

REQUEST FOR PROPOSALS

Travel Trade, Public Relations, Travel Media & Special Events (Australia/New Zealand)

Request for Proposals Number: RFP23DBC06

Issue date: September 7, 2022

Closing Time: Proposal must be received **before** 2:00 PM Pacific Time on: October 10, 2022

DELIVERY OF PROPOSALS: Proposals must be in English and must be submitted either via email or using BC Bid before the deadline indicated above, and must be submitted by using the Proponent's e-bidding key on BC Bid, in accordance with the requirements set out in below:

BC Bid Electronic Submission: Proponents may submit an electronic proposal using BC Bid. Proposals must be submitted in accordance with the BC Bid requirements and e-bidding key requirements (found at www.new.bcbid.gov.bc.ca). Only pre-authorized electronic bidders registered on the BC Bid system can submit an electronic proposal using the BC Bid system. Use of an e-bidding key is effective as signature. An electronic proposal submitted on BC Bid must be submitted using the e-bidding key of an authorized representative of the Proponent. Using the e-bidding key of a subcontractor is not acceptable.

or

Email Submission: Proponents may submit one (1) complete electronic Response via email to procecon@gov.bc.ca

Proposals must be received before Closing Time to be considered.

CONTACT: All enquiries related to this Request for Proposals (RFP), including any requests for information and clarification, should be directed, in writing, to the following person (the "**Contact Person**"):

Monica Leeck
Manager, Market Development, Asia/Pacific & Mexico
Destination British Columbia
procecon@gov.bc.ca

Information obtained from any source other than the Contact Person is not official and should not be relied upon. Enquiries and any responses providing new information may be recorded and posted to BC Bid or otherwise may be distributed to all Proponents. All questions should be submitted, via e-mail, at least five (5) business days prior to the closing time and date

PROPOSANTS' MEETING: will not be held.



PROPONENT SECTION:

For electronic proposals, all parts of the Proponent Section (below) should be completed except the signature field, as the BC Bid e-bidding key is deemed to be an original signature. The rest of this page should be otherwise unaltered and submitted as part of your proposal.

The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal, we agree to all of the terms and conditions of the Request for Proposals and agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposals, including the Definitions and Administrative Requirements, and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.

<i>Signature of Authorized Representative:</i>	Legal Name of Proponent (and Doing Business As Name, if applicable):
<i>Printed Name of Authorized Representative:</i>	<i>Address of Proponent:</i>
<i>Title:</i>	
<i>Date:</i>	<i>Authorized Representative phone or email address (if available):</i>



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A. Requirement

Summary of the Requirement

Destination British Columbia (Destination BC) is seeking contracted agency services, based in or with regional branches in Australia (or New Zealand), to provide the following Areas of Expertise on behalf of British Columbia:

Travel Trade, Public Relations, Travel Media, and Special Events (Australia/New Zealand)

The Contractor(s) will support Destination BC's efforts for marketing and promoting British Columbia (BC) as a desirable destination for tourists from key cities in Australia (and New Zealand), targeting consumers in Australia (and New Zealand) as determined by the Destination BC marketing strategy.

A description of the Requirements can be found in [Section C.5](#).

Contract Term

The term of the contract(s) will be for a three (3) year term with an option to renew for up to two (2) additional one (1) year terms at the sole discretion of Destination BC and subject to funding availability and satisfactory contractor performance. An annual program and performance review will be conducted prior to the expiration of each contract term.

Background

Destination BC is a provincially funded, industry-led Crown corporation that supports a strong and competitive future for BC's tourism industry through a combination of global marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing. These investments help to improve the visitor experience, support businesses and communities, and strengthen BC's worldwide reputation as a destination of choice. For more information about Destination BC's programs and services, please visit: <http://www.DestinationBC.ca/>.

Pre-pandemic, tourism was one of the largest global industries, having grown from 650 million world travellers in 2000 to nearly 1.5 billion world travellers in 2019. While the Covid-19 pandemic has drastically impacted tourism operations and traveller behaviours, Destination BC projects traveller visits will return to pre-Covid levels in the coming 3-5 years. Prior to 2020, British Columbia's tourism industry has benefited from global tourism growth, outperforming forecasts for North America, and enjoying four consecutive years of increases in both overnight travellers and expenditures to BC, contributing over \$22.3 billion in revenue (2019) to the provincial economy.

As an industry-led Crown corporation, Destination BC works collaboratively with tourism stakeholders across the province to coordinate marketing at the international, provincial, regional, and local levels. Destination BC is mandated to fulfil several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry.

Destination BC's Corporate Strategy identifies the following key aspirations for BC's tourism industry:

- Share the transformative power of BC with the world.
- Grow sustainable social, cultural, environmental, and economic benefits for all British Columbians.

Destination BC's marketing strategy focuses on a consumer-centric, data-driven approach to attract high potential domestic and international travellers. Our programs and activities are structured around three strategic pillars to drive increased revenue and visitation through all seasons and all areas of British Columbia:

Powerful Destination Brand: Rebuild and market a globally compelling destination brand that motivates the world's travellers to visit when travel is allowed.

Seamless Visitor Experience: Connect the marketing funnel to move people from inspiration to conversion using data and signals of intent to drive personalized content through fully integrated media activities.

Powerful Marketing Network: The systems, processes, and partnerships that power a shared approach to marketing in BC's tourism ecosystem.

The foundation of Destination BC's strategy requires that we continue to work hand-in-hand with our strategic partners:

- Tourism Businesses, destination marketing organizations (DMOs), tourism sectors, Indigenous Tourism BC (ITBC);
- Channels - digital platforms, travel media, travel trade;
- Data-partnerships and premium publishers;
- Destination Canada, cross-Canada provincial partners, airlines;
- Governments (municipal, provincial, federal, Indigenous).

Destination BC is structured into three divisions: Global Marketing, Destination and Industry Development; Corporate Strategy, Research and Communications; and Corporate Services.

The organization is multi-national, with primary offices in Vancouver, and in-market representation in the UK, Germany, China, Mexico, and Australia.

Global Marketing

The Global Marketing team deploys a combination of media relations, travel trade and consumer-direct marketing worldwide to increase provincial tourism revenues and encourage the geographic and seasonal distribution of visitors to and within BC. All activities are integrated and strategically targeted to help move the consumer through the vacation planning and purchase process (from awareness, interest, purchase, to on-going repeat purchase) to increase demand for British Columbia as a preferred travel destination. The team includes Marketing, Overseas Marketing, Brand and Digital Strategy and Analytics.

B. Definitions and Administrative Requirements

1. Definitions

Throughout this Request for Proposals, the following definitions apply:

- A. “Closing Time” means time and date on the front cover of this RFP;
- B. “Closing Location” means the location on the front cover of this RFP;
- C. “Contact Person” means the person set out on the front cover of this RFP;
- D. “Contract” means the written agreement resulting from this RFP executed by Destination BC and the Contractor;
- E. “Contractor” means the successful Proponent to this RFP who enters into a written Contract with Destination BC;
- F. “Destination BC” means Destination BC Corp. doing business as Destination British Columbia;
- G. “must” or “mandatory” means a requirement that must be met in order for a proposal to receive consideration;
- H. “Proponent” means an individual, company or other legal entity that submits, or intends to submit, a proposal in response to this RFP;
- I. “Request for Proposals” or “RFP” means the process described in this document; and
- J. “should” or “desirable” means a requirement having a significant degree of importance to Destination BC.

2. Terms and Conditions

The following terms and conditions will apply to this Request for Proposals.

Destination BC reserves the right to not consider proposals that contain provisions that contradict or modify the terms and conditions of this Request for Proposals.

3. Additional Information Regarding the Request for Proposals

All subsequent information regarding this Request for Proposals, including changes made to this document will be posted on the BC Bid website at <https://new.bcbid.gov.bc.ca>. It is the sole responsibility of the Proponent to check for amendments on the BC Bid website.

4. Late Proposals

Proposals will be marked with their receipt time. Proposals received after the Closing Time will not be considered to have been received on time and will not be accepted. Electronic copies of late proposals will be marked late and will not be considered or evaluated. The proposal receipt time as recorded at the Closing Location shall prevail whether accurate or not.

5. Conflict of Interest

A Proponent will not be eligible to submit a proposal if the Proponent's current or past corporate or other interests may, in Destination BC's opinion, give rise to a conflict of interest in connection with the project described in this Request for Proposals. This includes, but is not limited to, involvement by a Proponent in the preparation of this Request for Proposals. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the Contact Person prior to submitting a proposal.

6. Evaluation

Evaluation of proposals will be by a committee formed by Destination BC and may include employees and contractors of Destination BC. All personnel will be bound by the same standards of confidentiality. Destination BC's intent is to enter into a Contract with the Proponent who has the highest overall ranking. Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.

7. Negotiation Delay

If a written Contract cannot be finalized within thirty days of notification of the successful Proponent, Destination BC may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either finalize a Contract with the next qualified Proponent or choose to terminate the Request for Proposals process and not enter into a Contract with any of the Proponents.

8. Debriefing

At the conclusion of the Request for Proposals process, all Proponents will be notified. Unsuccessful Proponents may request a debriefing meeting with Destination BC.

9. Alternative Solutions

If alternative solutions are offered, Proponents should submit the information in the same format, as a separate proposal.

10. Changes to Proposals

By submission of a clear and detailed written notice, the Proponent may amend or withdraw its proposal prior to the Closing Time. Upon Closing Time, all proposals become irrevocable. The Proponent will not change the wording of its proposal after the Closing Time and no words or comments will be added to the proposal unless requested by Destination BC for purposes of clarification.

11. Proponents' Expenses

Proponents are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with Destination BC, if any. If Destination BC elects to reject all proposals, Destination BC will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

12. Limitation of Damages

Further to the preceding paragraph, the Proponent, by submitting a proposal, agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal and the Proponent, by submitting a proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

13. Proposal Validity

Proposals will be open for acceptance for at least 90 days after the Closing Time.

14. Firm Pricing

Prices will be firm for the entire Contract period unless this Request for Proposals specifically states otherwise.

15. Currency and Taxes

Prices quoted are to be:

- A. in Canadian dollars;
- B. inclusive of duty, where applicable; FOB destination, delivery charges included where applicable; and
- C. exclusive of applicable taxes.

16. Completeness of Proposal

By submission of a proposal the Proponent warrants that, if this Request for Proposals is to design, create or provide a system or manage a program, all components required to run the system or manage the program have been identified in the proposal or will be provided by the Contractor at no additional charge.

17. Sub-Contracting

- A. Using a sub-contractor (who should be clearly identified in the proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one of these Proponents must be prepared to take overall responsibility for successful performance of the Contract and this should be clearly defined in the proposal.
- B. Sub-contracting to any firm or individual whose current or past corporate or other interests may, in Destination BC's opinion, give rise to a conflict of interest in connection with the project or program described in this Request for Proposals will not be permitted. This includes, but is not limited to, any firm or individual involved in the preparation of this Request for Proposals. If a Proponent is in doubt as to whether a proposed subcontractor gives rise to a conflict of interest, the Proponent should consult with the Contact Person prior to submitting a proposal.
- C. Where applicable, the names of approved sub-contractors listed in the proposal will be included in the Contract. No additional subcontractors will be added, nor other changes made, to this list in the Contract without the written consent of Destination BC.

18. No Obligation

- A. This Request for Proposals should not be construed as an agreement to purchase goods or services. Destination BC is not bound to enter into a Contract with the Proponent who submits the lowest priced proposal or with any Proponent. Proposals will be assessed in light of the evaluation criteria. Destination BC will be under no obligation to receive further information, whether written or oral, from any Proponent.
- B. Neither acceptance of a proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

19. The Contract

By submission of a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with Destination BC on the terms set out in Appendix 1. If Destination BC selects a Proponent pursuant to this RFP, it will provide notice in writing to the successful Proponent. The subsequent execution of a written Contract between the successful Proponent and Destination BC will constitute the Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the Contract is executed.

20. Liability for Errors

While Destination BC has used considerable efforts to ensure information in this Request for Proposals is accurate, the information contained in this Request for Proposals is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by Destination BC, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposals is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposals.

21. Reservation of Rights

Notwithstanding any other provision in this RFP, Destination BC reserves the right to:

- A. modify the terms of this RFP at any time prior to the Closing Time in its sole discretion;
- B. accept the proposal or proposals which it deems most advantageous to itself;
- C. waive any defect or deficiency in a proposal which does not materially affect the proposal relative to other proposals and accept that proposal;
- D. at any time and for any reason, reject any or all proposals; and
- E. at any time and for any reason, terminate the process under this RFP and obtain the requirement described in this RFP using a similar or completely different procurement process.

The lowest priced or any proposal will not necessarily be accepted. This RFP does not commit Destination BC in any way to award a Contract.

22. Ownership of Proposals

All proposals submitted to Destination BC become the property of Destination BC. They will be received and held in confidence by Destination BC, subject to the provisions of the Freedom of Information and Protection of Privacy Act and this Request for Proposals.

23. Use of Request for Proposals

Any portion of this document, or any information supplied by Destination BC in relation to this Request for Proposals may not be used or disclosed, for any purpose other than for the submission of proposals. Without limiting the generality of the foregoing, by submission of a proposal, the Proponent agrees to hold in confidence all information supplied by Destination BC in relation to this Request for Proposals.

24. Reciprocity

Destination BC may consider and evaluate any proposals from other jurisdictions on the same basis that the government purchasing authorities in those jurisdictions would treat a similar proposal from a British Columbia supplier.

25. No Lobbying

Proponents should not attempt to communicate directly or indirectly with any employee, contractor or representative of Destination BC, including the evaluation committee, or with members of the media, about the project described in this Request for Proposals or otherwise in respect of the Request for Proposals, other than as expressly directed or permitted by Destination BC. If a person fails to comply with the preceding sentence, Destination BC reserves the right to terminate that person's continued participation in this RFP or not accept a proposal from that person.

26. Collection and Use of Personal Information

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFP requires Proponents to provide Destination BC with personal information of employees who have been included as resources in response to this RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to Destination BC. Such written consents are to specify that the personal information may be forwarded to Destination BC for the purposes of responding to this RFP and use by Destination BC for the purposes set out in the RFP. Destination BC may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to Destination BC.

27. Clarifications

Destination BC may, at its discretion, request clarifications from a Proponent with respect to any proposal and Destination BC is not obligated to make such a request to all Proponents. Destination BC may consider such clarifications in evaluating a proposal.

C. Proponent Response

1. Additional Definitions

In addition to the Request for Proposals Definitions set out in paragraph 1 of [Section B](#), throughout this Request for Proposals, the following definitions will apply:

- a) “DMO” means Destination Marketing Organization or Destination Management Organization.
- b) “Travel Trade” refers to building loyal relationships with international and local inbound travel trade businesses and domestic receptive tour operators, to secure a preferred partnership status, build and promote BC itineraries and increase market share of revenues and visitors from Destination BC’s key markets.
- c) “Public Relations” refers to an organization gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.
- d) “Travel Media Relations” refers to strengthening relationships with Travel Media (print, television, online) to build consumer and brand awareness, for British Columbia.

Additional Definitions: Definitions related to words used commonly within the tourism industry can be found in the Tourism Glossary, and at:

<http://www.destinationbc.ca/Resources/Tourism-Glossary.aspx>

2. Background/Context

Destination British Columbia (Destination BC) is seeking contracted agency services, based in or with regional branches in Australia (or New Zealand), to provide the following Areas of Expertise on behalf of British Columbia:

1. Travel Trade, Public Relations, Travel Media and Special Events

The Contractor will support Destination BC’s efforts for marketing and promoting British Columbia (BC) as a desirable destination for tourists from key cities in Australia (and New Zealand), targeting consumers in Australia (and New Zealand) as determined by the Destination BC marketing strategy.

3. Anticipated Schedule

Event	Anticipated Date
Enquiries Deadline	Five (5) business days before closing date
RFP closing time	October 4, 2022
Interviews/Presentations	Mid October, 2022
Anticipated Contract Start Date	November 2022

4. Project Scope/Budget

Destination BC budgets and project requirements vary from year to year.

The budget allocated for November 2022 to November 2023 for the Area of Expertise is \$250,000 CAD. Based on the Requirements, Proponents should provide a fee proposal, preferably in an Excel styled spreadsheet, including a detailed explanation of the makeup of the total cost for the Area of Expertise. The detailed explanation should include key deliverables with a breakdown of project tasks, personnel responsible, number of hours, total number of staff hours, hourly rates, and total proposal costs. Proponents should also include a schedule of hourly rates should additional services be required, and a list of expected expenses, disbursements, and any other ancillary costs.

The annual budget for the Area of Expertise is approximately \$250,000 CAD per year. Proponents are asked to include a preliminary fee proposal for future years; this may include a fee proposal similar to the above or a monthly fee structure (including level of service, deliverables, hourly rates, special projects, etc.). The preliminary budgets for future years are for information purposes only and will not be evaluated as part of this RFP. Destination BC will outline an annual maximum budget prior to each fiscal year to deliver on the objectives set out for the market.

The term of the contract(s) will be for three (3) years with an option to renew for up to two (2) additional one (1) year terms at the sole discretion of Destination BC and subject to funding availability and satisfactory contractor performance. An annual program and performance review will be conducted prior to the expiration of each contract term.

5. Requirements

Area of Expertise: Travel Trade, Public Relations, Travel Media and Special Events (Australia & New Zealand)

The Contractor may be expected to provide the following services to the extent necessary to meet the travel trade, public relations and travel media objectives of Destination BC in Australian market primarily, New Zealand secondarily:

Travel Trade

Strategy and Tactics:

Under the direction of the Market Development Manager in Destination BC

- Support Destination BC's corporate strategy to increase visitation and revenue into British Columbia.
- Assist in identifying tour operators and opportunities for marketing, help develop strategy, implement marketing programs with tour operators, compile the appropriate results, make recommendations for future programs.
- Collaborate with the Destination Canada and in-market PDMO manager(s) as part of the national travel trade strategy. Liaise and provide support to Destination BC on content marketing campaigns in partnership with Destination Canada and other partners as required.

- Provide input for preparation of annual budgets and annual tactical plans, including recommendations of strategies and tactics, definition of objectives, priorities and expenditures.
- Liaise with head office on an ongoing basis to contribute to the development of content marketing strategy (content requirements for the market, content calendarization).

Travel Trade Education:

- Identify training and educational opportunities with key accounts, as well as developmental accounts, and conduct regular training sessions to encourage and ensure ongoing awareness and improvement of product knowledge among key tour operators and travel agents.
- Create training presentations (with resources provided by Destination BC) that deliver key BC messages on iconic product and promote the BC brand.
- Coordinate training opportunities with Destination Canada, provincial partners and other Canadian partners in market where possible.
- Support and participate in Destination Canada led training opportunities, as directed by Destination BC.
- Identify travel trade FAM opportunities, working in partnership the Vancouver office and locally engaged contractors in BC to coordinate, including selection and negotiation with trade, completion of project briefs with key details and participant details, flight arrangements, assistance with visa applications, escorting or coordination with select contracts in BC, follow-up and reporting of results.

Travel Trade Contacts:

- Maintain existing working relationship with key travel trade clients through on-going liaison and relationship building, regular communication and sales calls to increase or introduce BC product, and to identify opportunities for cooperative promotions.
- Respond to trade enquiries, information requests and image sourcing on an on-going basis.
- Maintain strong working relationships with Provincial partners, airlines, receptive tour operators and all industry partners.
- Maintain a key travel trade contact database including current profiles and share this database information with Destination BC headquarters on an on-going basis.

Product Development:

- Conduct regular calls to increase product knowledge of BC among Australian (and New Zealand) travel trade, identify opportunities for product and itinerary development and connect interested suppliers and receptive tour operators (RTOs) with appropriate BC Industry stakeholders.
- Maintain awareness of export-ready products offered in BC. Regularly (and with approval by Destination BC), participate in BC FAMs to understand the product available.

- Regularly compile and distribute information about BC tour products and opportunities to key tour planning and sales staff at tour/wholesale companies in Australia (and New Zealand) as required.

Intelligence and Reporting:

- Monitoring of market intelligence and progress of competing destinations.
- At the direction of Destination BC, prepare the bi-annual “listing analysis” of tour operator channels to determine trends of BC product in tour operator offerings. Developing and maintaining a library of current tour operator products offering BC programs.
- On a quarterly basis, provide insights and recommendations on changing travel trade and tourism industry trends, consumer trends and business opportunities in Australian (and New Zealand) markets.
- Work with the Market Development Manager to provide quarterly trade relations activity reports.

Public Relations

- Prepare and distribute Destination BC news releases as required. Other PR activities may arise at which time the contractor will be asked to quote fees for the specific events based on the event budget, goals and outcomes.

Travel Media Relations

Strategy and Tactics:

- Support the goals and outcomes in the Destination BC’s corporate and marketing strategies as it relates to travel media relations.
- Under the direction of the Market Development Manager, Destination BC, co-develop and implement an annual travel media strategy including consultation with Destination Canada.
- Present a media and budget plan for review and approval by Destination BC targeting key media aligned with tourism products and experiences in BC.
- Provide input for preparation of annual budgets and annual tactical plans, including recommendations on strategies and tactics, definition of objectives, priorities, and expenditures. Provide final project reports, performance and outcomes for initiatives as defined by Destination BC.
- Liaise and provide support to Destination BC on content marketing campaigns in partnership with Destination Canada and other partners as required.
- Liaise with Destination BC headquarters on an on-going basis to contribute to the development of content marketing strategy (content requirements for the market, content calendarization).

Media Contacts:

- Identify and qualify media leads and contacts.
- Maintain existing working relationship with key media (print, online and TV) through on-going media liaison, regular communication to increase or introduce BC product, pitch story idea, identify opportunities for unpaid media coverage and strengthen relationships.
- Respond to media enquiries, provide information, press kit material and image/ video sourcing on an on-going basis.
- Maintain a key travel media contact database including current profiles and share this database information with Destination BC headquarters on an on-going basis.
- Qualify and distribute appropriate story ideas and media releases in accordance with the annual strategy and in collaboration with the Destination BC headquarters.
- Prepare, distribute and follow-up on editorial articles for placement in Australian (and New Zealand) print and online media, Destination Canada newsletter and other opportunities as they arise.

Press Trips:

- Responsibilities include selection and negotiation with journalists, project brief completion and approval by Market Development Manager, Destination BC, flight arrangements, assistance with eTA applications, liaising with BC suppliers and tourism suppliers when appropriate regarding hosting and service level expectations, press kit preparation for media prior to travel, escorting as approved by the Market Development Manager, follow-up and monitoring and reporting of results once coverage is available.
- Under the direction of the Market Development Manager, Destination BC, evaluate media opportunities received from Destination Canada and determine Destination BC's level of support.

Market Intelligence and Reporting:

- Maintain press clippings detailing coverage on the destination and provide information on advertising equivalency value as requested by Destination BC (preferably weekly).
- Upon request by Destination BC headquarters, provide insights and recommendations on changing media relations and tourism industry trends, competing destinations, consumer trends, and business opportunities in Australian (and New Zealand) market.

Special Events:

- Organize and coordinate media hospitality, special events and media interviews as required for Destination BC, within a defined event scope and budget.
- Organize and coordinate trade hospitality and special events, head office (and partner) sales mission into the market as required for Destination BC.

6. Evaluation

This section details the mandatory and desirable criteria against which proposals will be evaluated. Proponents should ensure that they fully respond to all criteria in order to receive full consideration during evaluation.

6.1 Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

Criteria
A. The proposal must be received in accordance with the instructions on the front cover of this RFP.
B. The proposal must be in English.
C. The proposal must be received before the closing date and time.
D. The Contractor based in or with regional branches in Australia and/or New Zealand.

6.2 Desirable Criteria

Proposals meeting all of the mandatory criteria will be further assessed against desirable criteria.

Criterion (as detailed in the Proponent Response Section)		Weight	Minimum Score Required
A.	Experience and Capability	60	42
B.	Relevant qualifications and Skills specific to industry	20	14
C.	Value Added Services	5	N/A
D.	Fee Structure	5	N/A
Technical Score		90	56
E.	Interview	10	7
Total		100	63

Proponents that do not meet a minimum technical score will not be evaluated further.

Fee Structure

Price will be evaluated in a comparative fashion. The Proponent with the lowest qualified price will receive full points for pricing. Scores for other Proponents will be awarded based on the percentage that their price exceeds the lowest bid price using the following formula:

*Pricing formula for determining the awarded score is: $S = (\text{Min} \times M) / P$

S = score
Min = lowest priced proposal
M = total marks available for price
P = price on this proposal

Note: Destination BC reserves the right to negotiate the fee in the future, as the market recovers.

Interview

It is Destination BC's intention to shortlist for an in-person interview up to the top three (3) Proponents with the highest scoring proposals. Destination BC reserves the right to decrease or increase the number of those shortlisted depending on the clustering of scores for proposals. The expected date for virtual interview is late April. Shortlisted Proponents will be notified via email.

To be considered for the shortlist, a Proponent must meet the minimum score for the technical component of the evaluation.

Criteria for interview evaluation is as follows:

<u>Criterion</u>	<u>Weight - 10</u>	<u>Minimum Score -7</u>
• Breadth and depth of technical knowledge		
• Understanding of Destination BC's corporate strategy and relationship with stakeholders		
• Logical and coherent response to questions and overall communications skills		

6.3 Reference Checks

Proponents should provide three (3) corporate references to verify statements made. Include the company or contact name and phone number. Ideally one reference from each of the following categories should be included: national/provincial/city destination marketing organization (DMO), tourism sector association, and tourism business.

Destination BC intends to enter into contract discussions with the highest-ranking proponent. In determining a Proponent's suitability, acceptability, and credibility, Destination BC may, in its sole and absolute discretion:

- a) Conduct reference checks with any or all of the reference cited in their Proposal;
- b) Contact references other than those provided by the Proponent, including internal references in relation to the Proponent's performance under any past or current contracts with Destination BC; and
- c) Rely on and consider any acquired information.

Destination BC, at its sole discretion, may not enter into contract discussions with any Proponent(s) whose references are found to be unsatisfactory.

Destination BC **may** contact these references without first notifying the Proponent.

7. Proposal Format

The following format, sequence, and instructions should be followed to provide consistency in Proponent responses and ensure each proposal receives full consideration. All pages should be consecutively numbered.

1. An unaltered and completed Request for Proposals cover page, including [Proponent Section](#) as per instructions.
2. Table of contents including page numbers.
3. A short (one-page) summary of the key features of the proposal, including relevant years of experience with Travel Trade, Public Relations, Travel Media, and Special Events.
4. The body of the proposal, i.e. the "Proponent Response".
5. Minimum 12-size font through the Proponent Response.
6. Proposals should not exceed the recommended page limits outlined in the Proponent Response section below

8. Proponent Response

An individual Proponent or an organization, firm, or agency can submit a Proposal. If a Proponent, organization, firm, agency, or multiple contractors are submitting a joint Proposal, the Proposal must name the Primary Contractor who will be responsible for the work and outline the specific role, experience, and responsibilities of the Primary and each Sub-Contractors in the questions below.

In order to receive full consideration during evaluation, Proposals should include a detailed response to the following:

A. Experience and Capability

i) Overall Expertise – Travel Trade, Public Relations, Travel Media and Special Events

- A company and personnel profile (e.g. years of experience, specific roles, relevant education, and professional designations, etc.) for each person that is part of the submission, particularly as it relates to Travel Trade, Public Relations, Travel Media and Special Events. *3 pages maximum*

- Present two (2) examples from your/your organization's work experience that demonstrate your ability to efficiently administer an account through the maintenance of an annual budget, submission of sales reports, written evaluation of projects and information required for preparing annual budgets and marketing plans. Include dates of projects and your or your account manager's specific role. *2 pages maximum*
- Present two (2) examples from your/your organization's work experience that demonstrate your ability to gather relevant market intelligence and present it to stakeholders in a manner that enables strategic business decision-making. Include dates of projects and your/your account manager's specific role. *2 pages maximum*

ii) Travel Trade:

- Present two (2) examples from your /your organizations past work experience that demonstrates success working directly with Travel Trade to garner future business for your clients/stakeholders. Include dates of projects or activities and your/account manager(s) specific role(s)/responsibilities. *2 pages maximum*
- Describe in detail your/your organization's experience executing travel trade fams (familiarization trips) - i.e., preparing project briefs for industry, developing itineraries, hosting travel trade in BC, summarizing evaluations, etc. Include number of years of experience and your/account manager(s) specific role(s)/responsibilities. *2 pages maximum*
- Provide a detailed description of your/your organization's experience attending travel tradeshows. Include number of years of experience and details on your/account manager(s) specific role(s)/responsibilities. *1 page maximum*

iii) Public Relations

- Describe in detail your/your organization's approach to developing and implementing PR and Media strategies that generate results including (but not limited to) unpaid coverage, editorial coverage, and broadcast opportunities. *1 page maximum*

iv) Travel Media Relations:

- Present two (2) examples that demonstrate integrated media projects that you/your organization have organized on behalf of clients in-market. Include dates of projects and your/your account manager's specific role. *2 pages maximum*

v) Special Events

- Present two (2) examples of successful trade and/or media hospitality and/or special events that you/your organization has organized on behalf of clients in-market. Include dates of events and your/your account manager's specific role. *1 page maximum*

B. Relevant Qualifications and Skills specific to the Industry

- Outline your/your organization’s ability to maintain successful relationships with National Tourism Boards, airlines, and industry stakeholders and how that has resulted in increased exposure, revenue and greater market share for those destinations or travel industry partners. *1 page maximum*
- Describe your understanding of British Columbia’s tourism product by demonstrating your knowledge of British Columbia’s competitive strengths, positioning versus our competitors, and our opportunities for growth. *1 page maximum*
- Describe your understanding of British Columbia’s role within the Canadian tourism industry. *1 page maximum*

C. Value Added Services

- Provide details for any value-added services, beyond those included above, that may enhance the project:

Cost Item	Description	Hourly Rate/Unit Price
Example: Special Projects	Example: Consumer Activation	

D. Fee Structure

- Provide and all-inclusive fee for the first year detailing the makeup of the total cost for the Area of Expertise. The detailed explanation should include key deliverables with a breakdown of project tasks, personnel responsible, number of hours, total number of staff hours, hourly rates, and total proposal costs. Please refer to [Section C.4](#) for details on Scope/Budget. Proponents should also include a schedule of hourly rates should additional services be required, and a list of expected expenses, disbursements, and any other ancillary costs.

9. Alternative Pricing Models

- Destination BC may be open to alternative pricing models. Please provide other pricing models for consideration.
- Alternative Pricing will be used for information purposes only and will not be evaluated. Destination BC is not required to accept any alternative pricing model but reserves the right to consider and include in the contract part or all of any alternative pricing models proposed by the successful Proponent.

Appendix 1 Contract Form

By submission of a proposal, the Proponent agrees that should its proposal be successful, the Proponent will enter into a Contract with Destination BC in accordance with the terms of Destination BC's General Service Agreement (for domestic Proponents) or Foreign Service Agreement (for international Proponents); please find a sample copy attached.