



**REPUBLIC OF GHANA
MINISTRY OF FINANCE
GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)
IDA CREDIT NUMBER 6465-GH
SPECIFIC PROCUREMENT NOTICE
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES –FIRM SELECTION)**

Reference No.: GH-MOFEP-518928-CS-QCBS

Assignment Title: Consultancy Services for Tourism Sector Planning and Prioritization Research for the Ministry of Tourism, Culture, and Creative Arts (MoTCCA).

The Ministry of Finance has received financing from the World Bank towards the cost of the Ghana Economic Transformation Project and intends to apply part of the proceeds for consulting services.

The Project is implemented through four Components, namely:

- a. Enabling Investments;
- b. Crowding-in investments;
- c. Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) Growth; and
- d. Project Management and Evaluation.

The overall objective of the assignment is to seek an experienced Firm (Consultant) to undertake an analytical and design-structured review and forward-looking strategy exercise to align the tourism sector with the Government of Ghana's 24-Hour Economy agenda.

The consulting services ("the Services") include the Consultant's scope of work, but are not limited to the following:

- 1. Activity A – Integrated Demand Analysis & Market Segmentation**
- 2. Activity B – Policy & Regulatory Streamlining**
- 3. Activity C – Circuit Mapping & Opportunity Prioritization**
- 4. Activity D – Circuit Upgrade Design & Investment Planning**

The detailed Terms of Reference (ToR) for the assignment can be found on the following website: <https://www.mofep.gov.gh>, <https://www.motcca.gov.gh>, or obtained by contacting the address and email addresses provided below.

The Ministry of Finance, through the Ghana Economic Transformation Project, now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- i. Multi-disciplinary tourism practice with at least three assignments (since 2019) that cover Visitor-demand analysis and segmentation, Regulatory or business-process reform, and Destination/circuit investment planning.
- ii. Proven West African track record with at least one completed assignment in Sub-Saharan Africa—preferably in West Africa that involved field surveys or the use of big-data analytics.
- iii. Survey and big-data capacity demonstrated by completion of a nationwide visitor, household, or firm survey of $\geq 2,000$ samples completed in the last three years, plus documented use of at least one big-data source (CDR, GDS, OTA, or card transactions).
- iv. Regulatory process-mapping experience in tourism or wider business environment space, e.g., B-Ready (formerly Doing-Business style studies).
- v. Investment track record with at least two public–private projects that reached financing or implementation, where the firm was responsible for preparing financial models. Experience with a tourism PPP will be considered an added advantage.
- vi. Local implementation presence with an operational office in Ghana or a formal joint venture with a Ghanaian firm/consultant. The firm should demonstrate the capacity to mobilize and manage trained enumerators across all regions within four weeks of contract signing
- vii. Digital product delivery record demonstrated by the successful handover of at least one Power BI (or equivalent web-based) dashboard to a government client, including accompanying user training.
- viii. Quality assurance and data governance supported by an ISO 9001 certificate or internal QA manual, together with written procedures that comply with Ghana’s Data Protection Act 2012.
- ix. Evidence of technical and managerial capability.

This assignment will be awarded in the Local Currency.

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers", July 2016, revised November 2017, August 2018, November 2020, and September 2023. ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment as per paragraph 3.17 of the Procurement Regulations. Any false declaration will result in disqualification.

Consultants may associate with other firms to enhance their qualifications, but should **indicate clearly** whether the association is in the form of a joint venture and /or a sub consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours, **8:30 am to 4:30 pm** local time.

Expressions of interest must be delivered in a written form to the address below in person, by mail, or by email by **November 18, 2025**.

The Project Director
Ministry of Finance
Box M40, Accra, Ghana
Attn: Procurement Specialist

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