



Friday March 5, 2016

DC-2016-MM-01

NRFP Tourism Channel Investment Impact Measurement

ADDENDUM NO.3

Clarification Questions

Please refer to the above Negotiated Request for Proposal (NRFP) document and be advised of the information and revisions as outlined below:

Question #1: It is unclear to us from the NRFP whether any primary research is called for in the proposed scope or whether Deliverables A-D in Section C.5 are envisioned to be fulfilled purely through desk research.

Answer: *Both primary research and desk research are expected for this project. To fulfill the objectives outlined in section C.2.1, the scope of work in section C.5.A specifies "A survey of leading Canadian DMOs, as well as key US DMOs at the State level, as well as international equivalents on their approaches to marketing impact metrics, ROI metrics and reporting, and the critical audiences for this information."*

Question #2: Although it appears that the Case Study component (Deliverable D) might be calling for an actual research study to be conducted within the term of this project, the language "or planned initiative" could be read as allowing a detailed plan for future research to qualify as a "Case Study", so long as it is specifically tailored to a marketing effort by the Canadian national and/or provincial/territorial DMOs.

Answer: *That is correct.*

Question #3: Can we assume that wherever the cooperation of the Canadian NTO and P/TMOs are necessary to completion of the project-- namely, the survey of current practices in Section C.5 Deliverable A and the case study in Section C.5 Deliverable D-- that the successful proponent will be put in contact with these organizations with the CTC's approval?

Answer: *Yes.*



Question #4: For the completion of the Appendices accompanying our Proposal, do you want to see these PDF pages printed and signed as if they were hard-copy forms or can we simply include materially similar forms within our proposal e-documents?

Answer: *Please provide PDF pages printed and signed.*

Question #5: In C.2 Purpose & Objectives & latter in C.5 Deliverables the request can be broadly categorised as (although not limited to)

a) **Best practice industry, literature and environmental review- learning derived from those sources that may or may not inform 2.**

Answer: ~~We are not sure what is met by “ongoing activity”.~~ However, to be clear, the directions and recommendations under C.2.2 will be used to inform the second independent phase of the project that will involve a series of facilitated workshops of Canadian practitioners that will aim to develop a consensus on a common framework to measure the impact of marketing across traditional and digital channels taking into account the interplay between these channels and investment partners.

b) **Analysis and measurement best practises, recommended measurement tools and KPIs (key performance indicator) capture, implementation & reporting.**

Answer: *The proponent must address both components. C5B will be of particular importance to inform future discussions. That said, the proponent can partner with another firm to address any component of their proposal.*

c) **That is 1 is a project and 2 is potential an ongoing activity. Is that a correct assessment?**

Answer: *The output of 1 will help determine 2 and as to the role of any proponent that is yet to be determined for the ongoing activity.*

Question #6: **Would Destination Canada consider awarding the proposal in segments?**

Answer: *Destination Canada is not looking to parcel out sections of the NRFP. And from a procurement point of view, we did not stipulate or indicate this as a possibility under the NRFP. Our only suggestion, and a point that would require some legwork on the part of the proponent, should your expertise only lie in one area, would be to partner with someone else so that you could provide a complete submission.*

End of ADDENDA NO.3
For
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