

Details

RFx ID : 25739477

Tender Name : Development of Place Brand Strategy and Destination Management Plans

Reference # :

Open Date : Friday, 29 April 2022 3:00 PM (Pacific/Auckland UTC+12:00)

Close Date : Friday, 27 May 2022 5:00 PM (Pacific/Auckland UTC+12:00)

Tender Type : Request for Proposals (RFP)

Tender Coverage : Sole Agency [?]

Categories : - 80000000 - Management and Business Professionals and Administrative Services

Regions: - New Zealand

Exemption Reason : None

Required Pre-qualifications : None

Contact : Julia Hardacre
Julia.Hardacre@christchurchnz.com
03 3795575

Alternate Physical Delivery Address :

Alternate Physical Fax Number :

Overview

ChristchurchNZ is undertaking a significant programme of work to develop destination management and place brand strategies. This will deliver a clear place brand strategy, a united vision for tourism together with a commitment to genuine partnerships we are seeking to drive sustainable and regenerative practices across the sector.

Christchurch and Banks Peninsula are ready for a post-earthquake and post-Covid relaunch and we are excited to engage with our community and mana whenua to deliver a vision for the future.

The purpose of this RFP is to invite interested parties to submit a proposal for the development of:

1. A comprehensive place brand strategy for Christchurch (Deliverables 1-3)
2. The development of a Greater Christchurch Destination Management Plan
3. The development of a Banks Peninsula Destination Management Plan

These strategic projects need to be coordinated and undertaken concurrently and with interdependencies, stakeholder participation and community engagement carefully managed and prioritised.