



3 Taylor Road, Bracebridge, ON P1L 1S6  
1-800-835-7303  
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound  
[www.explorersedge.ca](http://www.explorersedge.ca)



## REQUEST FOR PROPOSAL

# Product Development Research & Strategy

## **Contents**

Introduction .....	1
Proposal Submission Guidelines .....	2
Executive Summary: The “Worldly Wise Strategy” .....	3
The Opportunity:.....	3
Objectives: .....	3
Statement of work: .....	4
Summary of Primary Deliverables .....	4
Corporate Information:.....	5
Note: Proponents shall identify, within their submission, all excluded items.....	5
Assumptions: The entire project will be fully completed no later than October 20, 2017 .....	5
Selection Process .....	6
Proponent Qualifications .....	6
Evaluation Criteria.....	7
Proposal Preparation and Format.....	9
Pricing.....	9
Bidder Qualifications and References.....	9
Cost of Proposal Submissions .....	9
Information Indicative Only .....	10
Confidentiality.....	10
Other Considerations .....	10

## **Introduction**

Explorers' Edge (RTO12) is the regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound funded by the Ontario Ministry of Tourism, Culture & Sport. With some of Canada's most iconic natural landscapes within its borders, including those that inspired the Group of Seven painters, and recognized as one of the most popular travel destinations in the province, RTO12 promotes travel to the great Canadian wilderness just north of Toronto in all four spectacular seasons.

RTO12 is a not-for-profit agency that is governed by a volunteer board of directors. The mandate for RTO12 includes: providing industry leadership and strategic planning; providing strong, collaborative partnerships and packages; marketing; and developing workforce and skills training.

RTO12 [www.rto12.ca](http://www.rto12.ca) is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge [www.explorersedge.ca](http://www.explorersedge.ca).

For more information on Ontario's 13 Regional Tourism Organizations, visit  
<http://www.mtc.gov.on.ca/en/regions/regions.shtml>.

### **The RFP Process**

1. The RFP will be posted online and potential bidders will be e-mailed a copy of the RFP.
2. Upon receiving the document and reading its content, potential bidders are requested to send an email to [james@explorersedge.ca](mailto:james@explorersedge.ca) to acknowledge their intent to provide information about their proposal. This step will guarantee that the bidder name is entered in the bidder list.
3. The bidders prepare their formal response and send their document in an electronic format to Explorers' Edge by the specified RFP close date.

### **Project Timetable**

Request for Proposal Issued	Wednesday July 19, 2017
RFP Due	Wednesday July 26, 2017 @ 3.00pm

## **Proposal Submission Guidelines**

### **Restrictions on Communications with Staff**

If you wish to seek clarification on any of the information presented here, please contact James Murphy, Executive Director, by email to [james@explorersedge.ca](mailto:james@explorersedge.ca) until the due date.

### **Information Submission Format**

All responses to the questions in this document must be submitted in a Microsoft Word compatible format.

### **Submit Information to:**

- Explorers' Edge
- 3 Taylor Road Bracebridge, ON
- Bracebridge, Ontario P1L 1S6
- Attention: James Murphy, Executive Director

### **Number of Copies Required / Format of Copies**

- Word document - Electronic copy by e-mail

### **Confidentiality**

During the RFP process, the bidder may obtain confidential information in regards to Explorers' Edge businesses and / or its members and employees. The Bidder agrees to keep such information strictly confidential at all times. The bidder may disclose confidential information only when necessary for the submission of a response to the RFP. This does not apply to information known and available to the public.

The Bidder acknowledges that Explorers' Edge will receive many responses to the RFP that might contain information considered confidential by the bidder. The bidder will allow Explorers' Edge to use such information for the purpose of the RFP process.

All information and the responses provided to Explorers' Edge about the RFP will become property of Explorers' Edge and will not be returned to the Bidder.

## **Executive Summary: The “Worldly Wise Strategy”**

RTO12 is seeking the expertise of a tourism product development consultant to conduct research into and to create the framework for a multi-year Product Development Strategy.

After six years in operation and after four years of exceptional domestic marketing success, RTO12 is now working to significantly increase the volume of visitors to the region by implementing various international marketing initiatives. Known collectively under the umbrella “Worldly Wise Strategy” of the RTO, one of these key initiatives in the current fiscal year - one that will ensure ongoing domestic and new international marketing success - will be the establishment of strong, differentiated product offering that distinguishes the region in the global tourism marketplace.

### **The Opportunity:**

The consultant will work with RTO12 staff and stakeholders to identify competitive product opportunities for development (taking into consideration the core and potential partnership budget of the RTO) in order to attract the greatest volume of domestic and international travellers to the region.

The consultant will also make recommendations for a three-year strategy to outline the ongoing support for and investment in specific competitive tourism product that will be needed to significantly increase visitation to the region. “Product” may include tangible experiences and/or service delivery models.

### **Objectives:**

#### **Research:**

- a. Conduct an environmental scan of current regional differentiated product, including general and pertinent market-ready offerings
- b. Conduct analysis of relevant competitive product offering in Ontario, Canada and globally
- c. Determine gaps in regional product offering that need to be filled in order to compete in the global marketplace
- d. Rate current product offering as 1) not developed 2) needs enhancement and 3) fully developed
- e. Match product offering with consumer demand and determine size of potential markets
- f. Make recommendation for new product development for high potential markets
- g. Gather intelligence from RTO12 tourism stakeholders and staff to formulate recommendations and findings in all of the above

#### **Product Strategy Framework:**

- a. Create a product development framework for RTO12 staff to finalize a 3-Year Product Development Strategy. (This strategy will be part of and relate to the new Destination Development Plan that will be developed in the latter half of the fiscal 2017-2018 year.)

**This RFP is to be completed by October 20, 2017 & will be undertaken in three phases (as part of this RFP):**

The anticipated phased approach is defined in greater detail as follows

**Statement of work:**

**Phase One:** Significant consultation with RTO12 / Explorers' Edge staff to ensure objectives and executional approach are understood and agreed to.

**Phase Two:** Preliminary inventory and asset research, environmental scans and identification of tourism product gaps (representative of a globally competitive branded destination). Recommendations on how to fill gaps including the resources required.

**Phase Three:** A broad industry consultation process which, in conjunction with the intelligence gathered in Phase Two, will result in a Situation Analysis and Interim Report identifying short-term strategic priorities (for a 3-year period).

**Phase Four:** Based on the consultations, feedback, research, situation analysis, consumer market matching, gap identification and recommendations, the development of a comprehensive tourism product development framework for a 3-year period for Explorers' Edge will be completed. Final consultation on the framework with RTO12 staff will then result in the development of the final Product Development Strategy. The Strategy will guide our decision making relating to tourism product development moving forward, taking into account the goals and objectives outlined.

**Summary of Primary Deliverables**

**Phase 1 Memo Outlining Agreed to Project Approach and Ultimate Deliverables:** Required: MS Word and PDF electronic versions of the report in English

**Phase 2 Report Required:** MSWord and PDF electronic versions of the report in English.

**Phase 3 Outreach Process Identified & Report:** MSWord and PDF electronic versions of the report in English.

**Phase 4 Tourism Product Framework and Collaborative (with RTO12 staff) Final Report:** MSWord and PDF electronic versions of the report in English.

**Required:** The final report must be provided in print, in English as well as one PDF and one Word version. In addition, electronic versions of supporting documents will be provided when available.

The proposal, at a minimum, will break out the costs across the following:

- Research
- Industry Outreach
- Travel
- Framework & Strategy Development

Your proposal will form an integral part of the contract and will be considered the Scope of Work for the Initial Term.

**Corporate Information:**

Please provide a synopsis of your qualifications, including a detailed summary of previous successful planning and training for comparable clients. Also include:

- A description of the respondent's company, including location(s), business operations, financial security, and corporate history
- A standard contract proposal

**Note:** Proponents shall identify, within their submission, all excluded items.

**Assumptions:** The entire project will be fully completed no later than October 20, 2017

## **Selection Process**

The following aspects of your proposal will be used to evaluate the proposals:

1. Demonstrated experience of key personnel in a project of similar scope and nature
2. Demonstrated successes in tourism product development
3. Demonstrated strong corporate history and presence, financial standing, and capacity to perform;
4. Implementation approach and methodology, including project timing, scheduling, staff training, and transition from the existing application;
5. Proposed business relationship with Explorers' Edge throughout the lifecycle of the agreement;
6. Cost competitiveness;
7. References (minimum of three).

**As part of the selection process, respondents may be asked to present their proposal to an Explorers' Edge staff representative.**

## **Proponent Qualifications**

Proponents considered for this project must be able to demonstrate the following credentials/expertise:

1. Extensive experience in marketing or product strategy development with ongoing proven, successful results that met business objectives of the related projects
2. Clear understanding of the RTO model in Ontario, the business objectives of RTO12 in particular and the ability to differentiate RTO12 in the marketing place by increasing consumer visits significantly
3. Experienced, professional in-house project team (including Project Manager) to meet all project deadlines
4. Proven ability to provide regional outreach
5. Proven use of current technologies, standards, and best practices
6. Demonstrated ability to become familiar with a brand and as a result, be able to recommend appropriate strategies to increase key performance metrics specifically capture rate and conversions.

## Evaluation Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
Technical	
Qualifications and Experience of Company	10
Qualifications and Relevant Experience of Project Team	20
Understanding of Objectives	10
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	20
Sub Total	80
Financial	
Fees and Disbursements (including sub-consultants)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

**Bidder Certification**

(Bidder must sign and return.)

I certify that this information is complete and correct to the best of my understanding and that I am authorized to submit this information on behalf of the company.

Authorized

Signature\_\_\_\_\_ Date\_\_\_\_\_

Title\_\_\_\_\_

Print/Type

Name\_\_\_\_\_

Print/Type Company Name

Here\_\_\_\_\_ 10

## **Proposal Preparation and Format**

The Bidder must ensure that the proposal meets the following mandatory requirements.

- An intent to Bid email is received by email before the “Closing Date and Time” as outlined in the RFP Timelines
- A complete bid is received by email “before the “Closing Date and Time” as outlined in RFP Process and Timeline
- Includes a cover letter including Bidder’s name, address, telephone, e-mail address and primary contact person with a note of date and time of submission. The letter should be submitted by a person authorized to sign on behalf of and to bid the Bidder to its Proposal and the terms of the RFP.
- Includes a statement that the Project Conditions outlined in the RFP have been reviewed and understood.

## **Pricing**

Bidders must provide a detailed/line-itemed breakdown and summary of costs to provide the proposed services with total price shown. Prices must be quoted in Canadian dollars, including freight and delivery charges, and taxes.

Notes: Be advised that taxes are considered within the project budget. Prices must remain valid for at least 120 days. Bidders are required to provide their payment terms as part of their proposal.

## **Bidder Qualifications and References**

Bidders shall provide the following information:

- Company profile outlining history, capabilities, qualifications, and experience as well as other information you deem relevant
- Summary of prior experience (within last 3 years) in providing the goods or services similar to those described in this RFP.
- Identification of all key personnel, including sub-contractors, who will be assigned to this project. Please include their relevant experience and qualifications and their roles and responsibilities in the project, as well as their level of efforts
- References including names, position, telephone numbers and e-mail addresses for which the Bidder has performed similar work. These references might be contacted during the proposal evaluation phase to determine their satisfaction with the work carried out.

## **Cost of Proposal Submissions**

- The Bidder is responsible for all and any costs associated with the preparation and submission of the Proposal. Explorers’ Edge will not be liable to pay any such costs or reimburse the Bidders in the event Explorers’ Edge decides to reject all Proposals.

## **Information Indicative Only**

- The information that is provided in this RFP is indicative only. Through the review of the proposals and subsequent finalization of an agreement with the successful Bidder Explorers' Edge reserves the right to request further information or clarification of information. Explorers' Edge reserves the right to request new or additional information regarding a Bidder and any individuals or other persons associated with a response.

## **Confidentiality**

- If the Bidder does not want the documents that are submitted in response to this RFP to be made available to the public, the Bidder must indicate that the documents are submitted in confidence. The documents contain trade secrets, technical, commercial, financial or labor relations information that disclosure of the documents could reasonably be expected to result in harm, as specified in Section 10 of the Municipal Freedom of Information and Privacy Protection Act. While Explorers' Edge will endeavor to maintain the confidentiality of all such information, the Bidder must realize that such information may well become public or be disclosed.

## **Other Considerations**

- Explorers' Edge in its sole and absolute discretion, may discuss or negotiate with any Bidder, the terms and conditions of its response without any obligation to other Bidders and without giving rise to any rights of other Bidders to amend or negotiate their response.
- Explorers' Edge shall not have any obligation to notify any of the Bidders of discussions or negotiations with any other Bidder, to invite amended responses from any other Bidders, to disseminate other information disclosed to any one Bidder, or to approve a further submission made as a result of such information.
- Conflict of Interest.
  - The bidder must declare any actual or potential conflict of interest including situations or circumstances that could give a bidder an unfair advantage during a procurement process or compromise their ability to perform
  - Explorers' Edge reserves the right to disqualify a vendor's quote due to a conflict of interest
  - The bidder must avoid and disclose any actual or potential conflict of interest during the performance of their contractual obligations
  - Explorers' Edge reserves the right to terminate an agreement where a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved.
- In the event of any discrepancies appearing, or differences of opinion, misunderstanding or dispute arising between the Bidder and Explorers' Edge respecting the intent or meaning of this RFP, or accompanying documents, or as to any omission there from or misstatements therein, the decision and interpretation of Explorers' Edge shall be final and binding upon all parties. There shall be no review or appeal of such decision.

End of RFP. Thank you for your time.