



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 (11:59 p.m. Yukon time)
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** (11:59 p.m. Yukon time).

Late submissions may not be considered.



13. Questions and Answers

The following questions have been received from prospective proponents. The responses below form part of the RFP and should be read in conjunction with the original Request for Proposals.

1. How many individual businesses is each Service Provider expected to support?

Boost Your Business is a pilot program. For this initial phase, TIA Yukon is aiming to support up to five (5) businesses within each advisory stream. The final number of participating businesses will depend on the applications received and the suitability of applicants. Proponents should indicate in their proposal the maximum number of businesses they could reasonably support during the program period.

2. What constitutes a one-on-one advisory session? How long should each session be, and how much preparation and follow-up is expected?

TIA Yukon welcomes proponents to outline their proposed approach to delivering the three-session advisory engagement. As a baseline for pricing purposes, proponents should anticipate three advisory sessions of approximately 60-90 minutes each, together with reasonable preparation and follow-up to ensure businesses receive practical, tailored advice.

3. Can TIA Yukon clarify the expected scope of the written deliverables?

The written deliverables are intended to be practical and tangible, rather than comprehensive consulting reports. TIA Yukon anticipates a concise implementation roadmap that summarizes key observations, recommended actions, timelines, measures of success, and three to five prioritized next steps. Service Providers may include additional resources or templates where appropriate.

4. Is there an anticipated fee range per participating business?

Proponents are asked to submit a fee that reflects the scope of work outlined in the RFP, including preparation, delivery of the advisory sessions, written deliverables, and reasonable follow-up. Proposed fees will be evaluated in accordance with the published evaluation criteria, including overall value for money.



5. What are the proposed invoicing and payment arrangements?

Successful Service Providers will enter into an agreement with TIA Yukon outlining payment terms. TIA Yukon anticipates payments being made upon completion of agreed deliverables and receipt of an invoice. Additional details will be finalized during contracting.

6. Are Service Providers based outside Canada eligible, provided all services are delivered virtually?

Service Providers based outside Canada are eligible to submit proposals, provided they are able to deliver the required services and meet all program requirements. As outlined in the RFP, proponents should clearly demonstrate relevant experience providing advisory services to small and medium-sized businesses, experience working with tourism businesses, and experience working with businesses operating in northern, rural, or remote environments.

7. How will the evaluation process recognize Yukon or Northern-based Service Providers that bring direct knowledge of Northern tourism businesses, including any consideration of local economic benefit?

Evaluation will consider proponents' relevant experience, including experience working with tourism businesses and businesses operating in northern, rural, or remote environments. While there is no separate evaluation criterion for geographic location or local economic benefit, proponents are encouraged to clearly demonstrate how their experience will contribute to successful outcomes for Yukon tourism businesses.

8. When matching businesses with Service Providers, how will TIA Yukon consider local knowledge, Yukon tourism experience, community context, and familiarity with Northern operating conditions?

For this initial pilot phase, TIA Yukon anticipates selecting one Service Provider for each advisory stream. Participating businesses will apply to the advisory stream that best aligns with their identified business challenge or opportunity. The successful Service Provider selected for that stream will then be matched with the participating businesses within that stream.



9. Can a Service Provider be selected to deliver services in more than one advisory stream?

Yes. TIA Yukon may select a Service Provider for up to two advisory streams where they demonstrate the required expertise, experience, and delivery capacity to successfully deliver services across those streams. Final selections will be based on the published evaluation criteria and the overall needs of the program.

10. Approximately how many total hours of work does TIA Yukon anticipate per participating business, including preparation, research, meetings, documentation and follow-up?

TIA Yukon has not prescribed a specific total number of hours per participating business. As outlined in Question 2, proponents should use three advisory sessions of approximately 60–90 minutes each as a baseline and include the preparation, research, documentation, and follow-up they consider reasonably necessary to deliver their proposed approach and the required deliverables. Costs incurred that exceed the agreed upon contract value will not be accepted. If a proponent chooses to spend longer with a client or provide additional sessions, that is out of scope of the program and will not be covered.

11. Will TIA Yukon provide a standard template for the written summary and implementation roadmap?

TIA Yukon does not currently anticipate providing a standard template. Service Providers may use their own format, provided the written deliverables include the required observations, recommended actions, timelines, suggested measures of success, and three to five prioritized next steps. Additional guidance may be provided during the program orientation to support consistency across the program.

12. Is the engagement limited to assessment, recommendations and action planning, or are Service Providers expected to configure tools, build automations or implement AI solutions?

The scope of the engagement is intended to focus on assessment, recommendations and action planning. Service Providers are not expected to undertake implementation activities such as configuring systems, building automations, or deploying technical solutions as part of the funded engagement. Where appropriate, Service Providers may demonstrate tools, provide examples, or recommend implementation approaches that support the participant's action plan.



13. Should the proposed fee include orientation, preparation, three advisory sessions, written deliverables, communication with TIA Yukon, and program evaluation activities?

TIA Yukon expects the proposed fee per participating business to include all activities required to successfully deliver the engagement, including preparation, delivery of the advisory sessions, written deliverables, routine communication with TIA Yukon, participation in program orientation and evaluation activities, and reasonable follow-up.

14. Does selection as a Service Provider guarantee that participating businesses will be assigned?

Selection as a Service Provider does not guarantee a minimum number of participating-business assignments. Assignments will depend on the number and suitability of applications received within each advisory stream.

15. How will Service Providers be compensated if a participant withdraws, misses sessions, or does not complete the program?

Payment arrangements will be confirmed with each successful Service Provider during contracting. As outlined in Question 5, payments will be based on agreed upon deliverables and the terms of the Service Provider agreement. The agreement will also address circumstances where a participating business withdraws, misses sessions, or does not complete the program.

16. If a participating business later wishes to implement the recommendations, may the Service Provider enter into a separate agreement with that business?

Following completion of the TIA Yukon-funded engagement, participating businesses and Service Providers may enter into separate agreements for additional services. Any such work will be outside the scope of the Boost Your Business program and arranged directly between the business and the Service Provider.

Service Providers are expected to deliver objective, business-focused advice that is in the best interests of the participating business. Recommendations should be practical and implementation-focused, and should not be based on or contingent upon the participating business engaging the Service Provider for additional paid services. This is not an opportunity to sell to the participating businesses. TIA Yukon will seek feedback from participating businesses



throughout the pilot program, and that feedback will inform decisions regarding future participation in the program.

17. Will Service Providers retain ownership of their pre-existing frameworks, assessment methods, templates and other intellectual property used during the engagement?

Service Providers will retain ownership of their pre-existing frameworks, methodologies, tools, templates and other intellectual property. Participating businesses will retain ownership of any business-specific information they provide and may use the recommendations and action plans developed through the engagement for their own business purposes.

18. If in-person delivery or travel outside Whitehorse is requested, may travel time and expenses be quoted separately?

Proponents should not anticipate travel as part of this engagement and should base their proposals on a virtual delivery model. Given the geographic distribution of tourism businesses across the Yukon, the Boost Your Business program is intended to be delivered primarily through virtual advisory sessions.

Where a Service Provider chooses to offer in-person meetings within their local area, or otherwise deliver services in person at no additional cost to TIA Yukon, they are welcome to do so. However, proposals should not assume that travel will be funded or required as part of the program.

19. Should the proposed fee be per participating business, or a flat fee covering all businesses matched within a stream?

Proponents should provide a proposed fee per participating business. This fee should reflect the full scope of services required to deliver the engagement for one participating business.