Canadian Tourism Commission   **Commission canadienne du tourisme**

REQUEST FOR INFORMATION ("RFI") DC-2017-TL-06 ADDENDUM #01
EXPLORER QUOTIENT SEGMENTATION AND DIGITAL TARGETING TOOL

Close Date/Time:

December 5, 2017
14:00 hours
Pacific Time

Issue Date:	November 27, 2017	**From:**	DC Procurement
To:	All Vendors	**E-mail:**	procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted RFI DC-2017-TL-06

Q1.	**In the Specific Requirement section (item 3), it is mentioned** *"The ability for DC to provide industry access to this updated EQ tool through a licensing arrangement with DMOs and privately owned operators".* **What exactly are DC's expectations with this tool? For example, should the supplier provide the technology (apps or web engine) that end users will use to make queries and analysis?**

Answer: DC is seeking information from suppliers on how they would make the tool accessible to DMOs and privately owned operators. This could include web-based tools, with the technology provided by the supplier, but other avenues may also be appropriate.