



Request for Information
For
Refining Travellers' Segmentation Methodology

Request for Information No.: **DC-2022-JW-02**

Issued: **April 7, 2022**

Submission Deadline: **May 19, 2022, 14:00 hours Pacific Time (PT)**

1. Introduction

This Request for Information (“RFI”) is issued by the Canadian Tourism Commission (“CTC”), doing business as Destination Canada (“DC”), for the purposes of gathering information about the marketplace in order to assist in the determination of future purchasing options or requirements. Respondents are asked to respond to the CTC and provide the information requested below.

Destination Canada is Canada’s national tourism organization and a Crown Corporation of the federal government. DC supports the Canadian tourism industry by:

- sustaining a vibrant and profitable Canadian tourism industry;
- marketing Canada as a desirable tourist destination;
- supporting a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- providing information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

At Destination Canada we believe in the power of tourism.

Our aspiration is to enhance the wealth and wellbeing of Canadians and enrich the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada’s approach focuses on markets where Canada’s tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in ten key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, the United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

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

2. RFI Timetable

Issue Date of RFI	April 7, 2022
Deadline for Questions	April 25, 2022, 14:00 hours Pacific Time (PT)
Deadline for Addenda	May 9, 2022
Submission Deadline	May 19, 2022, 14:00 hours Pacific Time (PT)

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

3. Business Objective and Background

Business Objective:

To develop a global traveller segmentation methodology that identifies uniquely differentiating characteristics that best segments those who have a higher likelihood of travelling to Canada and easily translates to media targeting in the following markets; Australia, China, France, Germany, India, Japan, Mexico, South Korea, the United Kingdom, the United States, and Canada. These target markets can change from year to year.

Intended Output:

- a) Traveller Segmentation Methodology: A proposed methodological approach to segment leisure travellers that enables identifying those who have a higher likelihood of travelling to Canada from the following markets; Australia, China, France, Germany, India, Japan, Mexico, South Korea, the United Kingdom, the United States, and Canada.
We are seeking a resilient segmentation approach that is adaptable to new technologies, changes in data privacy regulation, and other environmental changes.
- b) Traveller Segmentation Activation: A proposed approach to activate target segments through marketing initiatives, including media consumption along the path-to-purchase.
- c) Segment Behaviour Monitoring: A proposed data-driven approach to track target segments based on surveys, behavioral data, and/or other data sources (e.g. path-to-purchase, search, mobility, media consumption, in-depth insights, etc.).

Background on DC’s Current Segmentation Approach:

What is Explorer Quotient (“EQ”)?

In 2007 Destination Canada, in conjunction with a Contractor, developed a proprietary (i.e. owned by the Contractor) psychographic segmentation methodology, branded EQ. This segmentation methodology associates an individual to their intrinsic worldview and social values and then links those 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 what is called 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 what is called the “Cultural Explorers” segment).

Below you can find a summary of the EQ segments.

Segment	Enthusiastic Indulgers	Learners				Escapists	Familiarity Seekers		
Meta-Segment	Free Spirit	Cultural Explorers	Authentic Experiencers	Personal History Explorers	Cultural History Buff	Rejuvenator	Gentle Explorer	No Hassle Traveller	Virtual Traveller
Characteristics	Highly social, open-minded, experimental and adventurous, love high-end hedonistic experiences	Constant travellers, love to get immersed in local culture, people and settings	Understated travellers, looking for authentic, tangible engagement with destinations, high on historical travel	Getting in touch with their roots, travel in style, comfort and security	Travel to further research their hobbies/interests, culture & history are their main interest	Family-oriented, Travel to escape, love to indulge, get pampered	Reluctant traveller, demand luxury and comfort when they travel, there’s no place like home	Cautious, dutiful, reserved, seek secure group travel, want to escape from the duties and obligations of life	Reluctant travellers, want comfort and security when travelling

More information about EQ and use cases:

- [Destination Canada - Tools](#)
- [Destination Canada - Explorer Quotient \(EQ\) Toolkit](#)
- [Destination Canada - Explorer Quotient \(EQ\) Profiles](#)
- [What's your travel type? | The Explorer Quotient \(canada.travel\)](#)

Evolution of EQ to EQ 2.0

EQ 2.0 enables targeting EQ segments in Canada and the US. It enables appending EQ types to Forward Sortation Areas (FSAs)/zip+4s in Canada and the US that can be used for media targeting.

To develop EQ 2.0, DC worked with another Contractor whose core offering is a comprehensive database of consumers in Canada and the US, called "PRIZM" that maps social values to EQ's psychographic segments and other databases, including media and demographic databases. This allows DC, DC partners, and media agencies to develop media plans to target specific EQ segments.

Why is DC revisiting its traveller segmentation approach?

- a) To understand today's travellers and to maximize opportunities for Canada by focusing our marketing efforts on the right audience.
The EQ methodology was last updated a few years ago and therefore, may not reflect the behaviour and mindset of today's travellers.
- b) To stay up to date with enhances in technology and to explore new tools available in the market for segmentation and targeting.
- c) To inform creative content, and marketing messaging globally.
- d) To use a segmentation solution that can be activated through our marketing efforts in all of DC's target markets. Currently, DC does not have this capability outside of North America.
- e) To enable tracking and monitoring behaviour of target segments over time in order to generate insights and understand the impact of our marketing initiatives (e.g. enable marketing attribution by linking target travellers' behaviour with our marketing efforts).

4. Information Requested

- a) Recommend a segmentation methodology and/or online targeting approach to identify travellers' characteristics that uniquely differentiate them in their decisions to select and experience a destination. The recommended methodology will be used to identify those who have a higher likelihood of travelling to Canada.
- b) Include supporting explanation and evidence for the recommended methodology (e.g. indicate the specific data that could be used to prove the proposed hypothesis).
- c) Clearly demonstrate how the proposed segmentation approach would translate to marketing activation and media targeting.
- d) Specify the countries that your marketing activation capabilities are available in.
- e) Provide details on your capabilities in reaching the target segments (e.g. 1:1 targeting, FSA/ Zip+4, etc.).

- f) Specify opportunities for cookie-less targeting using the recommended approach.
- g) Specify opportunities for collecting ongoing data on target segments (e.g. path-to-purchase, search, mobility, media consumption, in-depth insights, etc.).
- h) Specify if the proposed segmentation methodology and/or proposed segmentation activation approach is proprietary to your organization.
- i) Provide initial cost and time estimates to implement the proposed segmentation and make it actionable through media targeting.
- j) Please outline your privacy and data protection practices, the country(s) where the data is stored, and your anti-fraud prevention policies or guidelines.
- k) If there is anything additional that we have not included above that you think would benefit this work/project, please include them in your response.

5. Submission Instructions

Respondents are asked to submit their information and signed Respondent Submission Form by **May 19, 2022** to the following address and to the attention of the following RFI Contact:

Jennie Wong, Procurement Coordinator

procurement@destinationcanada.com

Submissions are to be in PDF format, no more than 5 pages (preferred), and the email subject line should reference the RFI title and number (see RFI cover). Electronic submissions must not exceed twenty MB including email signature. Respondents should divide their responses into appropriate sized (smaller than 20 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 the CTC to procure any goods or services.

b. RFI Not to Limit the CTC’s Pre-existing Rights

This RFI will not limit any of the CTC’s pre-existing rights. Without limiting the generality of the foregoing, the CTC 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 the CTC 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

The CTC 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

The CTC 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 the CTC

All information provided by or obtained from the CTC in any form in connection with this RFI either before or after the issuance of this RFI (i) is the sole property of the CTC 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 the CTC; and (iv) must be returned by the respondent to the CTC immediately upon the request of the CTC.

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 the CTC.

i. Confidential Information of Respondent

Respondents are advised that the CTC is governed by the *Federal Access to Information Act* and *Privacy Act* and information submitted to the CTC in response to this RFQ 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 the CTC. Respondents are advised that their submissions will, as necessary, be disclosed, on a confidential basis, to advisers retained by the CTC to advise or assist with the RFI process, including the review of submissions. Respondents are further advised that the CTC 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