



Request for Proposals (RFP)

Service providers for tourism industry pilot program

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

1. Introduction

The Tourism Industry Association of the Yukon (TIA Yukon) invites proposals from qualified consultants, advisory firms, and subject matter experts (herein referred to as ‘Service Providers’) to deliver one-on-one business advisory services as part of our **Boost Your Business** pilot program.

Boost Your Business has been developed to strengthen the competitiveness, resilience, and long-term sustainability of Yukon tourism businesses by providing access to experienced consultants who can help businesses address a clearly defined challenge or opportunity.

Through this Request for Proposals (RFP), TIA Yukon is seeking to build a roster of Service Providers across five areas of expertise. Successful proponents will be matched with participating tourism businesses based on the needs identified through the application process.

This is a collaborative program. While each Service Provider will bring their own expertise and style, all of them will work within a common program framework to ensure participating businesses receive a consistent, high-quality experience.

2. About TIA Yukon

The Tourism Industry Association of the Yukon (TIA Yukon) is the voice of Yukon’s tourism industry. Representing tourism businesses across the territory, TIA Yukon works to strengthen a vibrant, resilient and competitive tourism sector through advocacy, business supports, networking, and industry leadership.



Supporting tourism businesses to grow, adapt and remain competitive is a key part of TIA Yukon's mandate. The Boost Your Business pilot program is an initiative designed to help businesses access specialized expertise that may not otherwise be readily available to them.

3. About the Boost Your Business Program

Purpose

The purpose of the Boost Your Business program is to connect Yukon tourism businesses with experienced Service Providers for focused, one-on-one advisory support.

Through three (3) structured advisory sessions, participating businesses will work with a Service Provider to explore a specific business challenge or opportunity, identify practical solutions, and develop a clear action plan.

Rather than providing grant funding, the program invests directly in expert Service Providers that help businesses build capacity, overcome obstacles, and improve long-term performance.

Program Objectives

The program aims to:

- Strengthen the competitiveness of Yukon tourism businesses;
- Improve business resilience and long-term sustainability;
- Increase access to specialized expertise;
- Support businesses in implementing practical improvements;
- Build confidence and capacity among participating businesses; and
- Generate measurable outcomes that inform future business support programming.

4. Advisory Streams

TIA Yukon is seeking qualified Service Providers in the following five areas.

- **Stream 1: Marketing:** Businesses will work with a marketing specialist to explore opportunities to reach new markets, strengthen their online presence, leverage AI and

digital tools, improve customer engagement, and respond to changing visitor expectations.

- **Stream 2: AI & Business Efficiency:** Businesses will work with a specialist to identify opportunities to use AI and emerging technologies to improve business processes, streamline administrative tasks, enhance customer service, and increase operational efficiency. Support will focus on practical, achievable solutions that save time, improve productivity, and strengthen overall business performance.
- **Stream 3: Investment Readiness:** Businesses will work with a specialist to assess their readiness for growth, reinvestment, succession, or new sources of capital, while identifying barriers and developing a roadmap for future development.
- **Stream 4: Human Resources:** Businesses will work with an HR specialist to address a specific workforce challenge and identify practical actions to strengthen recruitment, onboarding, retention, training, or workforce planning.
- **Stream 5: Visitor Experience, Business Performance, and Sustainability:** Every visitor makes decisions that shape their experience, your business, and the destination. Participants will work with an expert to identify one high-impact visitor experience opportunity, design simple interventions, and develop a practical action plan to improve visitor experiences while delivering measurable business and sustainability outcomes.

5. Scope of Work

Successful Service Providers will deliver advisory services to businesses assigned by TIA Yukon.

Each Service Provider will be responsible for delivering the following to the participating businesses:

- Three (3) virtual one-on-one advisory sessions;
 - Session 1: Completed by mid-November 2026.
 - Session 2: Completed by mid-January 2027.
 - Session 3: Completed by end-February 2027.
- A written action plan.

Although each consultant may tailor their approach, engagements are expected to include three broad phases.

Phase 1 – Discovery

- Understand the business and its objectives
- Clarify the challenge or opportunity
- Review current practices
- Identify priorities and desired outcomes

Phase 2 – Recommendations

- Analyze findings
- Explore practical solutions
- Discuss implementation options
- Identify priorities and success measures.

Phase 3 – Action Planning

Develop a practical implementation roadmap that includes:

- Recommended actions
- Timelines
- Suggested measures of success
- Three to five prioritized next steps

6. Deliverables

For each participating business, the successful Service Providers will provide:

- Three advisory sessions, virtual or in-person;
- A written summary of key observations;
- A practical implementation roadmap;
- Three to five recommended next steps;
- Any additional supporting resources deemed appropriate; and
- Feedback on program structure and delivery.



7. Desired Qualifications

TIA Yukon welcomes proposals from individuals, partnerships and organizations with demonstrated expertise in one or more advisory streams.

Preference will be given to Service Providers who demonstrate:

- Appropriate registration in good standing within their region of operation;
- Strong subject matter expertise in the selected stream(s);
- Experience providing advisory or consulting services to small and medium-sized businesses;
- Experience working with tourism businesses or related sectors;
- Experience working with businesses operating in northern, rural or remote environments;
- Strong facilitation, coaching and communication skills;
- The ability to translate complex concepts into practical actions; and
- Experience delivering high-quality, engaging virtual or in-person advisory services.

8. Proposal Requirements

Proponents should include the following information in a written submission of maximum 5 pages.

A. Organizational Information

- Organization or individual name
- Primary contact
- Location
- Website

B. Areas of Expertise

Please identify which of the five advisory stream(s) you wish to provide services under. You can propose more than one.



C. Relevant Experience

For each selected stream, describe:

- Your relevant qualifications;
- Experience delivering similar advisory services;
- Experience working with Small-Medium Enterprises (SMEs);
- Experience working with tourism businesses (if applicable);
- Experience working in northern or remote regions (if applicable); and
- Examples of measurable outcomes achieved for clients.

D. Proposed Advisory Approach

Describe how you would structure the three-session engagement.

TIA Yukon is particularly interested in understanding:

- How you would build trust with the participant;
- How you would diagnose the business challenge;
- How you would prioritize recommendations;
- How you would ensure recommendations are realistic and implementable; and
- How you would measure success.

E. Delivery Capacity

Please provide:

- Proposed delivery team;
- Number of businesses you could support during the program period; and
- Anticipated availability between October and March.

F. Fees

Please provide:

- Proposed fee per participating business;
- Cost breakdown (where possible); and
- Any anticipated additional costs.

All pricing should be stated in Canadian dollars, exclusive of GST. Please note, contingency budgets are not within scope.

9. Evaluation Criteria

Criteria	Weight
Relevant Experience and Expertise	35%
Proposed Approach and Methodology	35%
Value	20%
Delivery Capacity	10%

Relevant Experience and Expertise (35%)

Evaluation will consider:

- Demonstrated expertise in the selected stream(s);
- Relevant consulting or advisory experience, particularly with tourism businesses, SMEs, and businesses operating in northern or remote regions; and
- Proven experience delivering measurable outcomes on comparable projects.

Proposed Approach and Methodology (35%)

Evaluation will consider:

- A practical and realistic approach that can achieve meaningful outcomes within a maximum of three advisory sessions;
- A clear methodology that guides businesses from challenge identification through to an actionable implementation plan;
- Practical recommendations that participating businesses can realistically implement; and
- A clear approach for evaluating the success of the engagement and the achievement of program objectives.

Value (20%)

Evaluation will consider:

- Overall value for money relative to the proposed scope of work;
- Reasonableness and competitiveness of the proposed fees; and
- Appropriate balance between experience, proposed methodology, and overall cost.

Delivery Capacity (10%)

Evaluation will consider:

- Availability within the project scope, and
- Ability to support multiple businesses.

10. Program Expectations

Successful proponents will be expected to:

- Maintain strict confidentiality;
- Disclose any conflicts of interest;
- Participate in a program orientation and evaluation sessions;
- Complete deliverables within agreed timelines; and
- Communicate regularly with TIA Yukon .



11. Anticipated Timeline

Activity	Timeline
RFP issued	July 15, 2026
Questions deadline	July 22, 2026
Proposal submission deadline	July 24, 2026
Successful proponents notified	July 30, 2026
Orientation	Early September
Advisory sessions begin	October 1, 2026
Program completion	March 10, 2027

12. Submission Instructions

Proposals must be submitted electronically to:

Tourism Industry Association of the Yukon

Email: **info@tiayukon.com**

Subject Line: RFP REsponse - Boost Your Business Advisory Program

Submissions must be received no later than **July 24, 2026**.

Late submissions may not be considered.