



**TIA Yukon
Request for Proposals
Yukon Culinary Tourism Strategy 2019-24**

The Tourism Industry Association of the Yukon (TIA Yukon) hereby requests formal proposals to develop a five year Yukon Culinary Tourism Strategy (2019-24). Interested parties must submit a complete proposal by e-mail only.

Direct all questions in reference to the work on this contract, and submissions (reference Yukon Culinary Tourism Strategy RFP in your subject line), by email to the Project Manager at:

Blake Rogers, Executive Director

Email: blake.rogers@tiayukon.com

The deadline for receipt of proposals is 4:30pm Friday, March 15, 2019

Proposed Starting Date:

March 25, 2019

Proposed Project Completion Date:

November 30, 2019

Qualifying proposals will be evaluated by TIA Yukon based on a combination of price and quality elements. TIA Yukon reserves the right not to accept the lowest price or any proposal as submitted.

REFERENCE

In recent years culinary (or gastronomy) tourism has emerged as one of the key marketing focuses for regional, provincial, territorial and national organizations across Canada, and for other destinations around the world. It is the one segment of the tourism industry that touches almost every visitor to every region. Many Canadian provinces and territories in Canada have identified culinary as a key marketing pillar in their respective tourism strategies.

In 2013, TIA Yukon identified the potential of culinary tourism in the territory as a niche sector that if nurtured, could significantly enhance the Yukon's tourism industry. Since then, TIA Yukon has brought community stakeholders together to form committees, establish annual events, build capacity in communities, conduct research, and advocate for the continued support and development of culinary tourism in the Yukon. To help take the sector to the next level, it has been determined that a formal strategy should be developed.

The Potential of Culinary Tourism

There are clear indications that tourists are driven by culinary experiences. Culinary tourism initiatives may be defined as the use of food and drink



experiences as incentives to travel. Increasingly, food and drink are considered essential to a tourist's travel experience. According to Statistics Canada, approximately one fifth of spending by international travelers in Canada is on food and beverages. Recognizing this opportunity, there are numerous examples of service providers and organizations at the municipal and provincial/territorial level working together to let the world know about their culinary offerings.

The Yukon's Advantages and Challenges

There are opportunities for the Yukon to capitalize on its culinary offerings in order to help grow the tourism industry. The Yukon punches above its weight when it comes to its array of talented chefs, diverse restaurants and quality regional products. It has thriving farmers markets in different parts of the territory featuring local food and food products; it now has a number of breweries and distilleries in operation; and it is actively exploring innovative tools and techniques to address food security and promote food sovereignty. Despite its small population and remote geography, there is a wide variety of multicultural cuisine available in the Yukon, a reflection of the many different ethnic backgrounds that make up the community, and the rich indigenous cultures intrinsic to the territory. However, the Yukon faces certain challenges. No one food or dish is closely identified with the Yukon; given the great variety of foods and styles that are associated with the Yukon, it is difficult to communicate to consumers a well-defined style and image of Yukon cuisine. In addition to this, local audiences may not perceive of the Yukon as a culinary destination themselves; some small businesses such as restaurants, B&Bs and hotels may not be doing as much as they could to promote local ingredients; currently there is limited uptake on using the Yukon Grown brand on menus and products.

OBJECTIVES

TIA Yukon requires the services of a Contractor to prepare an analysis of the culinary tourism sector in the Yukon, and to create a strategy to grow the industry, by developing diverse, authentic, and high quality culinary experiences that excite those traveling to and within the Yukon. The goal of the strategy will be to identify current gaps and opportunities, focus efforts, and map out next steps for the following five years.

ABOUT TIA YUKON

The Tourism Industry Association of the Yukon (TIA Yukon) is an NGO that has been the voice of Yukon's Tourism industry for over 45 years. Representing over 100 tourism-based businesses, TIA Yukon assists its members through the programs that it administers that help with training, through workshops and events that it hosts, and through advocacy. TIA Yukon works closely with stakeholders from government, businesses, NGOs, and First Nations to ensure that the territory's tourism potential remains strong and that tourism operators are able to pursue opportunities as they arise.



TIA YUKON CULINARY TOURISM GOALS

The Yukon has an incredible opportunity to capitalize on the global culinary tourism trend by developing culinary tourism in the territory – a move that will help grow the tourism economy and give Yukon communities and businesses the opportunity to develop more capacity.

SCOPE OF WORK & DELIVERABLES

Tasks, Activities, Milestones, Deliverables

The Work will be carried out in three phases:

1. Diagnostic: Inventory, global best practices and gap analysis

The Contractor will prepare a diagnostic of Yukon culinary tourism initiatives that includes a descriptive inventory of important local culinary tourism initiatives throughout the territory, covering both product development and marketing strategies. The inventory of initiatives will include:

- Notable examples of culinary tourism offerings, including those by small, medium and large businesses, as well as a descriptive analysis of particularly innovative business models;
- Regional or local culinary and agri-food industry associations and their notable tourism-oriented promotional activities (such as annual culinary tourism shows, and marketing efforts);
- Efforts undertaken by the Yukon's destination marketing organizations over the past five years, specifically focused on culinary tourism.

The Contractor will also prepare an overview of best practices. "Best practices" are those innovative approaches to raising consumer awareness or product development related to culinary tourism that, in the expert opinion of the contractor, best leverage the advantages of a country, a region, a culinary tourism service provider or association of providers. The Contractor will include any applicable examples of countries or regions that have faced advantages and challenges that are comparable to those faced by the Yukon as a culinary tourism destination. The Contractor will also include examples of the ways in which SMEs have been incorporated into culinary tourism strategies in provincial/territorial and foreign jurisdictions, and best practices thereof. The Contractor will also examine how other regions integrate their agri-food production into their culinary tourism strategies. Feasibility for 'farm tourism' or 'agri-tourism' experiences in the Yukon and recommendations for how this component could be incorporated into the larger culinary tourism strategy should also be addressed.



As part of this snapshot, the Contractor will also provide regional/national observations on the current state of the Yukon's reputation as a culinary destination.

Based on the inventory and review, the Contractor will prepare a diagnostic of the strengths, weaknesses and challenges faced by players in the Yukon's culinary tourism sector, based on what is currently happening in the Yukon.

Deliverable: Within 90 days of the contract being awarded, the Contractor will provide TIA Yukon with a draft diagnostic. The Contractor will also prepare a summary discussion report which can serve as the basis for the meetings and roundtables with stakeholders in phase 2. A final report, and summary discussion report, will be provided within 15 days of receipt of comments on the draft by the Project Authority.

2. Outreach to stakeholders

The Contractor will meet with stakeholders to discuss the preliminary observations set out in the diagnostic. Meetings will include roundtables in at least four (4) Yukon communities.

Meetings could be bilateral, or take place in a roundtable style, with up to ten (10) interested stakeholders per session, chosen from the Contractor's own network of professional contacts, in consultation with the Project Authority. The Contractor should, to the best of their ability, attempt to include Indigenous representation and SME representation in each of the regions. SME representation may include small business owners (e.g., restaurant owners) or leaders of industry associations representing relevant SMEs. The Contractor should also include representation from agri-food industries. Issues to be raised with stakeholders will include, but not limited to:

- Stakeholders' views on what action is needed – by the private and public sectors – to spur innovative culinary tourism product development and to implement successful marketing programs.
- Stakeholders' views of the role of government in supporting a strategy to develop the culinary tourism sector?

Deliverable: Within 60 days of providing the diagnostic under phase 1, the Contractor will prepare a draft report summarizing the above discussions with stakeholders.



3. Recommendations for a culinary tourism strategy

Based on the previous two phases, the contractor will prepare a final report that will set out recommendations for action, including, but not limited to:

- strategies for industry action;
- strategies consisting of government and industry collaboration; and
- options wherein the government can provide a spur to an industry-led strategy.

Recommendations should:

- be focussed not only on marketing, but place an emphasis on product development and market readiness as well;
- be industry-driven, recognizing that the key to growth through private-sector is innovation, and recognizing the important role that SMEs play in the sector;
- account for the Yukon's unique geographical and cultural characteristics that set it apart, including Indigenous cultures and the unique features of the North, and build on our current reputational strengths as a culinary destination and agri-food producer.

Deliverable: Within 60 days of providing the deliverable under phase 2 of the project, the Contractor will provide a draft report on phase 3 with options for a culinary tourism strategy. A final report will be provided within 15 days of receipt of comments on the draft provided by the Project Authority. Contractor will be asked to present findings from final report in person during a wrap-up meeting with culinary tourism stakeholders.

PROPOSAL EVALUATION CRITERIA

The proposal body should be a maximum of ten (10) pages, excluding cover page and team member CVs, which should be presented in an appendix. Proposals in excess may be rejected.

All submissions should include and will be evaluated based on the following information:

A. Understanding & Methodology (20%)

- Demonstration of the proponent's understanding of culinary tourism, the Yukon, and the project objectives.
- A detailed description of your overall concept and methodology for developing a Yukon Culinary Tourism strategy, including research, key stakeholder workshops, analysis, and final deliverable document and



- presentation that will maximize the value for TIA Yukon for this project.
- Provide a work plan with a timetable of how and when specific tasks will be undertaken and completed. Show how the contract can be completed by the identified date.
 - Describe tasks to be completed, with each task's start and end dates, number of hours expected to complete the task and the team member who is going to carry out each task.

B. Qualifications & Experience (70%)

The proponent must demonstrate the capability, resources, experience, creativity, and commitment to achieve the objectives of the work. Proponents should have a thorough knowledge of current tourism industry trends at the regional, national and international level, with a solid understanding of trends pertaining to culinary/food tourism, and be familiar with the Yukon's tourism industry and previous work done to develop culinary tourism in the Yukon.

- Team member CVs including professional qualifications
- Listings of recent relevant project experience including two similar projects. Please provide contact information for client references for the two similar projects.

C. Price (10%)

- Provide details of all cost categories and corresponding costs.
- A price ceiling of \$65,000 including all travel and disbursements is in place.

Contractor's Obligations:

- In addition to the requirements specified in the Scope of Work, the Contractor shall:
- Upon concern of completing a deliverable or over expenditure, immediately inform the Project Authority by telephone and suggest options to respond to Departmental concerns.
- Monitor the proposed personnel's performance to ensure that the work is completed on time, on budget and to the satisfaction of the Project Authority.

TIA Yukon's Obligations:

- Access to a staff member who will be available to coordinate activities;
- Provide comments on draft reports within ten (10) working days.

BACKGROUND DOCUMENTS AVAILABLE UPON REQUEST

- 2013 Yukon Culinary Tourism Gap Analysis
- 2017 Yukon Culinary Festival Report
- 2018 Yukon Culinary Festival Report
- Yukon Tourism Development Strategy (2018-28)