**

Project Fiduciary Management Unit –PFMU

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**GOVERNMENT OF SIERRA LEONE**

**REQUEST FOR EXPRESSIONS OF INTERESTS**

**DATE OF ISSUE: 6TH JANUARY 2022**

**INDIVIDUAL CONSULTING SERVICES**

**CONSULTING SERVICES TO CONDUCT THE SIERRA LEONE AIRPORT VISITOR EXPERIENCE IMPROVEMENT**

**SL-MOFED-161220-CS-INDV**

Sierra Leone possesses pristine beaches and islands, mountains and rich biodiversity, interesting wildlife, friendliness and rich cultural capital among people and its special place in the world history of anti-slavery movement as ‘the land of the free.’ The Government of Sierra Leone (GoSL) has officially prioritized tourism in the newly formulated National Development Plan 2019 - 2023. The National Tourism Policy states the goal of tourism in Sierra Leone as to “generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate employment, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism.” (GoSL, 2017). Its National Ecotourism policy states the goal of receiving 20,000 international and 30,000 domestic ecotourism visits to sites by 2025 (GoSL, 2017).

The Government of Sierra Leone and the World Bank are implementing the Sierra Leone Economic Diversification Project, one of the components of which will take an integrated destination approach to improving the performance of Sierra Leone’s tourism sector. This will include facilitating the reduction of barriers to business success, assisting existing tourism providers with market access, and improving the quality of selected tourism products to place the country’s tourism sector on a sustainable and inclusive growth trajectory. This will be achieved through a mix of institutional, and policy reforms, market development and national re-branding as well as building B2B linkages and strategically developing tourism products in selected areas.

Due to the unique location of the Lungi International Airport, along with the added complications due to COVID-19, the visitor experience from exiting the baggage claim to selecting a ferry or marine shuttle service, taking the bus to the ferry and a ferry to Freetown can be chaotic and overwhelming. It is also a missed opportunity for value addition and destinations branding. First impressions count; it is important to reduce as much friction as possible to provide a positive and pleasant experience.

1. **Objective of the assignment**

This consultancy will undertake an assessment of the entire visitor experience of airport to hotel transfer and provide specific costed recommendations for improvement in the quality, safety, and consistency of the visitor experience.

The consultant will trace the visitor experience from landing at Lungi Airport, including COVID-19 screening protocol and visa systems, transfers via private ferries to the visitor’s arrival in their hotel in Freetown. A special focus will be on how to improve the experience between baggage claim and boarding of the ferries. The consultant will then recommend visitor experience improvements, signage, information, training of staff of the National Tourist Board to better market the destination to arriving passengers and system improvements to ameliorate the negative experience. Additionally, the preparation of a costed action plan

1. **Scope of work**

The consultant will study visitor flows and experiences through observations, consultations with airport, ferry operators and other involved stakeholders, and discussions with arriving and departing visitors to analyze the situation and recommend solutions. The consultant will undertake the following:

1. *Evaluation.* Undertake an assessment of the visitor experience from landing to lodging, with a focus on between baggage claim and boarding the ferries. A special focus will be put on how to improve the COVID-19 protocol and visa processes on arrival. The assessment will visually map the flow of visitors, identifying average time taken at each point and friction areas along the process, and will particularly take note of any difficulties experienced by women, families with children, elderly people, and those with reduced mobility. This work may include participant observation, interviews, and other on-ground survey methods.
2. *International BP.* Provide examples from at least 3 other international destinations with similar logistical conditions and highlight the various solutions and success factors in the categories of: i) visitor experience ii) system improvements and rules, iv) technology and information systems (video screens and/or announcements – mobile information) and iii) trainings implemented including enhancing the capacity of staff of the National Tourist Board to market the destination effectively to arriving passengers. This may require the consultant to interview (phone/Videoconference) authorities or operators at airports and/or ferry terminals that have successfully navigated similar visitor experiences.
3. *Recommendations.* Produce specific, costed action plan on i) system improvements and rules/regulations, and ii) trainings to improve the visitor experience and better organize the process and stakeholders involved; iii) technology and information system upgrades iv) any accommodations needed for women, families, and people with limited mobility. These recommendations will comprise of two phases. Phase one will focus on improvements to COVID-19 protocol and visa processing efficiencies. Phase two will focus on all other improvements for medium and long-term upgrades to the experience.
4. All recommendations consideration should be given to environmental and social sustainability, have low-carbon impact, gender equity and community engagement and consider any planned and anticipated infrastructure improvements occurring in parallel.
5. **Deliverables**

The consultant will submit the following deliverables while carrying out the tasks listed above. Each report will be provided in both PowerPoint and Microsoft word. No reports will be longer than 30 pages.

| **Deliverables** | **Delivery Dates** |
| --- | --- |
| Inception report | 1 week after contract signing |
| Draft report | 8 weeks after contract signing |
| Final report | 12 weeks after contract signing |

1. **Reporting**

The consultant will report to the ad-hoc technical committee with the MTCA taking the lead on the airport visitor arrival experience including representatives from the Civil Aviation Administration, Ministry of Tourism, SLAA, the Board of Airline Representatives, Airport ferry & maritime shuttle operators, customs & immigration, Ministry of Foreign Affairs – Protocol, Hotel and Taxi Drivers’ Association and any other stakeholders recommended by the GoSL.

1. **Criteria for selection**

The candidate is expected to fulfill, at minimum, the following selection criteria:

* He/ She must have a master’s degree in Economics, sociology, development studies Monitoring and Evaluation, or any relevant field
* At least 7 years of experience related to improving systems, visitor flows and experiences
* Proof of at least two experiences of previous work on airport design, arrival experience, or passenger flow mapping.
* Knowledge of the Sierra Leone aviation and tourism sectors is a plus
* Strong analytical and report writing abilities
* Excellent written and verbal communication skills in English and Krio
* Immediate availability

**Mode of Application**

Note: The Consultant will be selected in accordance with Individual Consultant (IC) method set out in the Consultant Guidelines: Selection and Employment of Consultants under IDA Grants by World Bank Borrowers, (July 2016, Revised November 2017, 2018 and fourth edition 2020). The evaluation shall be based on the relevant qualification and experience of the individual Consultant. All applications in writing should be accompanied by up-to-date Curriculum Vitae and supporting documents (Note: do not send originals) with the names and addresses of three referees, one of which should be the last or current employer and addressed to:

**The Head of Procurement**

Project Fiduciary Management Unit

Ministry of Finance

13a Howe Street Freetown

Tel: +23276672186

**or**

By E-mail application as attachment (including all supporting documents) to: **sleconomicdiversification@gmail.com**

Please indicate clearly on the envelop (in the case of hard copy application) or in the email subject heading and attachment (in the case of electronic applications) the post for which application is made.

Closing Date:

The Closing Date and time for receipt of applications is 20th January 2022 at 16:00pm.

**Only short-listed consultant will be contacted**