

## Call for tenders: Market analysis for MeetDenmark

### 1. Introduction

The objective of this assignment is to conduct an in-depth market analysis of how current trends are shaping business tourism. These insights should provide MeetDenmark, and its partners, with a better understanding of consumer needs, as well as an overview of potential risks and market opportunities.

The offer must be submitted based on the following terms and conditions:

- **Commissioning party:** MeetDenmark.
- **Price and budget:** Offers should be stated at a fixed price and all prices should be offered excluding VAT. The task should be solved for maximum 400.000 DKK excl. VAT.
- **Timeline and deadlines:** Offers should be sent by email to MeetDenmark's secretariat, Att.: Jesper Grenaa ([jgr@woco.dk](mailto:jgr@woco.dk)) no later than the 20<sup>th</sup> of March (09.00 am CET). Offers received after this deadline will not be taken into consideration. MeetDenmark expects to appoint a supplier in week 13.
- **Questions:** All questions related to the tender can be send before the 15<sup>th</sup> of March by email to Jesper Grenaa ([jgr@woco.dk](mailto:jgr@woco.dk)). All questions and answers will be made available at [www.udbud.dk](http://www.udbud.dk) i.e., the Danish public procurement notice platform. Questions will be anonymized.

### 2. About MeetDenmark

MeetDenmark is the national development organisation for business tourism in Denmark. MeetDenmark's purpose is to develop and promote Danish business tourism, including strengthening private and public efforts to attract more international business tourists to Denmark, with the aim of generating growth and development within the tourism industry and Danish business in general.

The members of MeetDenmark are the Ministry of Business Industry and Financial Affairs and the tourism organisations: Destination Nord, Destination Fyn, VisitAarhus and Wonderful Copenhagen.

Read more about MeetDenmark and its members [here](#).

### 3. Background for the tender

The business tourism industry is experiencing a significant change in the market, as a consequence of both the corona pandemic and other trends such as climate and environmental challenges, digitalisation, increased political instability, rising inflation and costs etc. These trends affect the demands and needs of the business tourists and have a profound impact on their motivation and decision-making process. For international business tourism destinations, it becomes essential to understand these shifts in the market and what implications they hold for the industry. Only with this understanding, can destinations effectively adjust strategic areas of focus, mitigate risk, and capitalise on new market opportunities.

For this reason, MeetDenmark is looking for a supplier who can conduct an in-depth market analysis, that provides an overview of key market trends and how they affect and impact the business tourism industry, both in the short and long term. The insights will be used by MeetDenmark, the Danish destinations, and the Danish business tourism industry in the future development of new strategies, products, and services.

#### 4. Deliveries:

The assignment consists of two main deliverables:

- A market analysis (4.1)
- Communication materials (4.2)

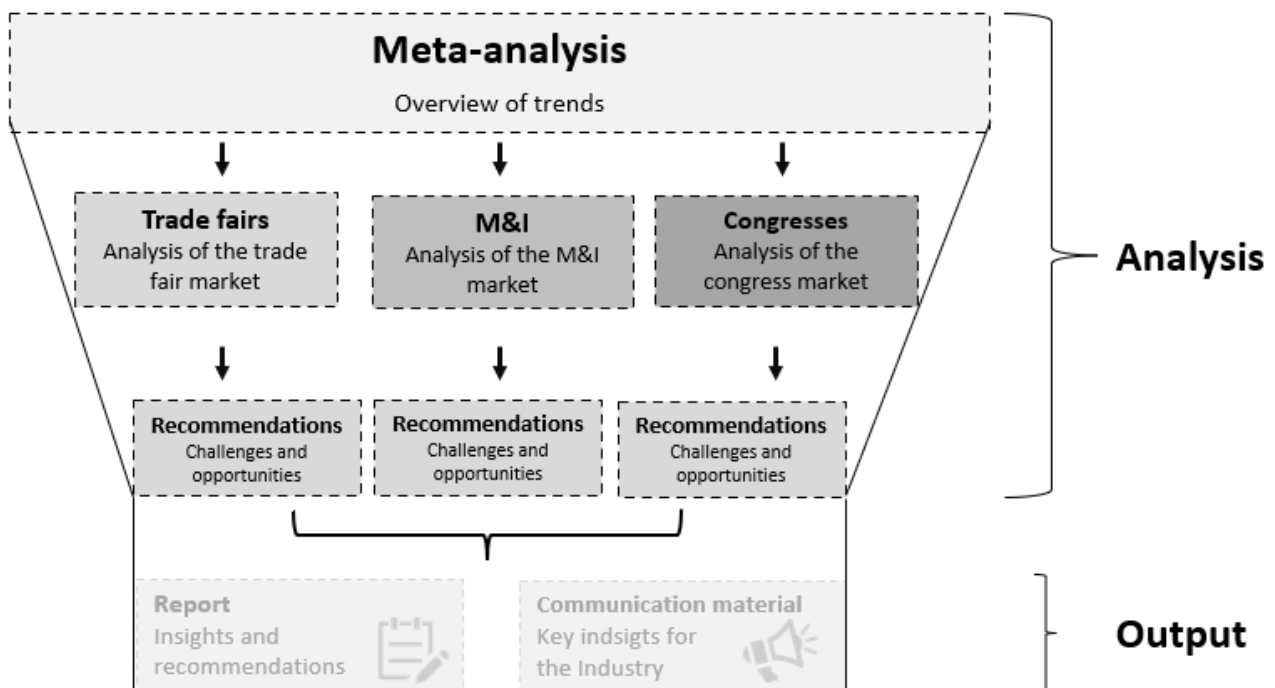
In the section below, the two main deliverables are described.

It is noted that both offers/tenders and the final deliveries from the chosen supplier can be prepared in Danish or English.

#### 4.1. Market analysis

The market analysis should consist of three parts:

- Meta-analysis (4.1.1)
- In-depth analysis of three markets within business tourism (4.1.2)
- Recommendations (4.1.3.)



The three parts must be summarized in a report. The report's findings will be used by MeetDenmark's secretariat as inspiration for new national initiatives and by the Danish business tourism destinations in their future product development and in their sales and branding efforts. Finally, the report's insights will also be used by the Danish business tourism industry i.e., hotels, venues, etc., however there is a need to adjust the communication for this target group (see section 4.2.).

#### 4.1.1. Meta-analysis

There is already a vast amount of existing literature, that focuses on key trends and how these affect business tourism. MeetDenmark wants to take advantages of this extensive knowledge base. The chosen supplier must therefore carry out a meta-analysis, i.e., a systematic review of relevant existing literature, and on this basis work out an overview of the most important trends and the impact they have or will have on business tourism. The description must account for how the identified trends affect the market (*demand*) and the industry (*supply*). In addition, a time perspective must also be specified for each trend, i.e., whether it is expected that the trend will have a short- or long-term impact.

The offer should include a description of how the meta-analysis will be conducted (method) and examples of data sources (surveys, reports, etc.) that will form the basis of the meta-analysis. The description should also contain thoughts on how the meta-analysis will be presented in the final report. At the start of the project, the chosen supplier must prepare a list of the data sources that will be included in the meta-analysis. The list must be qualified and approved by MeetDenmark's secretariat.

#### 4.1.2 In-depth analysis of three markets within business tourism

In addition to an overview of the most important trends, and how they affect the overall business tourism, MeetDenmark also wants the analysis to go in-depth with three selected markets within the sector: Trade fairs, meetings and incentives (M&I), and congresses. To get a more in-depth and nuanced understanding of the how key trends impact the various markets, within business tourism, is important, as they are fundamentally different from each other e.g., customer types and sales methods.

Therefore, the chosen supplier must conduct three sub-analyses, that put the identified key trends into the context of each market and account for their impact. In addition to the identified trends from the meta-analysis, MeetDenmark, in collaboration with key stakeholders from the Danish business industry, has identified two themes within each market that also must be explored in depth (these are describe in the sections below). The themes will be elaborated and discussed further at the start-up meeting between the chosen supplier and MeetDenmark.

As part of the offer, the tenderer must account for how the three markets will be investigated. The account should include a description of the different target populations, and how these will be sampled and researched. In addition to this, the tenderer must also present how the main findings and insights will be presented in the final report.

#### **Description of the markets and selected topics:**

The three markets and the predefined themes are described below:

##### **The congress market:**

MeetDenmark defines congresses as large professional gatherings which aim to develop, share, and debate knowledge and experiences within academic disciplines and professional fields. Congresses are often international and are held at fixed intervals e.g., once a year and primarily hosted by international scientific associations and universities. A congress will often last several days and have several simultaneous sessions.

MeetDenmark has defined the following themes for this market:

### **New congress formats and concepts**

The pandemic showed us, that some events can be done virtually. This means that more and more attendees now need a good reason to leave the house and meet in person, especially if the event is on the other side of the world. The event therefore needs to be inspiring and amplify elements that can only be done face-to-face. This trend has been covered in other industry reports, however, there is a need to go even deeper and identify and define the actual value of physical events: Why should we meet in person and what does it take for potential attendees to prioritize it? How can we redesign or optimise current congress formats and elements, so that they generate even more value and better outcomes for both organizers and delegates. This knowledge should assist the industry in designing new products and formats that makes attending a physical event *a need to* instead of *a nice to*.

### **Buying decision process**

Existing industry research have already identified that the pandemic has changed customer priorities and preferences when it comes to choosing a destination and venue for an event e.g., price, safety, sustainability, cancellation policies etc. MeetDenmark wants to take a deep dive into these shifts in priorities and preferences when it comes to the international congresses. It is therefore important that this analysis of customer priorities not just becomes another ranking. MeetDenmark wants to gain a better understanding of what customers actually mean when they indicate that something is important e.g., why is sustainability important, how do they define it, and is it a long-term trend?

### **The meeting and incentives market (M&I):**

MeetDenmark defines meetings as a gathering, in a venue that rents out premises for a fee, of at least 10 people for a minimum of 4 hours with a professional purpose. Incentives are defined as a travel reward an organisation may provide employees in return for excellent professional performance.

MeetDenmark has defined the following themes for this market:

#### **Return on experience (ROX)**

Several reports have highlighted the need for meeting planners and suppliers to take on a more active role in increasing attendees perceived return on experience (ROX). In the future, it will become important to offer unique local experiences as a part of the meeting i.e., various activities that stimulates and energise attendees and that ignite the desire to participate in-person. This could for example be a local outdoor experience or a field trip to a relevant local company. However, MeetDenmark wants a clearer and more concrete understanding of how to increase the ROX: What kind of experiences does the customers value and have can these be turned into new business tourism products and services.

#### **Reimagining the corporate face-to-face meeting**

As with congresses, there is a need to reimagine physical meetings and to gain a better understanding of how we can enhance the physical meeting experience so more attendees will prioritise them. This is especially important post corona, as more people are working remotely, and can now take meetings in the comfort of their own home. The analysis should therefore investigate when and why companies, and their employees, prioritize a physical over a digital or hybrid meeting.

## Trade fairs

MeetDenmark defines trade fairs as an exhibition that allows organisations in a specific industry to showcase, demonstrate, and promote their newest products and services to potential customers (primarily B2B).

MeetDenmark has defined the following themes for this market:

### **From marketplace to knowledge hub**

The pandemic has accelerated the need to rethink the traditional trade fair format. Besides being a marketplace, the trade fair should also be a platform for co-creation, knowledge sharing, networking etc. This has implications for both organisers and exhibitors and means that the trade fair product, or concept, needs to be developed and modified. MeetDenmark therefore wants a better understanding of how trade fairs can create even more value for the attendees, both when it comes to the core product i.e., being a marketplace, but also how new concepts and services can enhance the total experience.

### **Greater interaction between trade fair and destination**

Danish trade fairs are often rooted in local strongholds (both within business and science), as this allows for a huge local base of interested buyers and exhibitors. This means that the trade fairs are in close geographical proximity to local businesses, research institutions etc., who have relevant knowledge and expertise. There is therefore a great potential in creating closer connections and a greater interaction between trade fairs and the local host community. A more strategic collaboration would benefit both the attendees and the local stakeholders, as it allows for the exchange of knowledge, more networking etc. However, research within this field is limited, and there is therefore a need to gain a better understanding of how to strengthen the ties between a trade fair and destination.

### **4.1.3 Recommendations**

Based on the insights from the analysis, the chosen supplier must present recommendations for new initiatives and measures that can be initiated by the MeetDenmark, the Danish CVB's (convention bureaus) and the industry. The recommendations can be in connection to product development, optimization of existing sales methods or proposals for new strategic collaborations across the value chain, better utilization of new technologies, etc.

It is important for MeetDenmark that the recommendations provide new perspectives, thereby supplementing the existing knowledge within the field. Therefore, the chosen supplier must include relevant experts, from fields and professions other than tourism, in the development of the recommendations. Involving experts, from outside the industry, with other perspectives and experiences, can be a great advantage if we really want to be innovative and break habitual thinking. The experts could be within behavioral design and psychology, facilitation, new meeting technologies, etc.

The offer should include a description of how experts, from relevant fields, will be included in the process of developing recommendations, as well as a description how the recommendations are presented in the final report, including how it is ensured that they are as operational and concrete as possible.

## **4.2. Communication materials**

In addition to a report summarising the various analysis elements and recommendations, the chosen supplier must also produce relevant communication material, that targets the Danish business tourism industry i.e., hotels, venues, PCO's etc. The material can be anything from webinars and animated videos to digital

brochures, that contain the most relevant findings of the analysis. The purpose of the material is to make the analysis more accessible to tourism businesses, who are often too busy to study long reports. The chosen supplier is responsible for both the development and production of the material, while MeetDenmark, together with the four member destinations, will be distributing the material. The material will be shared on various relevant platforms – e.g., MeetDenmarks websites, newsletters, LinkedIn, etc.

The offer must contain a description of potential communication materials, that could be produced within the budget, and why these are deemed relevant for the target group. The final format and content of the communication material will be decided after the analysis have been conducted and when the main insights and recommendations are known. All costs related to the development and production of the communication material must be included in the total budget. The tender can include examples of previous communication forms/formats which have been effective, especially in relation to the industry.

In addition to developing relevant communication material, the chosen supplier also commits to a virtual presentation of the report's conclusions and recommendations as a part of the assignment. The presentation will be part of a virtual network meeting that MeetDenmark is hosting for the 19 Danish DMO's (destination management organisations) in the autumn of 2023. The details for the presentation (time, format, etc.) will be determined at the start of the project.

## 5. Price

Offers should be stated at a fixed price and all prices should be offered excluding VAT. The task should be solved for maximum 400.000 DKK excl. VAT.

## 6. Project organisation

The chosen supplier will refer to MeetDenmark's secretariat.

## 7. Requirements regarding form and content

Offers should, as a minimum, include:

- Supplier's contact information – including primary contact person.
- Description of the supplier's proposed solution to the assignment:
  - Timeline – including milestones.
  - Activities and deliverables – including a description of the various activities that will be carried out in order to reach the overall objectives of the assignment, and a description of the expected deliverables and results.
  - Organisation and project team – including a business profile and a description and documentation of qualifications and competencies of everyone in the project team (attach CV's). Please also include an organisational diagram with an indication of the division of responsibilities for this assignment. If the offer includes the use of sub-suppliers or business partners, documentation should be attached for this, including written intentions/expressions of interest.
  - A description of how MeetDenmark's secretariat will be involved in the project i.e., when (timeline) and how (activities).
  - Price and detailed project budget including an indication of scope (number of hours) of the activities offered.

## 8. Timeline and milestones

Offers should be sent by email to MeetDenmark's secretariat, Att.: Jesper Grenaa (jgr@woco.dk) no later than the 20<sup>th</sup> of March (09.00 am CET). Offers received after this deadline will not be taken into consideration. MeetDenmark will invite 2-3 selected suppliers to present their offers. MeetDenmark will coordinate the meetings via email and the meetings will take place Monday the 27<sup>th</sup> of March.

MeetDenmark expects to appoint a supplier in week 13. All bidders will receive a written response as soon as possible as to whether the submitted bid has been accepted or rejected.

Below are some important milestones which the tenderers should take into consideration.

Dates	Activity
01 <sup>st</sup> March 2023	Publication of tender (by MeetDenmark) on www.udbud.dk.
15 <sup>th</sup> March 2023	Deadline for questions relating to the tender.
20 <sup>th</sup> March 2023	Deadline for submission of offers (09.00 am CET).
27 <sup>th</sup> March 2023	MeetDenmark will invite 2-3 tenders to present their offer at a virtual meeting.
Week 13	Appointment of supplier and contracting procedures.
30 <sup>th</sup> March	Initial meeting between the chosen supplier and MDK's secretariat. Duration of the meeting is approx. 2 hours and can be done physically or virtually. The chosen supplier is responsible for facilitating the meeting.
13 <sup>th</sup> April	Brief project status and discussion of analysis and communication with the MeetDenmark workgroup i.e., representatives from the four member destinations. The meeting can be done virtually.
Week 21	Presentation and discussion of preliminary results with MeetDenmarks secretariat and workgroup. The meeting can be done virtually.
19 <sup>th</sup> June 2023	Final submission to MeetDenmark (meeting between the supplier and MeetDenmark secretariat). The meeting can be done virtually.
Autumn 2023	Presentation of findings for the Danish DMO's (MeetDenmarks networking meeting).

## 9. Selection criteria

- 1. Activities, choice of methods and deliverables:** When evaluating this criterion, the focus is on the relevance and quality of the proposed activities and deliverables in relation to reaching the overall objective of the assignment.
- 2. Organisation, competences, and experience within the field:** When evaluating this criterion, the emphasis is on how the project is organised and how this corresponds with the scope of the assignment. This includes to what degree that relevant competencies and qualifications will be a part of the project team. Furthermore, MeetDenmark values previous analytical experience and an existing knowledge within business tourism. The tenderer is therefore welcome to attach examples of previous similar projects in the bid.
- 3. Price:** When evaluating this criterion, the emphasis will be on the lowest total price.

MeetDenmark will chose the offer with the most advantageous combination of cost and quality.

The offer will be evaluated in relation to the following weighting:

1. Activities, choice of methods and deliverables (50%)
2. Organisation and competences (40%)
3. Price (10%)

Any costs incurred in connection to the preparation of the bid will not be compensated by MeetDenmark. MeetDenmark also reserves the right to cancel the tender procedure before the specified deadline if there is justified reasons for doing so e.g., lack of acceptable tender offerings or substantial errors the tender process. Finally, MeetDenmark reserves the right not to enter a contract with any of the bidders.

## **10. Contact information:**

### **MeetDenmark**

Nørregade 7b, 1165 Copenhagen, Denmark

### **Project Manager Jesper Grenaa**

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