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Request for Proposals

RTO Outreach Project Project #: 2012-01-07

Issued: January 26, 2012
Closing: February 3, 2012 @ 4:00 pm
Project Completion: March 31, 2012

Direction Ontario – RTO Outreach Project

Request for Proposal

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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 RTO Outreach is one of 4 project elements in Direction Ontario's 2011-12 RTO Outreach Project funded in part by the Ministry of Tourism, Culture & Sport.

The objectives of the overall Outreach 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.

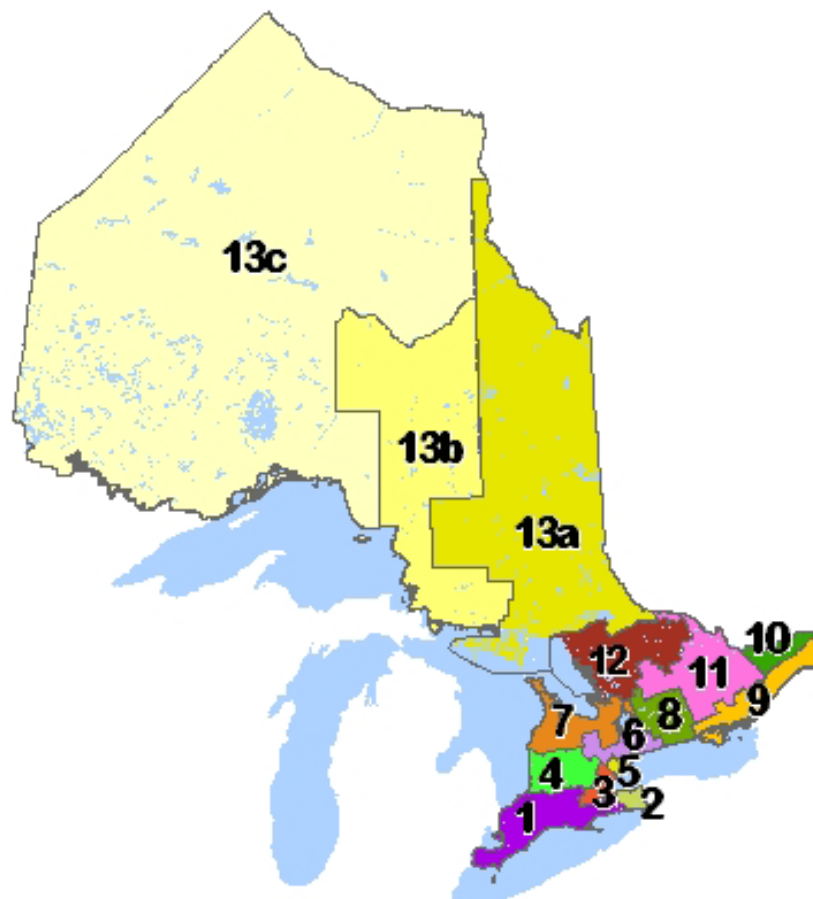
Over the years, through the production of its printed travel guide, e-guide, travel planner website, Francophone call centre and repetitive attendance at specific trade shows in Quebec, Direction Ontario has successfully managed to gain the trust of the Francophone markets, piqued their interest in Ontario 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

- Provide the RTOs with tools, support and partnership opportunities for Francophone tourism development and marketing.
- Ensure quality and consistency among RTOs in the presentation of the Ontario destination into the Francophone markets.
- Facilitate the growth of Francophone markets (e.g. Québec, France, Franco-Ontarians, new Canadians) and French-language services and avoid duplication of efforts, as time and funds are limited.
- Strengthen working relationship with each RTO.
- Develop marketing strategies in partnership with market-ready RTOs.

5.0 Resources

The successful proponent will work closely with Direction Ontario's Executive Director in the development and delivery of the outreach program. The Francophone Tourism Kit for RTOs and reports on key recommendations for each RTO will also be made available.

6.0 Deliverables – Project completion by March 31, 2012

- Preparation of sessions including:
 - Identifying interest of each RTO in the Francophone markets
 - Preparing a customized Power Point presentation for each RTO
 - Preparing handout materials
 - Preparing evaluation survey
- Delivery of sessions (In person) including:
 - Customized presentation
 - Overview of Francophone toolkit: market intelligence and best practices
 - Recommendations tailored to each RTO
 - Identification of next steps in Francophone markets and future services required from Direction Ontario
- Preparation of comprehensive notes and provision to the RTOs and Ministry of Tourism and Culture a summary of the outcomes of the presentations.

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
- 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 3, 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.