



## **REQUEST FOR PROPOSAL**

To Research and Draft a Detailed Report That Assesses the Value of Visitor Based Assessments to Canada's Travel Economy and Identifies Risks and Opportunities Related to Those Regimes

### **ISSUE DATE**

Monday, January 16, 2023

### **QUESTION SUBMISSION DEADLINE**

Friday, February 3, 2023

### **CLOSING DATE AND TIME**

Friday, February 10, 2023, at 5:00 pm ET

### **CONTACT**

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## **INTRODUCTION**

TIAC is seeking proposals for a report that outlines the critical impact of the visitor economy on the local, regional, and national economies of Canada and the importance of Visitor-Based Assessments (VBAs) in continuing to grow the positive economic impact of the visitor economy.

The goal of this project is to develop a pre-advocacy plan with key messages and tactics that will assist DMOs in creating an advocacy platform that will ensure the continued investment of VBAs in destination sales and marketing.

Based on your previous work experience, your firm has been selected to receive this RFP and is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified under the "SUBMISSION DEADLINE."

## **ABOUT TOURISM INDUSTRY ASSOCIATION OF CANADA and the CANADIAN DESTINATIONS LEADERSHIP COUNCIL**

**The Tourism Industry Association of Canada (TIAC)** is a pan-Canadian not-for-profit, member-based organization. TIAC serves today as the national private-sector advocate for this \$102 billion sector. Based in Ottawa, TIAC acts on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper.

TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

TIAC's membership reflects partnerships among all sectors of the industry, and provincial, territorial, and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

**The Canadian Destinations Leadership Council (CDLC)** is a standing committee of Destinations International's Canadian DMO members. Destinations International is a professional organization representing destination organizations and convention and visitor bureaus worldwide. As the world's largest resource for official destination organizations, Destinations International represents over 6,000 professionals from 575 destination organizations across the globe and 50 in Canada.

TIAC is committed to working with Destinations International to address specific issues identified by the members of the CDLC from a government relations perspective in Canada. TIAC has been engaged by Destinations International to advocate for Canadian destination organizations, and the positive impact of destination sales and marketing on the local, regional, and national economy.

(More information on the organization can be obtained online at [www.tiac-aitc.ca](http://www.tiac-aitc.ca))

## PROJECT OBJECTIVE

The objective for this project is;

To research and draft a detailed report that evaluates the various visitor-based assessment models that currently exist in Canada and assess their importance in promoting the development of the visitor-based economy and the positive impact of visitor-based assessments for local, regional, and national economic and cultural development.

## KEY DELIVERABLES

### Literature Review

Review existing documentation and current research, including but not limited to the following sources:

- DMAC 2020 Visitor Based Assessment Study
- STR Annual Lodging Report for Canada and key regional markets
- Destination Canada Visitor Economic Impact data
- Destinations International
  - Tourism Lexicon
  - Destination Next Futures Study (2021)
- Deloitte
  - Passport to Growth 2013

### Assess/Evaluate

- An assessment of the landscape of each of the current visitor-based assessment (VBA) regimes across Canada and key North America markets. Update the current table in the 2020 VBA Study (as attached) and add/update any other jurisdictions determined relevant by proponent.
- interview key Canadian DMO industry leaders from large, medium, and small destinations informing how VBAs are used to grow the economic and cultural impact of the visitor economy.
- gather and provide evidence of the economic impact that destination sales and marketing have in the communities where Destination Organizations represent the local visitor economy, using surveys of small, medium and large Canadian DMOs assessing their local impact.
- provide case studies of actions taken by local and regional governments to dilute the financial resources used in destination sales and marketing - generated by VBAs - and describe actions taken by the local supporters of the visitor economy to address the threats of diluting the investment of the VBA resources, noting, both successful and unsuccessful actions.
- survey local and Provincial Tourism Associations and Hotel Associations assessing which organizations have adopted the set of proposed national guiding principles (attached) for the use of visitor-based Hotel Levies (using the 2020 VBA document has a guideline).
- identify how destination sales and marketing programs in Canada differs from other destinations, further demonstrating why maintaining VBA investments in destination sales and marketing is crucial. Examples of information would relate to what makes Canadian destinations unique? For example, low population density, transportation distances and expense within the country, lack of certain cultural attractions (compared to Europe).

## Report

- provide recommended best practices/guiding principles and share examples of how VBA resources are an investment in growing the impact of the visitor economy. (Which demonstrates positive economic and cultural impact for the communities served by the destination sales and marketing activities of the local and regional Destination Marketing Organization/DMO)
- provide a detailed report that evaluates the various visitor-based assessment models that currently exist in Canada and assess their importance in promoting the development of the visitor-based economy and the positive impact of visitor-based assessments for local, regional, and national economic and cultural development.

## PROJECT SCOPE AND SPECIFICATIONS

The project is to research, assess/evaluate and draft a report on the value of VBAs.

The Bidder should review the information and studies listed above in order to build a case supporting investment in the visitor-based economy through destination sales and marketing. This project should address the current landscape of VBAs, how Canada differs from other countries, the importance and relevance of destination sales and marketing as part of a vibrant local, regional, and national economy, and to demonstrate how Canada, as a unique global destination can continue to benefit from the investment in growing the visitor economy.

## BUDGET ALLOCATION

The total budget for this project including any required travel, shall not exceed CDN \$38,000 excluding GST/HST.

Payment for the project will be made in stages. 25% upon signing of an agreement, 25% upon delivery of the draft report and 50% upon acceptance of the final report.

## SCHEDULE TIMELINE

Schedule Timeline	Date
RFP released	Monday, January 16, 2023
Question submission deadline	Friday, February 3, 2023
Deadline - Proposals received by TIAC	Friday, February 10, 2023 (5:00 pm ET)
Project awarded to successful Bidder	Week of February 20, 2023
Kick off meeting with CDLC and TIAC	First week of March 2023
Mid project check in	Wednesday, April 5, 2023*
Draft report delivered to TIAC/CDLC for review	Monday, May 15, 2023*
Comments on draft report to contractor	Friday, May 26, 2023*
Final report delivered to TIAC/CDLC	Friday, June 2, 2023

\*Note: Dates to be confirmed with successful Bidder at kick off meeting.

## PROPOSAL BIDDING REQUIREMENTS

### PROJECT PROPOSAL EXPECTATIONS

TIAC may award the contract to the proposal that best accommodates the various project requirements. TIAC reserves the right to award any contract prior to the proposal deadline stated within the "Scheduled Timeline" or prior to the receipt of all proposals, to award the contract to more than one Bidder, to not award a contract to any Bidder and to refuse any proposal or contract without obligation to either CDLC/TIAC or to any Bidder offering or submitting a proposal.

In deciding to award the contract for this project, CDLC/TIAC will consider the entirety of the proposal and not solely on costs.

Bidders are advised to read and respond appropriately to all sections of the Request for Proposal (RFP). CDLC/TIAC will not accept proposals from Bidders with a real or perceived conflict of interest.

### FORMAT

Proposals must be submitted in English in PDF or Word format (including appendices, where applicable) to [mschneider@tiac-aitc.ca](mailto:mschneider@tiac-aitc.ca). No other submission format will be accepted.

### DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by CDLC/TIAC no later than **5:00 pm ET on Wednesday, February 15, 2023**, for consideration in the project proposal selection process. CDLC/TIAC reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

CDLC/TIAC will notify all Bidders upon receipt of their proposal, in the form of an email. The Bidder is responsible for ensuring that their bid is received by the submission deadline.

### PROPOSAL SUBMISSION GUIDELINES

The following is a list of information that the Bidder should include in their proposal submission:

#### SUMMARY OF BIDDER BACKGROUND

- Bidder's Name(s)
- Bidder's Address
- Bidder's Contact Information (and preferred method of communication)
- Legal Form of Bidder (e.g., sole proprietor, partnership, corporation)
- Date Bidder's Company Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principal officers (e.g., President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
- Evidence of legal authority to conduct business in Canada (e.g., BIN).
- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- Project Staff: Identify dedicated Account Manager and support assigned for period of contact

## **SCOPE**

- Include a statement summarizing your understanding of the scope of the project.

## **WORK PLAN & DELIVERABLES**

- Using the tasks described in the Key Deliverables section as your reference point, describe in narrative form, your plan for accomplishing the work for your main recommendation and the additional recommendations. Modifications of the Key Deliverables as presented are permitted; however, reasons for changes should be fully explained and justified. Include proposed timeframes and explanations of how the project requirements will be achieved.
- Provide a description of your understanding of the final expected deliverables.

## **FINANCIAL INFORMATION**

- Provide evidence that the Bidder has the capacity/track record to complete this project.
- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code.

## **PROPOSED TIMELINE**

- Summary of timeline and work to be completed.

## **COST PROPOSAL SUMMARY & BREAKDOWN**

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Summary of the total cost of the proposal.

## **REFERENCES**

- Provide 3 references

Bidder agrees that TIAC/CDLC may contact all submitted references to assess the Bidder's experience, expertise and performance.

## **PROPOSAL SELECTION & EVALUATION CRITERIA**

All proposals, submitted by the deadline and in the correct format, will be reviewed and evaluated based upon information provided in the submitted proposal. The following criteria will be given considerable weight in the proposal selection process:

- Bidder's track record in successfully delivering similar services on time and on budget.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to execute proposed services effectively and efficiently.
- Overall cost effectiveness of the proposal.

TIAC/CDLC shall reserve the right to cancel, suspend, and/or discontinue the review of any proposal at any time they deem necessary or fit without obligation or notice to the proposing Bidder.

## EVALUATION

Proposals will be evaluated by a selection committee. The selection committee will convene to review submissions the week of February 20, 2023 to decide on the winning Bidder. TIAC will make best efforts to ensure that all Bidders will be notified of outcomes no later than March 1, 2023.

Proposals submitted by the deadline will be evaluated based on the following criteria:

### Bidder Evaluation (35%)

- Company's overall capabilities based upon understanding of project scope and activities
- Qualifications and experience in delivering similar projects
- Team member qualifications
- Preference given to Bidders who are a member of Tourism Industry Association of Canada.

### Proposed Work Plan (35%)

- Understanding of project, including clarity and relevance of proposal
- Quality of the work plan, including approach to deliverables
- Proposal preparation, thoroughness, and responsiveness to requirements of RFP
- Outline of deliverables and how they will be met
- Identification, explanation, and justification of modified tasks and/or unique challenges expected
- Creative and innovative approach to the project

### Estimation of Project Costs (30%)

- Itemized and detailed budget estimates and allocations
- Competitiveness to other Bidders

## CRITICAL TIMELINES

Email inquiries are welcomed until 5:00 p.m. ET on February 3, 2023 .

Proposal submissions must be received by the Tourism Industry Association of Canada no later than Friday, February 10, 2023 at 5:00 pm ET.

## KEY TERMS OF ENGAGEMENT

Although not exhaustive, this list of key terms of engagement may become an integral part of the Agreement between the CDLC/TIAC and the successful Bidder.

- Acceptance of the Proposal: CDLC/TIAC reserves the right not to accept lowest price or any proposal. CDLC/TIAC shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.
- Proposal Revisions: Proposal revisions must be received prior to the RFP submission/closing date and time.
- Financing of Proposals: The cost associated with preparing and submitting proposals will not be paid by CDLC/TIAC
- Acceptance of RFP Conditions: By submitting a proposal pursuant to this RFP, the Bidder accepts the terms and conditions described herein.

- Subcontracting: If the Bidder intends to sub-contract a part of the project, a list of those sub-contractors must be provided.
- Project Contact: CDLC/TIAC will assign a project contact at the time the contract is awarded. The successful Bidder will also assign a project contact at that time.
- Negotiation Delay: If a written contract cannot be concluded within five days of notification to the designated Bidder, CDLC/TIAC may, in its sole discretion, terminate negotiations with that Bidder and either negotiate a contract with another Bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the Bidders.
- Proposals as Part of Contract: Proposals may be negotiated with Bidders and, if accepted, may form part of any contract awarded.
- Disclaimers/Limitations of Liability: Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such prior to commencement of the services under the proposed contract.

#### **CONFIDENTIALITY AND SECURITY**

Other Purpose: This document or any portion thereof may not be used for any purpose other than the submission of proposals.