virgin Islands, contributing significantly to GDP, employment, and foreign exchange earnings. The sector is diverse, encompassing marine and Blue Tourism, cultural heritage, events and festivals, eco and community-based experiences, culinary offerings, sports, and cruise tourism. Each island, Tortola, Virgin Gorda, Anegada, Jost Van Dyke, and the smaller inhabited islands and cays has its own distinct character, resources and visitor appeal, requiring importance of balancing luxury and mass tourism — particularly managing cruise passenger volumes alongside high-value niche markets — have become central considerations for long-term sustainability.

2.3. The development of the National Tourism Strategy is part of a broader policy and institutional reform process led by the Ministry of Tourism, Culture and Sustainable Development, building on the framework established through the forthcoming National Tourism Policy of the Virgin Islands. This policy outlines the Territory's long-term vision for tourism as a driver of sustainable development—grounded in environmental stewardship, cultural authenticity, and inclusive economic growth. The Strategy to be developed under this RFP will operationalize that vision through practical, data-driven, and participatory approaches that strengthen competitiveness, diversify tourism offerings, and enhance community benefits. The Ministry of Tourism, Culture & Sustainable Development (MTCSD) has already advanced key policy work through the National Tourism Policy and is now moving to translate policy into action.

3. OBJECTIVES

The objectives of this consultancy are to deliver a comprehensive, actionable, and inclusive 10-year National Tourism Strategy for the Virgin Islands, supported by a 2-year Execution Roadmap in full consultation with a Steering Group consisting of

stakeholder engagement.

3. Strengthen community engagement and ensure equitable distribution of benefits.
4. Identify and prioritise investment, product development, and diversification opportunities.
5. Incorporate environmental stewardship, cultural preservation, and carrying capacity-based management.
6. Build institutional and sectoral capacity to deliver high-quality, authentic visitor experiences.
7. Strengthen the links between the business of tourism and productive sectors such as agriculture, fisheries, the MSME sector and local skills training and development agencies.
8. Strike a sustainable balance between competing sectors (overnight, cruise, day trippers, stay-cations) that allows for an optimal experience for each sector without diminishing the experience of the other sectors, whilst minimizing the environmental impact.
9. Incorporate a model for destination management that is data-driven and provides for evidence-based marketing, product development and visitor experience optimization.
10. Utilize a visitor feedback system that feeds into the enhancement of the guest experience, product quality, marketing effectiveness and overall destination management.
11. Quantify the impact of tourism to the BVI economy, including variables such as

The Procurement Unit, through the Ministry of Finance, is inviting tenders for the **Development and Execution of the Virgin Islands Tourism Strategy** in the British Virgin Islands.

This Request for Proposals (RFP) seeks qualified firms with proven expertise in strategic planning, tourism development, and project execution to help shape the Territory's tourism future. The selected firm will be expected to deliver a comprehensive strategy that enhances the Virgin Islands' global competitiveness, sustainability, and visitor experience.

Interested parties may access the full RFP details on the Government's official procurement website. **The deadline for submissions is 22nd December 2025.**

For further information, please contact: **Procurement Unit,** Ministry of Finance □□ procurementunit@gov.vg □□ (284) 468-4245

Additional Documents or Media

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