

Concept Note Form

Regional Tourism in Eastern Partnership, RECONOMY

RECONOMY is an inclusive and green economic development program of the Swedish International Development Cooperation Agency (Sida), implemented by HELVETAS Swiss Intercooperation in partnership with Strategic Development Agency NGO and others in the Eastern Partnership and the Western Balkan regions.

FOCUS of the CONCEPT NOTE: Development and Promotion of multi-country, experience-based tourism products (min. 2 EaP destinations)

SECTION 1: COMPANY PROFILE & APPLICANT INFORMATION

1.1 Company Brief Profile (please provide a brief information about your company (around 300 words).

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1.2 Please complete the following table.

Applicant Name:	
Address:	
Contact person for the initiative	Phone: Mobile: E-mail:
Company pages <i>(if available)</i>	Website: Facebook: Instagram:
Registration Information	
Director:	
Juridical form:	
Ownership <i>(state/individuals, percentage of ownership for each owner):</i>	
Founding date:	(MM/YYYY)
Business & Financial Information	

VAT / Tax number:	
Number of employees: Number of employed women: Number of women in leadership positions:	
Annual Turnover in 2023 and 2024 in EUR:	2023: 2024:
Does the Applicant possess outstanding debts in terms of public contributions?	☐ YES Please specify: ☐ NO
Did the Applicant have accumulated losses above the equity value in the previous year?	☐ YES Please specify: ☐ NO
Did the Applicant receive any kind of financial or technical support from the Government or any other partner over the last 3 years? (if available):	☐ YES Please specify: ☐ NO

SECTION 2: DEVELOPMENT AND PROMOTION OF CROSS-BORDER TOURISM PRODUCTS

2.1 Overview of Existing and/or Proposed Cross-Border Tour Product(s)

Please provide the following information **for each** tourism product or offering submitted.

- **Tour package name:/title Description** of the current or planned cross-border or multi-country tourism offering.
- **What makes it unique or innovative?** (e.g., thematic focus, target group, storytelling, sustainability elements).
- **Key destinations, experiences, and thematic focus** (e.g., culture, adventure, gastronomy, eco-tourism).
- **Tour itinerary:** Please attach or describe the full tour itinerary, including duration, key stops, and activities. **Number of paid service providers** involved in the offer (e.g., accommodation, transport, guides, local experiences). **Inclusiveness:** Does your offer include collaboration with rural, women-led, or youth-owned SMEs?
- **How the product aligns with international market preferences**, especially among niche or high-value segments such as Free Independent Travelers (FITs), cultural explorers, or adventure tourists.

2.2 Target Markets and Commercial Potential

Please provide the following information **for each** tourism product or offering submitted.

- Identify the target customer segments and source markets (e.g., EU travelers, GCC market, East Asia, etc.).
- Estimated market demand (Expected Number of Clients/tourists per Year for the 1st year), growth potential, expected growth over the next 2–3 years, base of estimations.
- Pricing strategy & **price per traveler** (€ / CHF), if possible
- Competitive advantage of your offering compared to existing products in the region.

2.3. Previous Cross-Border Collaboration Experience (if any)

- Describe prior partnerships with tour operators or DMOs in Armenia, Georgia, Moldova and Ukraine.
- Highlight any co-developed products, joint promotions, or shared itineraries.
- Lessons learned or outcomes from past collaborations.

2.4. Promotion Strategy and Digital Presence

- How do you plan to market the product(s)? Describe your overall promotional approach, target audiences, and messaging.
- Which digital platforms do you use (e.g., own website, OTAs, social media, hotel networks)?
- Which offline promotion tools and platforms do you use? (e.g., participation in international or regional travel trade shows and fairs, printed brochures or catalogs, travel magazines, partnerships with physical travel agencies, promotional events, or familiarization (FAM) trips).
- Will you engage in joint promotional campaigns or work with wholesalers? Describe your openness to collaboration and co-marketing initiatives.
- Links to current digital content: Please include URLs to existing product listings, promotional campaigns, videos, or social media pages.

2.5. Commitment to Collaboration and Investment

Please fill in the bellow table

Statement	Yes / No	If Yes, please provide brief details
Are you willing to participate in co-creation sessions with local and international partners?	☐ Yes ☐ No	
Are you willing to work with international B2B distributors, wholesalers, and digital platforms to ensure commercial viability?	☐ Yes ☐ No	
Are you willing to engage in joint marketing initiatives and testing of pilot offers, including cross-border promotional campaigns?	☐ Yes ☐ No	
Are you ready to invest financial or in-kind resources (e.g., staff time, marketing budget, content creation) in the development and promotion of tour products?	☐ Yes ☐ No	Specify type and scale of investment (e.g., budget allocated, staff involved)

Statement	Yes / No	If Yes, please provide brief details
Are you open to receiving technical assistance and guidance to improve product-market fit, sustainability, and scalability?	☐ Yes ☐ No	
Do you commit to innovation, flexibility, and long-term collaboration in line with regional tourism development goals?	☐ Yes ☐ No	Describe any planned innovations or areas of strategic focus for growth

SECTION 3: STATEMENT OF THE APPLICANT

By submitting the **CONCEPT NOTE** the Applicant confirms that:

1. all factual data and information provided in the Concept Note are true and complete;
2. will provide all necessary additional information and documents for the evaluation of the concept note;
3. has given the consent that the data disclosed may be stored by SDA and Helvetas, but to be processed only for the project implementation and for statistical data (without any technical details about the business or technology data);
4. is familiar with application documentation that is relevant to understanding the Applicant's rights and obligations with regard to the process of evaluation and selection of Concept Notes;
5. **Applicant and individual owners** do not meet any of the **Exclusion Criteria from Participation** described in Annex 1.

Signature of the responsible person of the Applicant