



Friday March 11, 2016

DC-2016-MM-01

NRFP Tourism Channel Investment Impact Measurement

ADDENDUM NO.4

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: Could you provide additional clarification about the Case Study deliverable, as indicated in section C.5? Does it mean that you would like us to conduct a study of an existing initiative that is being carried out by a P/TMO or NTO, which is similar to the recommendations that would be made in the NTO and P/TMO Framework? Or does it mean that you would like us to work with a P/TMO or NTO to implement a trial of the recommendations made and then conduct a case study? In addition, does the case study have to cover an initiative within Canada?

Answer: *The Case Study may be conducted on existing partnered initiatives led by Destination Canada with strong digital marketing contents and deployed primarily in the US.*

**End of ADDENDA NO.4
For
NRFP Tourism Channel Investment Impact Measurement
Negotiated Request for Proposal
DC-2016-MM-01**