Clickable Impact

EOI for Data Partner GREAT Project, Vietnam

Prepared by: Clickable Impact Consulting Group
Dated: 7/21/25

Background

Clickable Impact is a consultancy dedicated to sustainable economic development, with a focus on climate, energy, agrifood, and tourism. We offer a range of services, including policy advisory, communications, public affairs, innovation, market access, and project development. We are uniquely skilled at leveraging public and private sector relationships to promote private sector engagement and mobilize private capital.

In tourism, we develop and promote community-based economic models, and we are working to digitize the sector. For example, under the Aus4Equality GREAT (Gender Responsive Equitable Agriculture and Tourism) initiative, we are working with ethnic minority women in Vietnam to build tourism destination management models that are profitable, equitable, sustainable, and support women's livelihoods. The project aims to promote inclusive and sustainable economic growth in rural areas, with a particular focus on empowering ethnic minority women through increased participation in the tourism and agriculture sectors. It is charting new frontiers for tourism development in four exciting areas across Lao Cai and Son La Provinces. These areas offer powerful opportunities for private investment, innovation, and impact.

In line with its commitment to evidence-based decision-making, GREAT aims to enhance the systems for collecting, analysing, and conducting market research on tourism data. Better data and timely insights are essential to inform strategic planning and policy formulation in both provinces. To achieve these aims, the GREAT Project is seeking Expressions of Interest (EOI) from qualified data partner firms to lead this vital assignment.

Objectives of the Assignment

- Strengthen the capacity of provincial and commune-level tourism authorities in Lao Cai and Son La to collect, manage, analyse, and utilise tourism-related data.
- Provide strategic market research and actionable insights to improve tourism planning, policy, and private sector engagement.
- Develop and implement innovative solutions that enhance the visibility and competitiveness of local tourism offerings, with a lens on gender inclusion

Scope of Work

The selected firm will be responsible for the following tasks.

a. Design and implement data collection systems

- Assess current tourism data collection practices, identify gaps, and propose improvements.
- Develop and/or refine methodologies and tools for collecting data on visitors, tourism businesses, market trends, and consumer behaviours that provide the following:
  - o Monitor and analyse social media platforms to gather insights on tourism trends, visitor sentiments, and perceptions related to Lao Cai and Son La.
  - o Track key metrics such as engagement rates, reach, sentiment, and trending topics about local tourism.
  - o Provide actionable insights on potential market segments, campaign impacts, and

strengths and weaknesses of local tourism through social listening.

- Ensure data systems are accessible, reliable, and culture/gender-sensitive.

b. Dashboard and reporting tool development

- Develop user-friendly dashboards, data visualisations, and reporting tools tailored for provincial tourism authorities.
- Provide training and technical support as needed.

c. Capacity building

- Facilitate knowledge transfer and joint learning sessions with provincial officials.
- Design capacity building sessions on data analysis and insight generation, including:
  o Analyse quantitative and qualitative tourism data to extract relevant insights for provincial and commune-level authorities.
  o Produce regular analytical reports to guide evidence-based decision-making.
  o Design and conduct market research, including visitor surveys, stakeholder interviews, and competitor analyses.
  o Identify emerging tourism trends, demand drivers, and growth opportunities for Lao Cai and Son La.
- Develop guidelines and training materials for sustained use of systems post-project.

Deliverables

- Inception and assessment report (including current practices, methodology gaps, and intervention action plan)
- Data collection system/framework and related tools
- Interactive dashboards and reporting tools, including templates and examples of completed market research studies and reports
- Periodic analytical reports as guidance for local authorities
- Training materials and capacity-building sessions

Qualifications and Experience Required

The data partner firm should demonstrate the following:

- Proven expertise in tourism data collection, management, and analysis.
- Track record of conducting high-quality market research in the tourism sector, preferably in Vietnam or the Southeast Asia region.
- Experience designing data systems and dashboards.
- Demonstrated ability to deliver actionable insights that inform public sector decision-making.
- Strong understanding of gender and social inclusion considerations in data collection and tourism analysis.
- Experience working with government agencies or development programs is a strong advantage.
- Bilingual team (Vietnamese-English) preferred.

Submission Requirements

Firms interested in this assignment should submit an Expression of Interest (maximum 10 pages) in English (with Vietnamese copies where available), in PDF format, including the following:

1. Company profile: Detailing relevant experience and track record.
2. Technical proposal: Approach and methodology for addressing the scope of work.
3. Team composition: CVs of key personnel, highlighting relevant expertise.
4. Past performance: Examples of similar assignments delivered.
5. Work plan and timeline: Showing understanding of assignment and deliverables.
6. Financial proposal: Proposed fees, budget breakdown, and payment schedule.

Evaluation Criteria

Expressions of Interest will be evaluated based on the following criteria:

- Relevance and depth of firm's experience in data systems, tourism research, and similar interventions (25%)
- Strength of proposed technical approach and understanding of assignment (25%)
- Qualifications and experience of the proposed team (20%)
- Demonstrated experience in Vietnam or the regional context (10%)
- Cost-effectiveness and value for money (15%)
- Gender and inclusion approach (5%)