

Terms of Reference – ASEAN Tourism Marketing Agency
For the implementation of ASEAN Tourism Marketing Activities

1. Background

ASEAN Tourism marketing efforts are based on the guiding principles of innovation, creativity, transparency, mutual respect and sustainable development. The strategy has been developed by the ASEAN National Tourism Organisations (ASEAN NTOs) as the sectoral body with the aim of optimising the marketing budget and designed to inspire consumers and travellers globally in an effort to increase awareness of ASEAN and promote the region as a single tourism destination comprising all eleven ASEAN Member States.

The main objective of the engagement with the Marketing Agency is to promote Southeast Asia as a single tourism destination through inspiring, influential and engaging marketing activities. The key objectives outlined in the ASEAN Tourism Marketing Strategy 2026-2030 align particularly with Focus Area 5 of the ASEAN Tourism Sectoral Plan (ATSP)—product and market diversification and digital tourism—ensuring connectivity between tourism development and brand promotion. From this perspective, the ATMS 2026–2030 serves as the communication arm of the ATSP 2026–2030, guiding how Southeast Asia’s diverse travel experiences are positioned, promoted, and perceived in global markets. By expressing shared regional goals through a targeted marketing lens, the ATMS empowers ASEAN to elevate its tourism brand, drive multi-country travel, and deliver more coordinated, impactful outreach across traditional and digital platforms.

According to the ASEAN Tourism Marketing Strategy (ATMS) 2026-2030, there are three inter-related focus areas as follows:

(a) Destination Branding and Regional Cooperation

This focus area aims to cultivate a compelling and unified tourism narrative, enhancing global awareness and positive perception of Southeast Asia as a diverse and high-quality destination. Key opportunities lie in leveraging the region’s collective cultural richness, natural wonders, and interconnectedness to create a brand identity that resonates with target audiences and encourages multi-country travel. The aspiration is to establish a strong, recognisable Southeast Asia brand that fosters a shared identity and encourages collaborative marketing initiatives among member states, subregions, industry associations, and media partners to create and distribute content promoting multi-country tour programmes and experiences.

(b) Data-driven Marketing

By leveraging data analytics, ASEAN can understand traveller preferences and behaviors, enabling personalised marketing strategies. According to the ASEAN Tourism Marketing Strategy 2026-2030, 81% of travelers research online and 57% prefer personalised recommendations, highlighting the importance of data-driven marketing in engaging global audiences. The goal is to continue tracking real-time data analysis, optimising marketing spend and delivering customised visitor experiences. This approach will provide support to increase visibility, engagement, and repeat visits, driving long-term growth.

(c) Sustainable, Inclusive, and Resilient Products and Markets

By prioritising sustainability, Southeast Asia can protect its natural and cultural assets, which are the very foundation of its tourism appeal, whilst also appealing to a growing segment of environmentally conscious travellers. The objective is to position Southeast Asia as a globally recognised destination offering diverse, high-quality travel experiences, from culture and heritage to nature, wellness, and cuisine, to help shift beyond mass tourism. Inclusivity ensures that local communities are actively involved in and benefit from tourism development, fostering social equity and enriching the visitor experience through authentic interactions. Building resilience is vital in a world facing climate change, pandemics, and economic uncertainties, safeguarding the industry's future and ensuring business continuity.

Derived from the aforementioned focus areas, it is proposed to continue engaging a Marketing Agency to elevate the region's brand, deepen market engagement, and drive long-term growth across the region.

2. Responsibilities and Tasks

The Marketing Agency shall coordinate its activities with the ASEAN Tourism Working Group (ATWG) and ASEAN Secretariat, with the scope of work including but not limited to the following:

Ongoing digital and social marketing

- a) To develop and implement the overall digital and social marketing strategies across all channels to promote ASEAN Tourism, particularly highlighting the identified themes within the context of ATMS;
- b) To manage Search Engine Optimisation (SEO) and Search Engine Marketing (SEM);

- c) To manage and optimise the advertising spend and oversee the relationship with relevant marketing tools (e.g., Cluep, Outbrain, and social media advertising platforms);
- d) To continue amplifying the brand and its overarching theme of “A Destination for Every Dream” and position Southeast Asia as a single and globally recognised tourism destination offering diverse travel experiences whilst allowing the marketing strategy to emphasise sub-themes which focus on nature, digital, and experiential travel; target wellness, adventure, and culture seekers;
- e) To manage ASEAN Tourism website content, including development, optimisation, administration, continuous hosting and maintenance;
- f) To create content and develop blogs regularly to enhance awareness;
- g) To develop and manage a core media relations programme, including the establishment of media contact lists, regular contact with key sector business and regional journalists, preparation and distribution of regular media updates and input into positive media coverage;
- h) To manage the productivity of the marketing plans and projects;
- i) To monitor, review and report on all marketing activities and results on a regular basis;
- j) To deliver marketing activity within agreed budgets;
- k) To liaise with brand partners, including with ASEAN's partners where relevant; and
- l) To attend relevant meetings, if needed.

Marketing Campaigns

- a) To develop one or more campaigns using online and social media strategies to promote Southeast Asia Tourism and maximise the awareness of the brand whilst also welcoming travellers back to Southeast Asia with new messaging around travel safety, new tourism products, events and activities;
- b) To advise on the design of appropriate communication strategies and tools to be used in the campaigns for the target markets of the campaigns;
- c) To develop a strategic implementation process based on collective programmes and mechanisms with key industry partnerships, if applicable;
- d) To identify like-minded partners to jointly implement the campaign/s and ensure the collaborations bring about the desired outcomes for all parties;
- e) To identify suitable influencers and personalities who can best amplify the ASEAN brand and inspire travel to Southeast Asia;
- f) To provide creative services and assist in the design and layout of advertisements, banners, and artwork when required;

- g) To regularly review the plan and make adjustments for improvement where appropriate;
- h) To provide regular updates and submit a report upon the completion of the campaigns; and
- i) Towards the completion of the campaigns, assess the outcomes of the campaigns and assist in the crafting of the succeeding campaigns incorporating the insights and recommendations from the campaign evaluation.

3. Monitoring Framework

Overall Key Performance Indicators (KPIs) include:

- Website Traffic
- Impressions on social media
- Fans and Follower on social media
- Likes and Shares
- Travel Consideration

4. Schedule of Deliverables

The selected marketing agency will be contracted for a period of twelve (12) months, from 1 June 2026 to 31 May 2027, with the option to renew the contract annually for up to an additional three (3) years.

5. Qualifications and Requirements

- a) Extensive work experience in digital and social media marketing, as well as the areas outlined in the job scope;
- b) At least 5 years of experience in developing and implementing international marketing campaigns, especially involving partners and influencers, with a proven track record;
- c) Good understanding of the ASEAN tourism brand recognition and unique selling points;
- d) Thorough understanding of online marketing strategies for tourism;
- e) Work experience in destination marketing would be a strong advantage;
- f) Possess necessary marketing experience, skills, outside perspective, and built-in relationships with publishers, media and other key digital partners;
- g) Work effectively within an international environment, incorporating many cultures;
- h) Able to maintain a satisfactory level of work progress and achievement; and
- i) High English proficiency.

Proposal and Quotation

Interested companies are invited to submit proposals following the guidelines below:

Section 1: Company Information

- Company profile
- Team member
- Examples of client accounts and testimonials
- Previous achievements

Section 2: Proposal – Digital and Social Marketing (including SEO and SEM and Advertisement Spending)

- Concept
- Work plan
- Milestones
- Proof of completion of similar work for other clients
- Quotation with the breakdown of costs and fees, including optional items

Section 3: Proposal – Marketing Campaigns

- Concept
- Work plan
- Milestones
- Proof of completion of the similar work from other clients
- Quotation with the breakdown of costs and fees, including optional items

Quotations should be separated into 2 portions within the following ranges:

- Digital and Social Marketing: USD 100,000 – 120,000
- Marketing Campaigns: USD 30,000 – 50,000

The quotations must be in US Dollars in net amounts, inclusive of service fees, travel costs, all expenses required to deliver the work as contracted, such as professional content copywriting, image sourcing, media purchases, marketing spends (i.e., online advertisements, engagements with influencers, campaign prizes, etc.), and any maintenance fees related to the current social media platforms, office expenses, and any applicable government tax.

The deadline for submission is 27 March 2026. Proposals should be sent to megawati@asean.org with the following email subject: "Proposal for ASEAN Tourism Marketing Agency".