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ONTARIO

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Request for Proposals Research Development Project 2012-01-06

Issued: Feb 1, 2012
Closing: February 10, 2012 @ 4:00 pm
Project Completion: March 31, 2012

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1.0 Project Overview

This initiative is a follow-up the 2010-11 Direction Ontario initiative supported by the Ministry of Tourism, Culture and Sport that allowed Direction Ontario to create a Francophone tool-kit tailored to each RTO and to meet with each RTO to discuss their strengths, opportunities and needs in terms of Francophone tourism.

This Francophone Research Project is one of 3 project elements in Direction Ontario's 2011-12 Project funded in part by the Ministry of Tourism, Culture & Sport.

1. RTO Outreach
2. Francophone e-guide & online resources
3. **Francophone Research**

The objectives of the overall Project are to:

1. Support the RTOs in building Francophone tourism capacity during the critical transitional years.
2. Deliver marketing strategies that will lay the ground work for RTOs to continue to prioritize Francophone markets within their respective business plans.

2.0 Background

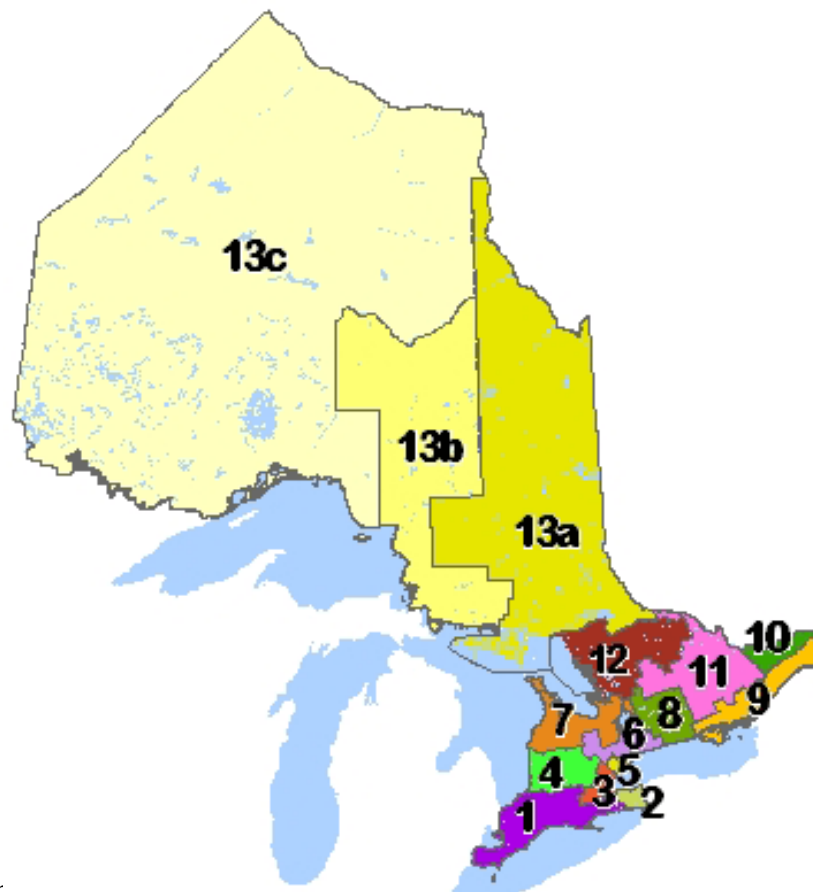
For over 8 years, Direction Ontario has been promoting Ontario's tourism experiences to the French-speaking visitors from Quebec and abroad.

Over the years, through the production of its printed travel guide, e-guide, travel planner website, Francophone call centre and repetitive attendance at specific trade shows in Quebec, Direction Ontario has successfully managed to gain the trust of the Francophone markets, piqued their interest in Ontario as a travel destination and encouraged them to visit our beautiful province...and to do so in French.

3.0 Geographic Area - Ontario Tourism Regions

Direction Ontario works with Ontario stakeholders across the entire Province. The Ministry of Tourism, Culture and Sport is supporting Ontario's tourism partners as they develop Regional Tourism Organizations in the province's 13 new tourism regions. Each Regional Tourism Organization is independent, industry-led and not-for-profit. Each is responsible for building and supporting competitive and sustainable tourism regions. And each will help attract more visitors, generate more economic activity, and create more jobs across the province. Ontario is paving the way for a stronger, more competitive tourism industry.

This regional approach builds on extensive consultations with stakeholders and key recommendations from Discovering Ontario: a Report on the Future of Tourism. The regions are shown below:



4.0 Project Objectives

Through our work with the RTOs in phase 1 of this project, we received specific research requests about (Quebec) Francophone Market trends. Direction Ontario will collect data that is not currently available from the MTC Tourism Research Unit or from the existing OTMPC research and upcoming consumer insight research. Valuable data such as statistics collected by Ontario Parks or by Parks Canada (at Ontario sites) about francophone visitors to their parks can be obtained, reviewed and shared with the RTOs. Available CTC research should also be reviewed and mined for relevant data. Direction Ontario will:

- Source & collect market trends, stats & survey results of key market data
- Create consumer survey for collection of information at key events. (shows)
- Data collected will include:
 - Travel intentions
 - Exit surveys
 - Travel trends

5.0 Resources

The successful proponent will report directly to Direction Ontario's Executive Director and will source baseline data & stats collected from identified key stakeholders (CTC, Parks Canada, Ontario Provincial Parks and St Lawrence & Niagara Parks Commissions)

6.0 Deliverables – Project completion by March 31, 2012

- Clear concise report formats developed to facilitate distribution of data & stats
- Industry survey created to capture key elements of current travel patterns & future trends
- Coordinate & deliver the Industry survey component to key industry stakeholders as identified in consultation with Direction Ontario (could include Quebec Receptive Operators, CAA Quebec, APAQ, key Quebec tour operators)
- Consumer survey created to capture travel intentions and current trends
- Coordinate consumer survey component to a significant sample size so results can be relevant and usable (possible shows for access to consumers: Montreal Vélo show, Ottawa Outdoor Show, Montreal RV Show, Quebec Auto Show)
- Show registration/booth costs will be covered but travel expenses & consultant time should be factored into proposal
- Compile Final report which will be shared with all RTOs

7.0 Proposal Requirements and Submission Conditions

The submission must contain the following components:

- An understanding of the project, including a description of the overall approach
- A Project Plan including with a description of steps indicating expected completion date for each task
- Qualifications of Consultant's Project Manager indicating level of proficiency in French
- A full budget, payment schedule and proposed completion schedule for each project element
- Indication & description of technology that may be used for data collection
- Samples of relevant work
- 3 references (recent clients) who could be contacted as references
- E-mail submission preferred and should be in PDF format
- Proposal must be sent to the Executive Director by 4:00 PM February 10, 2012

8.0 Selection Process

The following criteria will be used to select a successful vendor:

- Demonstrated knowledge and relevant tourism experience in Ontario
- Quality of written proposal and understanding of the assignment
- Organization and clarity of proposed work plan
- Proposed fees and total cost of proposal
- Extent of work proposed in relation to costs
- Expertise and relevant experience
- Satisfactory references related to involvement in similar type of projects

9.0 General Terms and Conditions

9.1 Liability and Insurance

The Consultant may be required to secure and maintain during the terms of the Agreement the following:

- Professional Liability – A Professional Liability Insurance Policy, in an amount not less than one million dollars (\$1,000,000);
- Consultant should declare if he/she does not have insurance.

9.2 Acceptance of Proposals

This RFP neither expresses nor implies any obligation on the part of Direction Ontario, to enter into a contract with any consultant submitting a proposal.

9.3 Rejection of Proposals

Direction Ontario reserves the right to reject any or all proposals for failure to fully satisfy the specifications and the requirements of the RFP.

9.4 Acceptance or Non-Acceptance

Neither the lowest priced nor shall any proposal necessarily be accepted.

9.5 Conflict of Interest

It is the consultant's responsibility to ensure that no perceived or real conflict of interest exists for any of the company's personnel involved in the project.