REQUEST FOR PROPOSALS

TO

Conduct a
Non-resident Travel Attitudes and Motivations Survey

RFP # RSTOUR2013

Department of Tourism, Culture and Recreation
Government of Newfoundland and Labrador

AUGUST 2013
ISSUING AGENCY
This Request for Proposals (RFP) is issued by the Department of Tourism, Culture and Recreation (TCR).

TCR has a requirement for the planning and implementation of a survey of non-residents to provide insights into their travel habits, attitudes, motivations, perceptions and general travel activities. This research follows up on and goes beyond information obtained in TCR’s 2011 Provincial Visitor Exit Survey.

BACKGROUND
The Non-Resident Travel Attitudes and Motivations Survey is an important part of implementing the requirements of the province’s Tourism Vision 2020 “Uncommon Potential: A Vision for Newfoundland and Labrador Tourism” in which the government committed to a strong focus on high quality and timely research. As a fundamental requirement of this strategic direction, primary research plays a vital role in providing sound knowledge and insights on tourism-related issues. It supports the department and all tourism partners in driving strategic decisions and achieving the objectives of the Tourism Vision. For further information, the document can be accessed at http://www.tcr.gov.nl.ca/tcr/publications/2009/Vision_2020.pdf.

Tourism research is also essential in measuring the success of the government’s investments in tourism as well as in directing new investments into growth opportunities to meet travellers’ demands and maintain a competitive position as a tourism destination. Significant changes in travel and tourism over the past few years have created a need for the department to update its non-resident traveller knowledge to assess changes in general travel habits, trip planning, travel motivations, attitudes, travel barriers and perceptions of Newfoundland and Labrador as a travel destination.

Non-residents play an important role in Newfoundland and Labrador’s tourism: over half a million non-resident visitors to the province accounted for nearly $460 million in tourism spending in 2012. Non-resident tourism spending generally represents 40-45% of total tourism spending in the province which underlines the importance of addressing non-residents’ travel requirements in terms of increasing awareness of and interest in Newfoundland and Labrador as a travel destination, ease of trip planning and removing travel barriers.

TCR requires current non-resident traveller information to ensure continued successful development of this segment. Survey results will allow a more detailed profiling of the non-resident travel market in terms of travel attitudes, motivations and perceptions of the province and serve to support product development and marketing programs targeted at non-residents.

NON-RESIDENT TRAVEL ATTITUDES AND MOTIVATIONS SURVEY OBJECTIVES
With its Tourism Vision setting strategic directions to take the industry to 2020, TCR has recognized that it needs to keep pace with a fast changing industry environment and has made a strong commitment to support stakeholders with timely and high quality information. TCR is seeking a solution for the cost-effective and efficient design and implementation of a non-resident travel attitudes and motivations survey that can also be easily replicated to meet future information requirements in this area.
Specific objectives of the non-resident attitudes and motivations survey include:

• To determine non-residents’ perceptions and attitudes towards as well as their interest in Newfoundland and Labrador as a vacation destination
• To determine trip motivating factors and identify the importance of activities and travel icons as trip influencers and in destination choice
• To determine opportunities to influence non-residents to travel to this province
• To identify barriers to travel to Newfoundland and Labrador
• To investigate travel planning behaviour

This survey does not intend to estimate the volume of travel in the province by non-residents.

Specific information requirements include:

• Non-resident attitudes to travel in general and to travel to Newfoundland and Labrador in particular
• Non-residents’ barriers to vacation/pleasure travel in general and to Newfoundland and Labrador in particular
• Perceptions of Newfoundland and Labrador as a vacation destination
• Level of importance of trip activities and attractions (e.g. National and Provincial Historic Sites, National/Provincial Parks, trails, etc.) in destination selection
• Insights into travel motivators, e.g. nature-based/outdoor activities, cultural activities, product strengths and weaknesses for travel to Newfoundland and Labrador
• Level of awareness of travel opportunities (including in spring and fall)
• Travel experiences sought
• Trip planning behaviour and use of trip planning tools
• Level of awareness of the province as a travel destination

SCOPE OF WORK
The scope of work describes the survey parameters for planning, implementation and results analysis which will need to be addressed in the proposal and for which costs and time estimates must be provided. The scope of work also lays out TCR’s specific needs for access to specialized expertise, technology and staff required for the successful completion of this project.

The consultant will work closely with TCR staff through all stages of project planning, survey implementation and data analysis and reporting as outlined below.

Project planning
• Develop a detailed survey methodology, including definition and description of the survey population and data collection method.
  o The survey is to be conducted with both non-residents who have and who have not visited the province before, aged 18 years or older
  o Potential sources to develop the sample include contact information collected through the 2011 Provincial Visitor Exit Survey (visitors who consented to be contacted for follow up research, approximately 1,600 contacts) and contact information collected through the department’s Tourism Destination Management System [TDMS] (inquirers who consented to follow up research, approximately 15,000 contacts). Contact information includes e-mail addresses, telephone
numbers and mailing addresses, with approximately 75% of contacts with e-mail addresses.

- Potential respondents are mainly located in Canada and the USA and, to a lesser extent, in other countries worldwide.
- Consultants are encouraged to propose other sources of the sample population provided their use and associated survey methodology will meet the survey objectives. Associated budget implications will need to be provided in the proposal.

- **Develop questionnaire**
  A questionnaire will need to be developed in accordance with the objectives and information requirements of the non-resident attitudes and motivations survey and the proposed data collection method. The questionnaire would include behavioural, demographic and attitudinal close-ended questions as well as open-ended questions as appropriate. TCR will provide a draft questionnaire.

- **Develop a project plan and budget**
  The project plan must reflect all tasks associated with survey planning, implementation, data analysis and reporting. A formal budget needs to be developed reflecting all stages of the survey project and its individual elements.
  Submissions must provide project timelines for planning, implementation and results analysis as well as cost estimates for the proposed implementation approach and methodology. All resource requirements and associated costs, including hourly or daily rates for professional staff, as well as applicable assumptions and conditions for cost considerations must be presented. Costs for alternative approaches must be provided separately.

### Survey implementation

- **Manage and coordinate data collection**
  The successful proponent will have primary responsibility for the management and coordination of data collection, ensuring the most efficient and cost-effective data collection. TCR suggests that data collection take place in the fall of 2013 and be completed no later than November 2013.
  - Submissions need to address data collection schedules, including methods of initial respondent contact, number and method of subsequent contact attempts and survey reminders as well as recommendations regarding respondent substitution. The use of potential incentives (rationale, type, cost) for respondents should also be discussed. Proposals must identify processes and procedures that ensure consistency in data collection.
  - The expected number of completed questionnaires is approximately 2,000 – 2,500.

- **Provide all personnel and necessary equipment/technology for data collection**
  The consultant is expected to have access to all professional and technical resources required to implement the survey, either in-house or through subcontracting. This includes all required personnel as well as all survey technology as needed based on data collection methods. The successful proponent is also responsible for all personnel training and supervision.
• Monitor data quality, sample sizes, completion rates
  All data collected needs to be monitored to ensure that there are no issues with the questionnaire and all technology resources are functioning properly.

• Provide regular status updates
  TCR requires regular status reporting regarding the number of completed surveys to identify potential survey implementation issues. Final update reporting contents and frequency will be determined based on the proposed survey implementation timelines and methodology.

• Conduct data editing, coding and processing
  Data will need to be cleaned and edited to remove/adjust for errors and invalid cases. Open-ended questions and “Other” responses need to be coded. TCR will require unedited data files for review and approval of editing and coding procedures.

Data analysis and reporting

• Develop data weighting procedure / data weighting if necessary
  An assessment of collected data is required to identify coverage or response issues and to establish whether and on what basis data weighting will need to be applied. Weights need to be calculated and applied for data analysis.

• Provide raw data files. Provide complete SPSS database with all file specifications, variable definitions and weights. Provide SPSS syntax and data files for future analysis
  o The consultant will provide TCR with a final edited and unweighted data file for review of weighting procedures as well as an SPSS database with a complete set of survey results, cleaned, edited, coded and weighted so that future additional analyses can be performed as required by the department.

• Provide report analyzing survey findings
  The consultant is expected to deliver a complete report of survey findings and analysis addressing all areas identified in the objectives and information requirements, including comprehensive data tables, graphs and charts. The final report should provide insights into demographic, behavioural and attitudinal characteristics of non-resident travellers targeted by this research.

  The report must also include complete details on all technical aspects of survey implementation, including an overview of the survey population, sample selection, sample size, data collection methods, editing and coding procedures, data handling aspects (e.g. treatment of outliers, technology issues), reliability and weighting procedures for future in-house reference and survey replication. This section of the report should also include an analysis of constraints and limitations of data collected which are applicable to analysis and interpretation.

Some tasks and deliverables may be subject to change depending on final survey implementation.
PROJECT REQUIREMENTS AND DELIVERABLES
- Project plan and budget
- Survey questionnaire
- End-to-end administration and management of survey implementation
- SPSS databases
- Draft report and final report with analyses of survey findings and technical details on survey methodology and implementation

TIMELINES
Date of commencement of this project is as soon as possible after contract award. It is expected that this project will cover a 4-6 month period with the following stages:

- Contract award in September
- Finalizing survey planning and preparation: 3-4 weeks (September/October 2013)
- Survey implementation / data collection: 4-6 weeks (October/mid-November 2013)
- Data analysis and reporting: 4-5 weeks (November/December)
- Final report no later than January 31, 2014

CONSULTANT REQUIREMENTS AND QUALIFICATIONS

Resources
- Broad range of services offering including complex quantitative surveys
- Survey technology supporting a range of data collection methods
- Provision of all personnel, including interviewers (if required), research analysts, statisticians, other required professionals as well as technical expertise (e.g. for programming / set-up, testing, quality control and monitoring, online hosting etc.)

Access to all professional and technical resources can be accomplished either in-house or through sub-contracting if necessary. The consultant will be responsible for all personnel training and supervision as required for the project.

Expertise
- Complex survey project planning, implementation and management
- Experience with projects of a similar nature
- Proven experience in the use of a variety of survey technologies for data collection
- Experience in multi-mode data collection
- High level of professional expertise in data management, statistical analysis and reporting
- Knowledge of tourism industry and experience in conducting tourism-related research

PROPOSAL REQUIREMENTS
All proposals must include the following components:

- Company profile
- Project team identification, including individuals’ area(s) of expertise, qualifications and experience (including with similar projects) and assignments to specific tasks. Identify whether project team members are employees of the consultant or a subcontractor.
• Proposed methodology, approaches, processes and procedures and work plan, including timelines for reporting milestones and progress
• Three references related to projects and work of similar nature with respect to scope, complexity and project duration
• Cost estimates including explanation/justification of any hourly rates, variable rates, quantities and assumptions – please refer to Appendix A for a budget template. The cost per completion by methodology in case additional samples are required must also be provided.
• Where appropriate, proponents can provide alternative approaches, methods or procedures with associated impacts on tasks, timelines and costs. Alternative approaches must be discussed and priced separately from the recommended approach

Proposals must clearly demonstrate:
• Relevant experience and qualifications. Tourism research related experience will be considered an asset
• An understanding of the project objectives, requirements and information needs
• An understanding of the project scope, complexity and potential challenges, limitations, issues and risks
• The appropriateness of the proposed methodology for the project
• An understanding of the methodology challenges, issues and limitations

FIRM PRICING
Project costs are anticipated to be no greater than $70,000 (exclusive of all taxes). Prices quoted shall include Harmonized Sales Tax (HST), must be in Canadian currency, and shall be firm until the contract has expired. It is the intent that these prices remain fixed until completion and that no contract containing price escalations will be accepted.

PROPOSAL EVALUATION
The proposals will be evaluated based on the following criteria:

- Relevant Experience and Qualifications 20%
- Methodology and Work Plan 40%
- Knowledge & Understanding of Project Scope and Objectives 15%
- Project Costs 25%

Note: The Department reserves the right to cancel this project. The lowest cost proposal or any consultant’s proposal will not necessarily be accepted.

PROPOSAL SUBMISSION
Five (5) copies of the proposal submission are required for evaluation. Submissions of the proposals will be accepted up to 4:00 pm, Newfoundland Time, Friday, 30 August, 2013. Faxed or e-mail copies are not acceptable. Late, incomplete or partial proposals including those sent by fax or e-mail, will not, without exception or under any circumstances, be accepted. Proposal packages shall be addressed and delivered to the Government Purchasing Agency as follows:
GOVERNMENT PURCHASING AGENCY
30 STRAWBERRY MARSH ROAD
ST. JOHN’S, NL
A1B 4R4
Attention: Non-resident Travel Attitudes and Motivations Survey

Proponents assume the entire costs of proposal submission.

Information requests concerning the project may be directed in writing, by fax or e-mail to the following address, on or before 4:00 pm, Tuesday, 20 August, 2013:

Jackie Vickers
Government Purchasing Agency
30 Strawberry Marsh Road, St. John’s, NL A1B 4R4
Phone: 709-729-3340
Fax: 709-729-3327
E-mail: jacquelinevickers@gov.nl.ca

The Department, through the Government Purchasing Agency, shall respond to enquiry requests in writing in the form of addenda. All addenda that will be issued in relation to this Request for Proposals will be available on the Government Procurement website at http://www.gpa.gov.nl.ca. Respondents can either access the website at their own discretion for the addenda, or may use the registration process available on the website to receive notifications of addendum. Questions received after the deadline indicated above shall not be answered.

GENERAL CONDITIONS
1. This RFP is not subject to the Public Tender Act.

2. Verbal information or representations shall not be binding upon the Department. Only written changes, alterations, modifications or clarifications are binding. In order to be valid, all such changes, alterations, modifications or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP.

3. The proposal of the successful Proponent will form part of any Resulting Contract by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the Resulting Contract as a direct provision thereof. The successful Proponent, as a condition of submitting its proposal, accepts that the Resulting Contract will be written using the Government of Newfoundland and Labrador standard model contract. The Department will not be responsible for any legal costs associated with contract development.

4. Any Resulting Contract from this RFP shall be governed by the laws of the Province of Newfoundland and Labrador and shall be issued in the name of the successful Proponent exactly as that successful Proponent’s personal or corporate name is stated in the RFP response document. Funds payable for materials delivered pursuant to any Resulting
Contract shall be paid only to the Proponent who is so listed as party to any Resulting Contract. Only legal registered names of Proponents are acceptable.

5. All documents and other records in the custody of or under the control of some or all of the Government or its representatives may be subject to the Access to Information and Protection of Privacy Act. Subject to the provisions of this Act, all responses and other documents and other records submitted by a Proponent in connection with this RFP will be considered confidential, and financial and other proprietary information will not be disclosed.

6. The Proposal shall contain the signature, name and title of the person authorized to sign on behalf of the Proponent in response to this RFP.

7. The responsibility rests with the Proponent to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal shall include but not be limited to:

   a) LEGAL NAME AND STATUS: The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.

   b) PROPONENT CONTACT: The name, title, telephone and fax numbers, E-mail address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal shall be provided.

      Name:
      Title:
      Telephone Number:
      Facsimile Number:
      E-mail:
      Civic Address:

   c) CONTENT: The proposal shall be clear, concise, and shall include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements, but rather shall provide convincing rationale to address how the Proponent intends to meet these requirements.

      The Proponent shall assume that the evaluation team has no prior knowledge of its facilities and experience, and will base its evaluation on the information presented in the proposal. Elaborate brochures or documentation, bindings, detailed artwork, or other embellishments are unnecessary and are not desired.

8. The successful Proponent must be in good standing with, and may be required to provide a letter from the Workplace Health, Safety and Compensation Commission (WHSCC), or its equivalent in the jurisdiction in which the Proponent organization is located, prior to receiving any payments.
9. If the successful Proponent is an organization or corporation, it must be licensed to conduct business in its own jurisdiction and may be required to produce a certificate of good standing for that jurisdiction. The successful Proponent may be required to register in the Province of Newfoundland & Labrador, pursuant to the Newfoundland & Labrador Corporations Act, if awarded the Resulting Contract.

10. All terms and conditions will apply to all subcontractors and the Proponent will be responsible for subcontractors’ compliance. The Proponent will be responsible for all work done by the subcontractors. The Proponent will be responsible for all damages and will complete any work unfinished by the subcontractors.

**Award of Contracts**

The award of contract will be made by the Department, based upon the results of the evaluation of submitted proposals. The Department will notify the successful consultant in writing. Those who are not successful will receive written notification as soon as possible after the award of contract. The Department reserves the right not to explain in detail why unsuccessful consultants were not selected.

If the successful consultant wishes to accept the contract and concludes final negotiations with the Department, the contract will commence as soon as possible after contract award.

All data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports and related information produced by the consultants in completing this work shall be the property of the Department.

-End of RFP terms-
To determine the project budget, consideration should be given to the following elements during each project phase. Costs should be provided for individual elements as applicable.

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<th>Budget Item</th>
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<th>Rate Per Hour or Other Rates (must be specified)</th>
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