



**REQUEST FOR PROPOSAL
MARKET RESEARCH – 2 PROJECTS**

Project 1: Secondary Market Research (National)

Project 2: Primary and Secondary Market Research (Yukon)

ISSUED BY:

Wilderness Tourism Association of the Yukon (WTAY)
in partnership with
Tourism Industry Association of the Yukon (TIA Yukon)

DATE OF ISSUE:

November 13, 2020

SUBMISSION DEADLINE:

November 26, 2020 – 4:00pm PST – (5:00pm YST)

CLIENT CONTACT/PROJECT MANAGER:

Sandy Legge
General Manager, WTAY
info@wtay.com

All enquiries related to this Request for Proposal, including any requests for information and clarification, are to be directed, in writing, to the above person. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents at WTAY's option.

INVITATION TO PROPONENTS:

This Request for Proposals (RFP) is an invitation by WTAY to prospective Proponents to submit proposals for both or one of the market research projects outlined in this RFP. Scope of work and deliverables for each project are described below.

CONTRACT TERM:

The selected Proponent may be requested to enter into a contract with the WTAY for the provision of the Deliverables for either one or both of the market research projects outlined below. The work for each project is expected to be concluded by:

Project 1: Secondary Market Research (National) – January 31, 2021 (contract end date)
Project 2: Primary and Secondary Market Research (Yukon) – March 31, 2021 (contract end date)

PROPOSAL FORMAT AND INSTRUCTIONS TO PROPONENTS:

All proposals are to be in English only, must use the proposal format outlined below, and must be signed by an authorized representative of the Proponent. Submissions will only be accepted electronically via e-mail.

E-mail submissions

E-mail submissions are to be made to the following address: info@wtay.com

The Proponent bears the full risk and responsibility for the timely delivery of its Proposal, and shall take this risk into account when submitting a proposal early or closer to the Submission Deadline. If there is a dispute or discrepancy over the time and date a proposal was submitted via email, then the date and time of the email submission shall be deemed to be the date and time indicated on the project manager’s computer.

The Proponent bears the full risk and responsibility for the format, usability, accessibility, compatibility, completeness, and readability of its electronic proposal. Proponents should ensure that its electronic proposal is delivered in a common usable, current, and updated format or program such as Microsoft Word, Excel, or Adobe PDF. WTAY shall not be liable for the format, usability, accessibility, compatibility, completeness, and readability of a Proponent’s electronic proposal. If an electronic proposal is inaccessible, incompatible, incomplete, or unreadable, WTAY reserves the right to reject the electronic proposal and has no further obligation to evaluate the electronic proposal or to obtain or install additional software or equipment to access, use, or read the electronic proposal.

Withdrawal of submissions

Proposals may be withdrawn by submitting a written withdrawal request, executed by the Proponent, to the same address to which the proposal was submitted prior to the proposal closing time.

Proposal timeline

Issue Date of RFP	November 13, 2020
Deadline for Questions	November 18, 2020
Deadline for Issuing Addenda	November 20, 2020
Submission Deadline	November 26, 2020

The RFP Timeline is tentative and may be changed by WTAY at any time. Proposals submitted after the Submission Deadline will be rejected. By submitting a clear written notice, the Proponent may withdraw its response at any time during this Request for Proposal process prior to the submission deadline. WTAY is under no obligation to return withdrawn proposals.

Covid -19 Requirements

1. Bidders are advised of the current state of emergency declared in Yukon in response to COVID-19. Please see <https://yukon.ca/covid-19> for further information.

2. Bidders are responsible for complying with all applicable guidelines, laws, orders, requirements, and any revisions or amendments thereto issued by Government of Yukon or other government authorities related to Covid-19 in the performance of the Work and Contract.

Format for Responses

In order to provide consistency in responses and to ensure each proposal receives full consideration, the following format and sequence should be followed. All pages should be consecutively numbered. Completed proposals should not be more than 20 pages in overall length. In the case that the submission is longer than this page limit, only the first 20 pages of the submission will be considered and WTAY will not evaluate any pages that exceed this maximum count.

- Title page identifying the RFP
- Table of contents, including page numbers
- A short (one or two page) summary of the key features of the proposal – outlining the proponent’s intention to bid on one or both of the market research projects
- The body of the proposal, i.e. The 'Proponent Response'
- Price for each project one and/or project two with signature of person authorized to enter in to contract

SCOPE OF WORK

Background Information

COVID-19 has greatly disrupted the tourism sector in the Yukon. A very short tourism season, coupled with both international and domestic travel restrictions; as the complete loss of the Cruise Ship season has decimated the industry; leaving many operators unsure of how to survive until a potential 2021 season, and an expected slow recovery.

Through funding provided by Canadian Northern Economic Development Agency (CANNOR) and Yukon Government’s Department of Tourism and Culture (Tourism Yukon), TIA Yukon in partnership with the WTAY, Yukon First Nation Tourism Culture Association (YFNCTA) and Yukon University Entrepreneurship and Innovation (Yukon U, E&I) have developed the Yukon Tourism ELEVATE program.

The program consists of two funding streams open to Yukon’s tourism operators directly affected by Yukon’s border closure due to COVID-19 and a number of support projects to aid the industry in the re-opening and recovery efforts over the next six months, including but not limited to: research and policy development to ensure that best practices and the latest trends from around Canada and the world are integrated into the program. This will bolster capacity at TIA Yukon to allow the organization to be able to better support tourism operators, creating efficiencies that save businesses time and money as well as helping their investments in marketing and product to create higher yields.

The goal of the ELEVATE program is to create long-term economic benefits that make tourism in the Yukon more resilient with even more direct boost to Yukon communities.

This program will be managed by TIA Yukon and delivered in partnership with the WTAY, YFNCTA and Yukon U, E&I.

Overview

The Tourism Industry Association of the Yukon (TIA Yukon) is an NGO that has been the voice of Yukon's Tourism industry for over 40 years. The TIA Yukon board of directors consists of representation from each of Yukon's tourism sectors and the six industry associations (designated organizations) that represent those sectors. Representing approximately 100 tourism-based businesses, TIA Yukon assists its members through programs, workshops, events and advocacy efforts. TIA Yukon works closely with industry stakeholders and their designated organizations to ensure that the territory's tourism potential remains strong and that tourism operators are able to pursue opportunities as they arise.

The Wilderness Tourism Association of the Yukon (WTAY) is a non-profit tourism industry, sector-specific association representing over 70 wilderness tourism operators since 1993. WTAY's mandate is three-fold, focusing on education, advocacy and marketing efforts for our members. As one of TIA Yukon's six designated organizations, WTAY works closely with and is an active participant and lead contributor in the advocacy efforts of the Yukon's umbrella tourism industry association, TIA Yukon. WTAY has been engaged by TIA Yukon to collaborate on and lead this project.

On behalf of TIA Yukon, the WTAY wishes to enter into one or two Service Contracts with professional, highly-qualified, multi-disciplinary agencies with tourism expertise and a proven track-record in: conducting primary (quantitative and qualitative) and secondary research on both a national and local level, using appropriate and proven methodologies and providing analysis and distillation of relevant data to help guide marketing efforts of multiple industry stakeholders.

Objective

With support from the project's Senior Advisor (WTAY) and Executive Director (TIA Yukon), the successful proponent(s) will:

Project 1: Conduct secondary market research at a national level to:

- identify travel trends and consumer sentiment/propensity to travel

Project 2: Conduct primary and secondary research at a local level to:

- understand Yukon's resident sentiment for hosting visitors in the Yukon and measure support of Yukon's tourism industry, through a series of "pulse checks" and over a specified period of time

The results of these two research projects will be shared with Yukon's tourism partners and used to inform the development of future marketing efforts for Yukon (domestic and local), particularly as the Yukon re-opens its borders to visitors. Other industry stakeholders may be invited to participate in an initial project discussion with the successful proponent(s) to provide expanded context prior to research commencing.

In addition, the successful proponent of Project 2: Primary and Secondary Market Research (Yukon) will be expected to advise and work with a separate agency on an on-going basis, using the findings of the local "pulse checks" to guide the development of an industry-lead public relations/marketing initiative. This initiative will be targeted to Yukon audiences to bolster resident sentiment for welcoming visitors and to ensure Yukoners maintain a positive attitude towards tourism in the territory.

Scope of Work

Project 1: Secondary Market Research (National)

- Conduct secondary research, nationally, to document travel trends and consumer sentiment/propensity to travel (domestically); distill insights to determine new considerations with respect to attracting prospective travelers during the (and potentially post) pandemic.
- Secondary research can be compiled from sources including but not limited to: Destination Canada COVID-19 Research (Impact and Recovery Reports; Resident Sentiment and Travel Related Measures and Event Pulse Checks); Skift; WTO; IMPACT and TTRA. The successful proponent should identify other credible resources as appropriate.

Deliverables

- Final summary report of data and research findings for national travel trends/consumer propensity to travel outlining key highlights, insights and considerations to guide future marketing efforts. Final report must reference sources and be provided in an easy to read/digest format.

Budget

Maximum project budget to complete all deliverables for Project 1: Secondary Market Research (National) is \$10,000 incl. GST

Delivery Date

January 15, 2021

Project 2: Primary and Secondary Market Research (Yukon)

- Conduct primary and secondary research locally to understand resident sentiment for hosting visitors in the Yukon and measure support of Yukon's tourism industry
- Research findings must provide an overall representation of residents from all Yukon communities with an acceptable sample number
- Primary research methods should consider that some rural Yukon communities have limited internet access as well as limited usage and proponents may have to find creative combinations to obtain an acceptable sample size
- Travel Yukon (Yukon Government) will be conducting additional primary research, separately, specifically with Yukon's First Nation's communities – these findings along with other resident sentiment insights gathered from their own secondary research will be shared as they are made available
- It is noted that local resident sentiment may change over time, depending on Covid-19 infection rates in other jurisdictions in Canada and other events. Because of this, it is requested that the successful proponent conduct a series of "pulse checks" to measure resident sentiment over the next four months so that changes in resident sentiment can be monitored. Proponents should recommend timing for when and how often the "pulse" should be taken and outline their proposed methodology with the considerations noted above
- It is expected that these research results will help guide on-going creative messaging for an industry-lead, local resident marketing and public relations campaign. Timing for this industry-lead initiative is expected to be December 2020 – March 2021. "Pulse check" results are imperative in this process as we must ensure continued support and

understanding from Yukon’s residents for Yukon’s tourism industry; therefore, campaign messaging must be updated and reflective of the findings over time

- The successful proponent will be expected to advise and work with the agency hired to develop the industry-lead marketing and public relations initiative, to provide updates on changes to resident sentiment that may alter marketing and public relations campaign creative or tactics
- **Proponents should be aware that resident support for tourism has been identified by Yukon’s tourism industry operators as critically essential and is considered an extremely time-sensitive issue.**

Deliverables

- On-going reports based on findings of each “pulse check” that are shared with an agency to guide the development of campaign creative and tactics as outlined above. Number and timing of “pulses” and reports to be recommended by the proponent.
- Final report of summary of all data, research findings and insights from “pulse checks” and other sources of local resident sentiment for hosting visitors in Yukon and local perception/attitude of towards tourism in the territory

Budget

Maximum project budget to complete all deliverables for Project 2: Primary and Secondary Market Research (Yukon) is \$50,000 incl. GST

Proponents are asked to breakout the cost of “pulses” in their pricing structure

Delivery Dates

- Given that this has been identified as a critical and time-sensitive issue that Yukon operators are currently facing, we propose that the initial “pulse check” report findings be provided by January 4th, 2021 (or sooner, if possible).
- This same consideration should be taken in to account for proposed delivery times of additional on-going reports (between January and March 2021) as it relates to the Proponent’s recommendation for number of “pulse checks” and proposed research methodology
- Project completion/final report delivery – March 15, 2021

PROPOSAL EVALUATION PROCESS

Proposals that meet all mandatory requirements by the Submission Deadline will be evaluated first on the weighted criteria described below. Proponents that do not meet any minimum score identified within the weighted criteria below will not be evaluated further.

Rated Criteria Category	Weighting (Points)	Minimum Threshold
Experience and Qualifications	300	200
Proposed Approach/Methodology	300	200
Northern Knowledge & Experience	200	100
Project Management & Timeline	100	75
Pricing	200	100
Total Points	1,100	675

Experience and Qualifications

Proponents should clearly demonstrate their previous experience conducting primary and/or secondary tourism research projects. Examples of relevant tourism-related research projects will score higher than non-tourism-related research projects. Please provide the name and contact information for two similar project-relevant references.

Provide a listing and describe the qualifications and experience of the team members who will be assigned to this project.

Proposed Approach/Methodology

Fully describe your proposed/recommended approach and research methodology for each relevant project including suggested sources for secondary research and recommendations for when/how often and how “pulse checks” should be taken including how/timelines for when “pulse check” results will be shared.

Proponents will be assessed based on their stated/documentated approach to conducting this research. Proponents should clearly demonstrate their ability to meet the Deliverables outlined for each project they are bidding on as outlined above.

Northern Knowledge and Experience

The proponent should provide information related to the following:

- Knowledge of specific challenges and opportunities related to the work or service area described in this RFP. Provide information regarding how you would deal with such challenges and opportunities in completing the proposed work; and
- Experience working in remote, northern communities or sites similar to the work or service areas included in this RFP. Provide information regarding specific similarities and differences.

Project Management and Timeline

Proponents should clearly demonstrate their proficiency, expertise and provide reference to any systems utilized; in Account Management, Project Management, Client Servicing, and Final Reporting as these relate to primary and secondary research projects.

For each project bid, please provide a detailed proposed project timeline including any milestones/delivery dates of research findings and for completion and delivery of a final project report of each project you are bidding on.

Price

For each project bid, please provide a signed, fully detailed project budget inclusive of all fees, hard costs, expenses and taxes.