



SKÅL

INTERNATIONAL
Connecting Tourism Globally

TENDERING

Website Redesign
2025



1. Introduction

Skål International is launching a tender process to identify a professional website design agency to support the organization in its transformation and modernization.

We are looking for a strategic partner to help us define and implement a roadmap that will increase global visibility, attract and retain members, and position Skål International as a leading voice in the travel and tourism industry. We are seeking a comprehensive strategy for the development of a modern, multilingual, mobile-first website with user-friendly navigation and an accessible design.

2. Objectives

Website & Digital Presence Audit:

- Evaluate the current Skål International website and propose a plan to redesign it.
- Suggest how the website and digital tools can reflect the brand and support engagement.
- Improve user experience, navigation, and relevance across devices and platforms.

3. Requirements

- Demonstrated experience with international associations or membership-based organizations.
- Strong expertise in website redesign.
- Ability to deliver a creative guidance tailored to a nonprofit network.
- (Preferred) English-speaking agency with multicultural experience and presence.
- Availability to collaborate closely with Skål's Executive Board and General Secretariat.

4. Expected Deliverables

1. Website Redesign Brief & UX Recommendations for Skål International
2. Website Redesign Brief & UX Recommendations for Club/Area/National Committees
3. Content Calendar for Global Visibility

In parallel, Skål International is also conducting a separate tender process to select a company that will develop a new ERP system and the complete redesign of the Skål International website and its Clubs/Area/National Committees websites.

For this reason, we are looking for a strategic marketing partner who can provide a clear vision of what should be included in the new digital platform in terms of structure, functionality, and branding.

5. Deadline and Submission

- All proposals must be submitted by 27 July 2025 in English.
- Please ensure to complete and attach the Tender Response Form.
- If you have any questions or require clarification, feel free to reach out before 2 July 2025 to: tendering@skal.org, subject: 'Strategic Marketing Partner tendering'.

6. Evaluation Criteria

1. Strategic Understanding: Clear understanding of Skål International's mission, objectives, and challenges.
2. Methodology & Approach: Well-defined approach to address membership growth, retention, digital presence, and communication strategy.
3. Relevant Experience: Demonstrated experience with similar non-profit or international association projects.
4. Creativity & Innovation: Originality and effectiveness of proposed strategies and ideas.
5. Deliverables & Timeline: Feasibility and clarity of proposed deliverables and project timeline.
6. Team Qualifications: Expertise and background of the proposed team.
7. Budget & Cost-Effectiveness: Value for money and clarity in budget breakdown.
8. Cultural Fit: Ability to work in a multicultural environment and coordinate with Skål International Office.

7. Disclaimer

Skål International reserves the right to:

- Accept or reject any or all proposals.
- Modify the tender specifications before contract award.
- Request additional information or clarification from bidders.



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