



Request for Information

For

Explorer Quotient Segmentation & Digital Targeting Tool

Request for Information No.: **DC-TL-2017-06**

Issued: **November 14, 2017**

Submission Deadline: **December 5, 2017 14:00 Pacific Time**

1. Introduction

The Canadian Tourism Commission, doing business as Destination Canada (“DC”), issues this Request for Information (“RFI”) for the purpose of gathering information about the marketplace in order to assist in determining future purchasing options or requirements. Respondents are asked to respond to DC and provide the information requested below along with any other relevant information.

DC is Canada’s national tourism marketing organisation. A federal Crown corporation, DC supports the Canadian tourism industry by marketing Canada as a premier four-season tourism destination, and supports the Canadian economy by generating tourism export revenues.

Through collaboration and partnerships with the private sector, the Government of Canada, and the provinces and territories, DC works with the tourism sector to maintain its competitiveness and position Canada as a destination where travelers can create extraordinary personal experiences.

For further information, please visit: www.destinationcanada.com

2. RFI Timetable

Issue Date of RFI	November 14, 2017
Deadline for Questions	November 21, 2017 14:00 Pacific Time
Deadline for Answers to Questions	November 28, 2017
Submission Deadline	December 5, 2017 14:00 Pacific Time

The RFI timetable is tentative. It may be changed by DC at any time, and DC may choose to waive or extend the Deadline for Questions, Deadline for Addenda and/or the Submission Deadline.

3. Background

In 2007, Destination Canada developed a proprietary psychographic segmentation model, branded Explorer Quotient (“EQ”), in conjunction with the Environics Research Group Ltd (“ERG”). DC conducted a competitive procurement process and awarded the contract to ERG.

See link for more detailed information on EQ:

<https://www.destinationcanada.com/en/tools#explorerquotient>

The EQ approach to traveller segmentation was fundamentally different from any other traveller segmentation model at the time. It associates an individual with their intrinsic worldview and social values, and then links this to their travel habits and motivations. For example, people who view the world as a dangerous, chaotic place would more likely look for security, reassurance and familiarity when they travel (they are part of the “Familiarity Seekers” segment). On the other hand, people who view the world as an intriguing and exciting place might look to explore other cultures when on vacation (they are part of the “Cultural Explorers” segment).

The EQ segments are based on two core pieces of intellectual property: 1) the travel values

and motivations, owned by DC, and 2) the Social Values, a proprietary product developed by ERG, who owns the intellectual property.

One of the core successes of EQ to date is that it is a marketing and research tool that is used broadly by the tourism industry through a licensing arrangement to destination marketing organisations (“DMOs”) and privately owned operators.

Since the original development of EQ, and in particular over the past 3 years, marketers are seeking to take advantage of digital targeting to provide more and more personalized messages to consumers. In order to remain relevant, EQ must provide the ability to integrate its segments to common media segmentation models used in modern marketing plans and to target consumers through paid digital marketing channels such as social media, search, and programmatic display.

4. Specific Requirements

DC has determined that to ensure that EQ continues to provide valuable support to the Canadian tourism industry, it is necessary to provide DC and its co-investors access to the EQ segmentation in a way that will link it with digital media and marketing models to allow for the targeting of specific EQ segments. As such, DC is exploring alternative solutions and would like to understand options available in the market to develop a medium- to long-term model that will allow the EQ segmentation to evolve and continue to develop over the next few years. There are three key requirements to achieve this goal:

- 1) A solution that is similar to Social Values that provides psychographic segmentation and digital marketing
- 2) A tool to link EQ’s Travel Values with psychographic segmentation and digital media and marketing models
- 3) The ability for DC to provide industry access to this updated EQ tool through a licensing arrangement with DMOs and privately owned operators.

5. Information Requested

The purpose of the RFI is to identify organizations who are able to meet the requirements outlined in Section 4. To this end, DC is requesting the following information:

1. Is your organisation able to provide a solution that meets all specified requirements outlined in Section 4?
2. Please provide an estimated pricing for the solution.
3. Please explain how your organization could meet the requirements listed in 4. Specific Requirements items 1, 2 and 3.
4. Please outline any challenges you anticipate, and how you propose these could be overcome.
5. How has your organisation used this solution to help other clients achieve success?

Please give an example and list out the background, tasks carried out, actions taken, and the result.

6. Identify and discuss key factors that your organisation would consider when establishing future business requirements for the implementation of this solution.
7. Please describe any relevant industry trends that may affect the implementation of this solution.

6. Submission Instructions

Respondents are asked to submit their information and signed Respondent Submission Form by **December 5, 2017 14:00 Pacific Time** to the attention of the following RFI Contact:

Tyler Liu
Procurement Advisor
Procurement@destinationcanada.com

Submissions are to be in PDF format and the email subject line should reference the RFI title and number (see RFI cover). Electronic submissions must not exceed 8 MB including email signature. Respondents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the email, the respondent should provide the details of each attachment and how many emails they will send.

Submissions should include a completed and signed Respondent Submission Form (Appendix A) that acknowledges, among other things, that this RFI and any respondent submissions will not create a legal relationship or obligation regarding the procurement of any good or service.

Respondents should direct any questions on this RFI process to the RFI Contact identified above.

APPENDIX A – RESPONDENT SUBMISSION FORM

1. Respondent Information

Please fill out the following form, naming one person to be the respondent's contact for the RFI process and for any clarifications or communication that might be necessary.	
Full Legal Name of Respondent:	
Any Other Relevant Name under which Respondent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Fax Number:	
Company Website (if any):	
Respondent Contact Name and Title:	
Respondent Contact Phone:	
Respondent Contact Fax:	
Respondent Contact Email:	

2. Terms of Reference

In responding to this RFI, the respondent acknowledges its acceptance of the following RFI Terms of Reference:

a. Request for Information Not a Formal Competitive Bidding Process

This RFI is issued for information-gathering purposes and is not intended to be a formal legally binding "Contract A" bidding process. Without limiting the generality of the foregoing, this RFI will not necessarily result in any subsequent negotiations, direct contract award, invitational tendering process or open tendering process, and does not constitute a commitment by DC to procure any goods or services.

b. RFI Not to Limit DC's Pre-existing Rights

This RFI will not limit any of DC's pre-existing rights. Without limiting the generality of the foregoing, DC expressly reserves the right, at its discretion, to:

- (i) seek subsequent information or initiate discussions with any potential supplier, including potentials suppliers that did not respond to this RFI;
- (ii) initiate direct negotiations for the procurement of any good or service with any potential

supplier or suppliers, regardless of whether the potential supplier or suppliers responded to this RFI;

- (iii) contact a limited number of potential suppliers, which may include only those that responded to this RFI or may include potential suppliers that did not respond to this RFI, for the purpose of a competitive process for the procurement of any good or service;
- (iv) elect to proceed by way of open tender call where all potential respondents, including those that did not respond to this RFI, are eligible to compete for the award of a contract for the supply of any good or service; and
- (v) elect not to procure the good or service that is the subject of this RFI.

These expressly reserved rights are in addition to any and all other rights of DC that existed prior to the issuance of this RFI.

c. Pricing Information for General Information Purposes Only

Any pricing information provided by respondents is for general information purposes and is not intended to be binding on respondents. Any legally binding pricing or purchasing commitments will be established only where specified by the express terms of a subsequent tender call process or where established through the execution of a written agreement.

d. Information in RFI Only an Estimate

DC and its advisers make no representation, warranty or guarantee as to the accuracy of the information contained in the RFI or issued by way of addenda. Any quantities shown or data contained in this RFI, or provided by way of addenda, are estimates provided only as general background information.

e. Parties to Bear Their Own Costs

DC will not be liable for any expenses incurred by a respondent, including the expenses associated with the cost of preparing responses to this RFI. The parties will bear their own costs associated with or incurred through this RFI process, including any costs arising out of, or incurred in, (i) the preparation and issuance of this RFI; (ii) the preparation and making of a submission; or (iii) any other activities related to this RFI process.

f. Accuracy of Responses

The respondent acknowledges that the information provided is, to the best of its knowledge, complete and accurate.

g. Submissions Will Not Be Returned

Except where set out to the contrary in this RFI or expressly requested in the respondent's submission, the submission and any accompanying documentation provided by a respondent will not be returned.

h. Confidential Information of DC

All information provided by or obtained from DC in any form in connection with this RFI either before or after the issuance of this RFI (i) is the sole property of DC and must be treated as confidential; (ii) is not to be used for any purpose other than replying to this RFI; (iii) must not be disclosed without prior written authorization from DC; and (iv) must be returned by the respondent to DC immediately upon the request of DC.

The respondent may not at any time directly or indirectly communicate with the media in relation to this RFI without first obtaining the written permission of DC.

i. Confidential Information of Respondent

Respondents are advised that DC is governed by the *Federal Access to Information Act* and *Privacy Act* and information submitted to DC in response to this RFI may be subject to disclosure. Respondents should not include information in their submission that is proprietary or confidential and the respondent hereby acknowledges that any information provided in this submission, even if it is identified as being supplied in confidence, may be disclosed by DC. Respondents are advised that their submissions will, as necessary, be disclosed, on a confidential basis, to advisers retained by DC to advise or assist with the RFI process, including the review of submissions. Respondents are further advised that DC may make public the names of any or all respondents.

j. Governing Law

This RFI process will be governed by and construed in accordance with the laws of the province of British Columbia and the federal laws of Canada applicable therein.

Signature of Witness

Signature of Respondent Representative

Name of Witness

Name of Respondent Representative

Title of Respondent Representative

Date