



Request for Proposals: Digital Platform Development Project - Phase 1 Scoping and Roadmap

Issued by: Tourism Industry Association of the Yukon (TIA Yukon)

Project timeline: December 2025 – March 2026

Budget range: \$10,000-15,000

Overview

TIA Yukon is seeking a qualified project manager (individual or agency) to lead the first phase of a project that will see the development of a digital platform that would serve as a one-stop shop for Yukon's tourism industry. The goal of this first phase is to assess needs, explore solution options, and outline a costed, practical plan for development and implementation. This project is not yet at the stage of platform design or build - it is about defining what is needed, what it will take, and how to move forward.

Goal

To scope and define the roadmap for the development of a digital platform that will:

- Simplify access to information, tools, and services for the industry (end-user)
- Improve coordination and information sharing between tourism associations and government partners
- Create the foundation for a shared tourism industry CRM and communication system

Scope of Work

- Consult with tourism associations, government, and industry to identify shared needs
- Map existing tools, systems, and communication platforms
- Outline the scope of a future platform
- Assess feasibility, including analysis of legal and regulatory compliance needs
- Provide costed recommendations and a practical implementation roadmap

Deliverables

- Summary of consultations and user needs
- Feasibility and options analysis
- Final report and presentation of roadmap, including costed recommendations and next steps

Desired Qualifications

- Proven experience in project management and digital system planning
- Strong facilitation and communication skills
- Understanding of tourism, associations, and northern context (asset)

Evaluation Criteria

- Understanding of project and Yukon's context (25%)
- Experience and qualifications (25%)
- Quality and practicality of approach (25%)
- Value for money (15%)
- Local presence or partnership (10%)

Submit proposals electronically to:

Caroline Anderson, Executive Director

Email: ed@tiayukon.com

Deadline: November 14, 2025, 11.59pm YT