



THE GRANTLEY ADAMS INTERNATIONAL AIRPORT

REQUEST FOR EXPRESSIONS OF INTEREST – FIRMS

Grantley Adams International Airport Incorporated (“GAIA Inc.”) was incorporated under the Companies Act of Barbados on October 13th, 1998, and is headed by a fourteen (14) member Board of Directors, to whom the Chief Executive Officer reports. The Government of Barbados is currently the sole shareholder of the Company.

GAIA Inc. is the only airport in Barbados and is considered the aviation hub of the Eastern Caribbean. The Airport handles daily flights to and from the other Caribbean islands connecting to major cities in the US, Canada, UK, and Europe. Nonstop flights occur daily to London, Toronto, New York, and Miami as well as to most of our Caribbean neighbours. GAIA Inc. also handles in excess of two million commercial passengers arriving and departing. The terminal was designed to handle 1,600 arriving and 1,600 departing peak hour passengers.

Barbados brings to mind strong images of a tropical climate and of the sand and the sea, and a building vernacular that is distinctive in form and colour. The overall design of the terminal facility is intended to recreate images reminiscent of the Barbados landscape and the Barbadian culture, using materials, colours, and forms.

GAIA Inc. now invites qualified firms to submit Expressions of Interest (EOI) for the management, operation and development of advertising and promotional opportunities, assets within the airport. GAIA Inc. seeks a partner with proven expertise to maximize revenue potential, elevate passenger experience, create a sense of place and maintain the airports reputation as a leading gateway in the Caribbean region.

Objectives

The objective of the opportunity is to:

1. To secure a professional partnership with a firm to manage all advertising and the promotional concession program at GAIA Inc
2. To optimize commercial revenues from advertising platforms (Digital, static, sponsorships) both local and international
3. To introduce innovative concepts and technologies aligned with international trends and best practices in airports
4. To provide a wow factor, while maintaining a high standard of aesthetics consistent with GAIA’s Inc. brand.

Services Required

The successful firm will be responsible for:-

- The development and execution of an integrated advertising and promotions strategy
- Management of all airside and landside advertising spaces

- The upgrade of existing designs and installations and maintaining all fixtures and digital displays
- The utilization of innovation and technology to measure reach and maximize engagement
- Management of promotional activities, sponsorships and brand activations
- Building strong collaborations with local entities to maximizing revenue potential
- Creation of incentive program specifically for tourism partners of GAIA Inc.- (BTMI, NCF, etc)
- Ensuring compliance to GAIA Inc's operational, security and safety requirements
- Providing transparent reporting of all revenues and performance reports as agreed
- The development of a 3-year plan; inclusive of reviews, incentives and penalties

The contract for these services is expected to be for a period of three (3) years.

GAIA Inc. now invites interested firms to submit Expressions of Interest (EOI) for the provision of these services. In the assessment of submissions, consideration will be given to the technical competence, qualifications and experience, local and regional experience of the firm on similar assignments and financial capability. The Key Experts of the firms will not be evaluated at the shortlisting stage. Further information may be obtained from the address below between 0900- and 1600-hours EST (Local Time) Monday to Friday.

The Business Development Director

Grantley Adams International Airport Inc.

Terminal 1, Grantley Adams International Airport, Christ Church, Barbados

Tel: (246) 536-1302, E-mail: procurement@gaiainc.bb or commercial@gaiainc.bb

Expressions of Interest must be submitted electronically by email to procurement@gaiainc.bb in PDF format no later than 1700 hours EST (Local Time) on October 31, 2025. The email subject line should state "Expression of Interest- Management of Advertising and Promotions at GAIA Inc." and the email body must state the name and address of the applicant. The Expression of Interest will be deemed to have been received at the time that it is received by GAIA Inc.

Following the assessment of submissions, a short-list of not less than three and not more than six (6) applicants will be provided with full terms of reference and invited to submit technical and financial proposals. GAIA Inc. reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not selecting any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.