



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #2

NRFP-DC-2018-CD-01 How Canada Can Win on Tourism

Close Date/Time:

January 29, 2018
14:00 hours
Pacific Time

<u>Issue Date:</u>	January 19, 2018	<u>From:</u>	CTC Procurement
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted NRFP:

- Q1. To what extent would you like us to supplement desktop (internet) research with primary (interview) research? Some options are:
- Interviews with key stakeholders internal and external (travel organizations in key markets) to understand specific issues, challenges, and opportunities
 - Surveys of a broad range of stakeholders
 - Surveys of the Canadian public to understand travel sentiment (travelling domestically vs abroad)
 - Surveys of key tourism markets (e.g. US, China, Mexico, Europe) to understand sentiment regarding travel to Canada.

Answer:

It is Destination Canada's perspective that the focus of the scope of work is primarily on the travel and tourism industry – where Canada can excel in the global landscape. As such, it may be necessary to gather information from the domestic and global tourism industry. If proponents seek to supplement their own research and expertise with primary research, they should include that in the proposal.

With regards to traveller sentiment, Destination Canada conducts significant primary market research to understand sentiment regarding travel to Canada, including competitive analysis. An overview of this research is available on Destination Canada's website. Destination Canada will provide access to this research should it be required.

- Q2. We are aware that Destination Canada has significant and sophisticated internal research capabilities of its own. To what extent are we able to partner with them when conducting deeper primary and secondary research?

Answer:

The proponent can expect support from Destination Canada, including access to currently available primary research and data. Should the proponent seek to conduct additional primary or secondary research, this should be a part of their proposal, with costs, timeline and a description of the methodology. This can be added as an appendix to the main proposal.