



Canadian Tourism
Commission

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Request for Supplier Qualification

Name of Competition:	Quantitative and Qualitative Research Services – Leisure Travel
Competition Number:	DC-2022-AK-01
Closing Date and Time:	July 13, 2022, 14:00 Pacific Time (PT)
Contracting Authority:	Annie Kao, Procurement Advisor procurement@destinationcanada.com

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SECTION A – INTRODUCTION

The Canadian Tourism Commission, doing business as Destination Canada ("DC"), 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 that tourism generates wealth and wellbeing for all of Canada and enriches the lives of our guests.

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..

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 10 key geographic leisure source markets - Australia, Canada, China, France, Germany, Japan, South Korea, Mexico, United Kingdom and the United States. In addition to these markets we may occasionally conduct research in other markets as well, such as India. 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, visit <http://www.destinationcanada.com>.

A1. Purpose and Intent

The purpose of this Request for Supplier Qualification (the "RFSQ") is to solicit proposals for the following:

Scope of Work A: Quantitative Research Services

Scope of Work B: Qualitative and Exploratory Research

Proponents do not need to bid on both Scopes of Work, proponents may bid on either Scope of Work A, Scope of Work B or both Scopes of Work.

It is CTC's intent to develop a roster of pre-qualified proponents (the "Roster") which will be utilized as required to meet the CTC's needs. At the final outcome of the RFSQ process, the proponents selected for the Roster ("Contactors") may be required to collaborate with other Canadian provincial and territorial marketing organizations or service providers ("CTC Partners") to ensure that public relations and communications services are consistent with the CTC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a "Contract A" with the CTC.

Instead, the process is intended to enable the CTC to learn what proponents can offer by way of goods or services in response to the CTC's Statement of Work. Depending on the number and variety of responses, the CTC will subsequently negotiate with those proposals that best serve its needs, as determined by the CTC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against the CTC with respect to the award of a contract, failure to award a contract or failure to honour a response to this RFSQ.

In summary, this RFSQ is issued solely for the purpose of obtaining proposals and developing a Roster. Neither the issuance of this RFSQ nor the submission of a proposal implies any obligation by CTC to enter into any agreement. The intent of this RFSQ is to identify those vendors capable of meeting CTC's requirements and with whom a final agreement may be negotiated.

A2. Roster Term

Qualified proponents that demonstrate the ability to meet the requirements identified in this RFSQ may be included on the CTC's Roster. The initial term for proponent inclusion on the CTC's Roster may be for a period up to three (3) years, with an option to extend on an annual basis by the CTC. The total period of the Roster (initial term plus any extensions) is not to exceed five (5) years. The CTC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

A3. Standing Offer Agreement

Any proponent, who is selected for the Roster, will be required to enter into a mutually agreeable non-exclusive standing offer agreement ("SOA") with the CTC. Each individual future project or service requirement would then be initiated by way of a Statement of Work ("SOW") which will set out the specifics of the project or service and will be governed by the terms and conditions of the SOA. Proponents should note that execution of a SOA with the CTC pursuant to this RFSQ does not guarantee that any work will be issued to that proponent.

A4. Roster / SOA Process

The Roster will be utilized as required, at the CTC's sole discretion, to meet CTC's needs. The CTC does not guarantee business or make any guarantee of the value or volume of work that may be assigned to any proponent that has qualified for the Roster. See Section H for conditions set out by CTC for using Rosters and SOAs following an RFSQ process.

SECTION B – RFSQ EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the RFSQ, and will end within a time period defined by CTC in its sole discretion.

B.2 Desirable Criteria and Pricing Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. CTC’s evaluation committee may be comprised of CTC employees and consultants to CTC who are bound by an agreement of confidentiality with respect to the RFSQ process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to CTC Senior Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations (if applicable) meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of CTC.

B.2.1 Desirable Criteria Questionnaire (Section E) 70%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of 70% or higher (the “Shortlist”) will be evaluated further based upon, but not limited to Proposed Pricing.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of Proposed Pricing, CTC may select as many proponents as required to enter into negotiations.

TOTAL 100%

B.3 Negotiations

The CTC intends to conduct negotiations with the top ranked proponent(s) as defined in Section G.10 Contract Negotiations.

B.4 Proposal Submission, Intentions, and Questions Instructions

B.4.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, July 13, 2022**.

Any proposal received after the Closing Time may not be reviewed by the CTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.4.4 below. All proposals received as a result of this RFSQ shall become the property of the CTC. The time stamp of CTC’s email system shall be the official time for receipt of the proposal.

B.4.2 Intentions

Proponents should indicate if they intend to submit a proposal (“Intent to Submit”) via e-mail to the Contracting Authority by **14:00 hours PT, July 5, 2022**.

Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

B.4.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, June 9, 2022**. Questions submitted after this date and time may not be responded to.

If the CTC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to the CTC explaining why it should not be included with the posted anonymous questions and answers. If CTC concurs with the request, the question will be answered in confidence and will not be posted. If CTC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.4.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference “**RFSQ DC-2022-AK-01-Quantitative and Qualitative Research Services – Leisure Travel CONFIDENTIAL**” in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFSQ section(s) if applicable
- Which Scope(s) of Work in Section C your company is tendering for

There is a maximum of twenty (20) megabyte (“MB”) file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 20 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

B.5 RFSQ Form of Response, Format, and Depth

B.5.1 RFSQ Form of Response

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor

- Section D – Mandatory Criteria
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.5.2 RFSQ Format and Depth

This Request for Supplier Qualification sets out CTC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a detailed description of their ability to provide the requirements set out in this RFSQ. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by CTC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this RFSQ and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to CTC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that CTC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this RFSQ.

SECTION C – STATEMENT OF WORK

C.1 Background

At Destination Canada (“DC”), we believe that tourism enhances the wealth and wellbeing of Canadians and enriches 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.

We promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom, and the United States. Destination Canada is a Crown corporation wholly owned by the Government of Canada.

DC conducts primary research through a variety of means to gather market intelligence and provide insights for internal stakeholders as well as tourism industry partners.

It is a priority for DC to provide deep insights on our target audience, called High Value Guests (HVG). Below is the aspirational view of our HVGs.

Our High Value Guest (HVG) is a Canadian or international traveller who makes travel choices based on their desire for self-enrichment and personal motivations for travel. They visit destinations consistent with their personal values, with an increasing consciousness around responsible travel. They are not driven by price. They are naturally curious and want to invest time and energy into a destination by staying longer and immersing themselves into the local culture, actively seeking the local hidden gems in addition to the tourist attractions. They respect and celebrate the place and people. At best, they want to leave a destination better than they found it and, at least, they want to minimize their footprint.

Additional HVG attributes include:

- Loyal to travel;
- Disposable income for travel;
- Higher frequency of annual trips;
- Higher than average spend per trip;
- Longer stays and desire to go deeper into a destination;
- High potential to return to Canada and influence others to visit Canada;
- Desire to learn and grow while travelling;
- Attracted to what makes Canada unique; and
- More aware of visitor impact on a destination.

C.2 Scope of Work A: Quantitative Research Services

C.2.1 Objective

DC’s objective is to seek qualified Contractor(s) to conduct research to quantify insights related to consumer opinions, attitudes, behaviours, drivers, motivations, and other topics related to leisure travel.

C.2.2 Scope of Work

The Contractor(s) providing quantitative research services should have capabilities in, but not limited to, providing quantitative research through survey methodologies, data analytics, and access to proprietary data sources.

1. The Contractor(s) may be asked to conduct, but not be limited to, the following types of quantitative research projects and capabilities:
 - a) Ability to build proprietary/custom insight communities;
 - b) Ability to extract insights from the insight communities;
 - c) Access to and analysis of tourism-related data;
 - d) Advertising tracking studies;
 - e) Advertising creative concept testing studies;
 - f) Attribution modeling;
 - g) Brand equity studies;
 - h) Ability to build proprietary panels;
 - i) Cognitive neuroscience studies;
 - j) Competitive intelligence analysis;
 - k) Composite index methodology development and ranking/benchmarking studies;
 - l) Consumer attitudinal and/or behavioral studies;
 - m) Content, text, and media analytics studies;
 - n) Contextual analysis;
 - o) Providing data entry services;
 - p) Decision journeys;
 - q) Ethnography studies;
 - r) In-person intercept studies;
 - s) Jobs To Be Done;
 - t) Marketing/Media mix modeling;
 - u) Market potential assessments;
 - v) Motivation Mapping;
 - w) Omnibus studies;
 - x) Path to Purchase studies;
 - y) Segmentation studies;
 - z) Secondary research studies;
 - aa) Syndicated studies;
 - bb) Social listening studies;
 - cc) Solution evaluation and testing;
 - dd) Website intercept studies; and
 - ee) White Space mapping.

2. The Contractor(s) may be required to provide other research related services including, but not limited to, study design, analysis, reporting and presentation of results. Contractor(s) may be required to undertake some or all of the following activities:
 - a) Attend meetings specified by DC (in person or virtually);
 - b) Advise DC on research project design;
 - c) Provide an analysis plan that relates to research objectives;
 - d) Survey tasks such as:
 - Design questionnaires and translate them into different languages, as required;
 - Program questionnaires for online and/or offline methodologies and conduct fieldwork; and
 - Coding of open-ended data.
 - e) Provide progress reports to DC;
 - f) Provide access to data via the most suitable format(s) as described by DC;
 - g) Conduct analysis of the data;
 - h) Provide a written report in English in draft and final form;
 - i) Produce a presentation deck on the results;
 - j) Make an oral presentation of the results;
 - k) Support the development of webinar materials that highlight the results;

- l) Perform other functions deemed essential to the administration of the research; and
- m) Perform other activities or services as per specific project requirements.

C.3 Scope of Work B: Qualitative and Exploratory Research

C.3.1 Objective

DC's objective is to seek Contractor(s) who can conduct qualitative and exploratory research related to consumer opinions, attitudes, behaviours, drivers motivations, and other tourism related topics.

C.3.2 Scope of Work

The Contractor(s) providing qualitative and exploratory research services should have capabilities in, but not limited to, providing qualitative research studies through both offline (i.e. in person) and online methodologies including online and/or offline focus groups, in-depth interviews, diary and ethnography studies.

1. The Contractor(s) may be asked to conduct, but not be limited to, the following types of qualitative and exploratory research projects and capabilities:
 - a) Advertising creative concept testing studies;
 - b) A pre/post qualitative study to the undertaking of quantitative studies;
 - c) Cognitive neuroscience studies;
 - d) Consumer behaviour / motivation mapping;
 - e) Cultural insights;
 - f) Generational research;
 - g) Deep dive studies to understand certain segments, product areas and DC markets;
 - h) Diary studies;
 - i) Ethnography studies;
 - j) Future foresight;
 - k) Journalistic and/or creative approach;
 - l) Immersive research / filmmaking / Narrative led;
 - m) Semiotics;
 - n) Segment Discovery & Illumination;
 - o) Trends forecasting;
 - p) Ability to build proprietary/custom insight communities;
 - q) Ability to extract insights from the insight communities; and
 - r) Specialized travel trade studies (visa processes/imposition, air access, evaluation of trade shows/events, etc.).

2. The Contractor(s) may be required to provide other research related services including but not limited to study design, analysis, reporting and presentation of results. Contractor(s) may be required to undertake some or all of the following activities:
 - a) Attend meetings with DC (in person or virtually);
 - b) Advise DC on research design;
 - c) Design recruitment screeners and moderator's/interviewer's guides;
 - d) Recruit participants and/or interviewees;
 - e) For offline studies, the Contractor will make arrangements, including the provision of:
 - moderators;
 - facilities;

- refreshments;
 - payment of incentives to participants; and
 - arrange for audio and/or video recordings of groups including a video link for off-site observers and translation if necessary.
- f) For online studies, the Contractor will build and host the online spaces to conduct the study;
 - g) Facilitate study groups and interviews;
 - h) Provide progress reports to DC;
 - i) Provide data via the most suitable format(s) as described by DC;
 - j) Conduct analyses of the collected data;
 - k) Provide a written report in English in draft, for DC approval, and the final approved report;
 - l) Produce a PowerPoint presentation slide deck on research results;
 - m) Make an oral presentation of the results;
 - n) Perform other functions deemed essential to the administration of the research; and;
 - o) Perform other activities or services as per specific project requirements.

C.4 Performance Standards and Quality Measurement

DC is committed to fostering and supporting strong positive relationships with its partners to ensure critical services are maintained and the highest value and corporate-wide economic benefits are realized. As such, the Contractor's performance is reviewed at minimum twice annually using the CTC Contractor Performance Evaluation system.

Any performance issues identified as part of the CTC Contractor Performance Evaluation system must be addressed by the Contractor in a timely fashion. If serious performance concerns are raised, the Contractor may be required to work with CTC to implement a performance improvement plan.

C.5 DC Responsibilities and Support

DC will assign a Project Authority to handle incoming and outgoing requests and correspondence with the Contractor. The Project Authority will:

- a) Act as a vendor relationship manager with the Contractor and ensure projects/tasks are completed on time, within budget, and as scoped.
- b) Provide relevant information.
- c) Provide feedback and approval of the project plan (if required).
- d) Interface with the Contractor including the set-up of regular status calls and project specific meetings/teleconferences, as needed.
- e) Provide Contractor performance reviews to ensure that the Contractor is supplying the expected quality of deliverables outlined in the Contract.

C.6 Contractor Responsibilities

The Contractor will designate a single point of contact, (the "Account Manager"). The Account Manager will act as the Contractor's client relationship partner and overall client service partner. The Contractor will provide a secondary contact to fill in for the Account Manager should they be away or removed from DC's account. The Contractor will advise DC in advance of any changes in personnel, to not only the Account Manager and secondary point of contact, but any personnel assigned DC's account.

The Contractor will invoice on a monthly basis for the work performed in the previous month. Invoices will include a detailed list of the work performed, as it corresponds to the assigned statement of work and will be supported by timesheets.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

D.1 Mandatory Requirements

D.1.1 The proponent must be a legally incorporated company and an established business operating for a minimum of five (5) years.

Are you able to comply with this requirement?

Yes

No

D.1.2 The proponent must not store data in Russia.

Are you able to comply with this requirement?

Yes

No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

Scope of Work A and B

Proponents responding to either Scope of Work A or Scope of Work B or both must respond to Desirable Criteria Section E.1.

E.1 Company Overview, Personnel and Data Privacy

E.1.1 Company Background and Overview

Please provide a brief history and overview of the company including the following items:

- a) Company ownership structure (e.g. privately held, public, etc.).
- b) Company history, organizational structure, number of employees, office location(s) including the head office and whether billing is centralized through the head office.
- c) All Canadian provinces including the city(s) in which you provide services (for example office location in Toronto, Ontario, service coverage includes Toronto, Peterborough, Barrie, Oshawa, and Kingston).
- d) Composition and competencies of the executive management team (i.e. org. chart).
- e) Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
- f) Copies of Financial Statements for the last three years, 2019, 2020, 2021.
- g) Copies of Equality, Diversity, Inclusion policies or guidelines.

The response must be limited to two (2) pages excluding financial statements and Policies.

Maximum Marks Available: 3%

E.1.2 Additional Company Background

- a) Do you have any Russian participation in the governance structure of your firm, either as an investor or on your Board of Directors?
 - a. If yes, of what significance?
- b) Are you currently undertaking any work for an enterprise based in Russia?
 - a. If yes, of what significance to your overall operation?

Maximum Marks Available: unweighted
Response must be limited to 1/2 page

E.1.3. Data privacy

- a) Please outline your privacy and data protection practices.
- b) Do you store data in Canada? If not, please tell us where your data is stored and whether you are able to store data in Canada?
- c) Copies of applicable anti-fraud prevention policies or guidelines.

The response must be limited to one (1) page excluding anti-fraud prevention policies or guidelines.

Maximum Marks Available: 3%

- E.1.4 Identify the Key Personnel your company intends to offer to achieve DC's objectives. Include a profile of each Key Personnel who may be assigned to DC's account, which includes relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.

Please also describe your level of service you plan to provide DC with the Key Personnel.

The response must be limited to one (1) page per bio.

Maximum Marks Available: 8%

E.2 Scope of Work A: Quantitative Research Services

Proponents responding to Scope of Work A must respond to Desirable Criteria Section E.2.

- E.2.1 Provide a description of three (3) quantitative research projects undertaken since 2018 that demonstrates how your organization has provided services similar to those described in Section C.2 Quantitative Research.

The projects are to be described clearly and include the following information:

- Project Title;
- Date (month / year);
- Client name;
- Research subject matter;
- The relevancy of the topic to DC;
- Methodology (including scope, geographical location, sampling size and method);
- Analysis techniques applied;
- Data visualization; and
- Summary of the findings and actionable insights and recommendations.

Please provide the research report for at least two (2) of the projects noted above.

The response must be limited to two (2) pages per project. No page limits on the sample research report(s).

Maximum Marks Available: 25%

Travel and Tourism Knowledge

- E.2.2 Describe your understanding of the trends facing the tourism industry in Canada and globally as well as the impact on travellers' mindset, behaviour, and choice of destination.

The response must be limited to one and a half (1/2) page.

Maximum Marks Available: 8%

- E.2.3 Highlight three (3) areas of innovative quantitative research that you can foresee Destination Canada conducting over the next five (5) years to help stay ahead of shifting consumer demands, industry dynamics or technological advancements and specify how you can support us.

The response must be limited to one (1) page.

Maximum Marks Available: 10%

Capabilities and Innovation

- E.2.4 Using the table below, provide a list of the current quantitative research capabilities within your company as well as future innovations that are foreseen as potential capabilities.

Please specify the countries (specifically the following markets - Australia, Canada, China, France, Germany, Japan, India, Mexico, South Korea, United Kingdom, and the United States) that mentioned capabilities are available in.

Current Capabilities (Research capabilities that your company currently offers)	Applicable Countries

Future Capabilities (Future innovations that are foreseen as potential capabilities for your company)	Applicable Countries

Maximum Marks Available: 20%

- E.2.5 Outline the policies or processes your company has in place to ensure captured responses are provided by a sample that is representative of the population in each market (e.g. age, gender, ethnicity, income, etc.). Please include policies or processes for the ongoing maintenance of demographically representative research panels, sampling and weighting of approaches, or other relevant processes.

The response must be limited to one (1) page.
Maximum Marks Available: 8%

- E.2.6 It is a priority for DC to provide deep insights on our target audience, called High Value Guests (HVG). Specify your capabilities to conduct research with this audience. Please refer to the information provided in Section C.1.

The response must be limited to one and a half (½) page .
Weighting: 15%

E.3 Scope of Work B: Qualitative and Exploratory Research

Proponents responding to Scope of Work B must respond to Desirable Criteria Section E.3.

E.3.1 Provide a description of three (3) qualitative research projects undertaken since 2018 that demonstrates how your organization has provided services similar to those described in Section C.3 Qualitative and Exploratory Research.

The projects are to be described clearly and include the following information:

- Project Title;
- Date (month / year);
- Client name;
- Research subject matter;
- The relevancy of the topic to DC;
- Methodology (including scope, geographical location, sampling size and method);
- Analysis techniques applied;
- Data visualization; and
- Summary of the findings and actionable insights and recommendations.

Please provide the research report for two (2) of the projects noted above.

The response must be limited to two (2) pages per project. No page limits on the sample research report(s).

Maximum Marks Available: 25%

Travel and Tourism Knowledge

E.3.2 Describe your understanding of the issues facing the tourism industry in Canada and globally as well as the impact on travellers' mindset, behaviour, and choice of destination.

The response must be limited to one and a half (½) page.

Maximum Marks Available: 8%

E.3.3 Highlight three (3) areas of qualitative research which you can foresee Destination Canada conducting over the next five (5) years to help stay ahead of shifting consumer demands, industry dynamics or technological advancements and specify how you can support us.

The response must be limited to one (1) page.

Maximum Marks Available: 10%

Capabilities and Innovation

E.3.4 Using the tables below, provide a list of the current qualitative research capabilities within your company as well as future innovations that are foreseen as potential capabilities for your company. Please specify the countries (specifically the DC markets - Australia, Canada, China, India, France, Germany, Japan, Mexico, South Korea, United Kingdom, and the United States) that mentioned capabilities are available in.

Current Capabilities (Research capabilities that your company currently offers)	Applicable Countries

Future Capabilities (Future innovations that are foreseen as potential capabilities for your company)	Applicable Countries

Maximum Marks Available: 20%

- E.3.5 Outline the policies or processes your company has in place to ensure captured responses are provided by a sample that is representative of the population in each market (e.g. age, gender, ethnicity, income, etc.). Please include policies or processes for the ongoing maintenance of demographically representative research panels, sampling and weighting of approaches, or other relevant processes.

The response must be limited to one (1) page.

Maximum Marks Available: 8%

- E.3.6 It is a priority for DC to provide deep insights on our target audience, called High Value Guests (HVG). Specify your capabilities to conduct research with this audience. Please refer to the information provided in Section C.1.

The response must be limited to one and a half (1½) page.

Maximum Marks Available: 15%

E.4 Weighting Table for Reference

The following table is provided as a reference to illustrate how each question is scored and weighted.

E.4.1 Scope of Work A: Quantitative Research Services

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	3%	2.1%	5/5	2.1%
E.1.2	N/A	N/A	N/A	N/A
E.1.3	3%	2.1%	4/5	1.68%
E.1.4	8%	5.6%	2/5	2.24%
E.2.1	25%	17.5%	3/5	10.5%
E.2.2	8%	5.6%	2/5	2.24%
E.2.3	10%	7%	4/5	5.6%
E.2.4	20%	14%	5/5	14%
E.2.5	8%	5.6%	3/5	3.36%
E.2.6	15%	10.5%	4/5	8.4%
Example Total	100%	70%	33/45	50.12%
A score of 60% = 42% or higher of the 70% is required to advance to the next stage of evaluations, Proposed Pricing.				

E.4.2 Scope of Work B: Qualitative and Exploratory Research

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	3%	2.1%	5/5	2.1%
E.1.2	N/A	N/A	N/A	N/A
E.1.3	3%	2.1%	4/5	1.68%
E.1.4	8%	5.6%	2/5	2.24%
E.3.1	25%	17.5%	3/5	10.5%
E.3.2	8%	5.6%	2/5	2.24%
E.3.3	10%	7%	4/5	5.6%
E.3.4	20%	14%	5/5	14%
E.3.5	8%	5.6%	3/5	3.36%
E.3.6	15%	10.5%	4/5	8.4%
Example Total	100%	70%	33/45	50.12%
A score of 60% = 42% or higher of the 70% is required to advance to the next stage of evaluations, Proposed Pricing.				

SECTION F – PRICING

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the RFSQ# and name along with company information.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFSQ and as demonstrated through their response.

When evaluating proposed pricing, CTC may consider the total cost of ownership associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which the CTC would be expected to pay. There should be no hidden costs which the CTC discovers at the end of the term.

CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

F.1 Proposed Pricing Detail

Your Financial Proposal must include your firm, all-inclusive hourly rate to provide the services as described in this RFSQ document in the Pricing Schedule below.

All prices should be quoted in the **Canadian** dollars, excluding taxes.

F.1.1 Scope of Work A: Quantitative Research Services

DC is interested in your pricing for the following countries: Australia, Canada, China, France, India, Germany, Japan, South Korea, Mexico, United Kingdom, and the United States.

If pricing differs by country, please replicate the table(s) to show pricing for individual countries and clearly label which countries are included in the pricing of each table.

Proponents should only include the tables for the capabilities that they are able to complete.

Table 1: Senior Researcher: tasks performed could include, but are not limited to, project management, design, data analysis, reporting, providing actionable recommendations.

Name	Hourly Rate
Example: Senior Researcher #1	
Example: Senior Researcher #2	
etc.	

Table 2: Other categories of personnel and professional Rates

Category of Personnel	Hourly Rate

Table 3: Online Omnibus Services

Question Structure	n=1,000
Per closed-ended	
Per partial open-end "other specify"	
Per open-ended	

Table 4: Online Survey and Data Tabulation

In the table below please provide the cost of conducting a 15-minute online survey including all of the following activities:

- Screen panel participants by pre-determined variables (see Appendix 6 for incidence rates from typical DC traveller definitions in each market);
- Questionnaire development;
- Questionnaire programming;
- Conducting fieldwork;
- Coding open ended data; and
- Generating data tables and SPSS files.

Questionnaire Duration	n=1,500
15 minutes	

F.1.2 Scope of Work B: Qualitative and Exploratory Research Pricing Schedule

DC is interested in your pricing for the following countries: Australia, Canada, China, India, France, Germany, Japan, South Korea, Mexico, United Kingdom, and the United States.

If pricing differs by country, please replicate the table(s) to show pricing for individual countries and clearly label which countries are included in the pricing of each table.

Proponents should only include the tables for the capabilities that they are able to complete.

Table 1: Senior Researcher: tasks performed could include, but are not limited to, project management, design, data analysis, reporting, providing actionable recommendations

Name	Hourly Rate
Example: Senior Researcher #1	
Example: Senior Researcher #2	
etc.	

Table 2: Other categories of personnel and professional rates

Category of Personnel	Hourly Rate

Table 3: Offline Focus Groups

Includes costs for the following activities:

- Screen panel participants by pre-determined variables (see Appendix 6 for incidence rates from typical DC traveller definitions in each market);
- Discussion guide development;
- Facility rental;
- Refreshments;
- Moderating groups;
- Payment of incentives; and
- Arrange for audio/visual connection.

	8 participants
Two groups	

Table 4: Online Focus Groups
Includes costs for the following activities:

- Screen panel participants by pre-determined variables (see Appendix 6 for incidence rates from typical DC traveller definitions in each market);
- Discussion guide development;
- Build and host online spaces;
- Moderating groups; and
- Payment of incentives.

	8 participants
Two groups	

F.2 Payment Discounts

DC's standard payment terms are Net 30 days upon receiving an invoice, with the required project and billing information, and after the services have been rendered or goods received. There may be certain times of the year when DC may be able to accelerate payments. For proponents who are able to offer a term where DC may elect to take the discount when possible, this alternative would be considered.

Indicate your payment terms, and explain any early payment discounts available to DC.

F.3 Pricing Strategies

DC may be open to other pricing strategies, incentives, volume discounts or other offerings that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION G – RFSQ PROCESS AND TERMS

G.1 RFSQ Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	June 9, 2022, 14:00 hours PT
Question and Answer Addendum Posting on Buyandsell	June 29, 2022
Intent to Submit (*)	July 5, 2022, 14:00 hours PT
Closing Date and Time	July 13, 2022, 14:00 hours PT
Timeframe for Negotiations	5 days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

(*) Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.

G.2 Interpretation of the RFSQ

If a proponent is in doubt as to the intended meaning of any part of this RFSQ or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the RFSQ may be issued.

It is the proponent's responsibility to understand all aspects of the RFSQ requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

G.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the RFSQ cover is authorized by CTC to comment on any portion of this RFSQ or the requirements described in this RFSQ. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

G.4 Accuracy of Information

While the information set out, or referred to, in this RFSQ has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

G.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the RFSQ. If this RFSQ was posted on the Government of Canada BuyandSell.com website ("BuyandSell"), CTC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review BuyandSell for amendments to the RFSQ that CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this RFSQ. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the proponent's response (see Appendix 3).

G.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted RFSQ will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

G.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

G.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this RFSQ, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this RFSQ, the proponent agrees to absolve the CTC of any responsibility for the same.

G.9 Language

Proposals may be submitted in either French or English. The working language for the RFSQ process will be the preferred language of the proponent.

G.10 Contract Negotiations

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter the "Preferred Proponent". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Negotiations may include requests by CTC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by CTC for improved pricing from the proponent.

Consecutive Negotiations - The top ranked proponent, as established under the evaluation, will be invited to enter into contract negotiations with CTC. CTC intends to conduct negotiations within the Timeframe for Negotiations.

If, for any reason, CTC and the Preferred Proponent fail to reach complete agreement within the Timeframe for Negotiations, the CTC will be at liberty to terminate the discussions with the Preferred Proponent and invite another suitably qualified proponent to enter into negotiations to reach agreement for the services. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

G.11 Contract Award

If a contract is subsequently negotiated and awarded to a proponent as a result of this RFSQ process;

- any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- may include, but not be limited to, the general contract terms contained in Appendix 5.

G.12 Debriefing

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

G.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the RFSQ process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the RFSQ process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the RFSQ process, or would otherwise prejudice the integrity of the RFSQ process.

G.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

G.15 Confidentiality

The CTC recognizes the proprietary nature of information that may be contained in response to this RFSQ. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this RFSQ or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this RFSQ.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

G.16 Publicity

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

G.17 No Collusion

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

G.18 Law

This RFSQ process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

G.19 Indemnities

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this RFSQ process and all costs associated with those claims, loss and damages.

G.20 Rights of the Canadian Tourism Commission

In addition, CTC reserves the right, in its sole and absolute discretion, to:

- G.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- G.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the RFSQ;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- G.20.3 not accept any deviations from the stated terms and conditions;
- G.20.4 terminate the process at any time and/or re-issue this RFSQ at any time;
- G.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this RFSQ process;
- G.20.6 contact references;
- G.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- G.20.8 incorporate all, or any portion of the Statement of Work, the RFSQ, and the successful proponent's proposal into a resulting contract document;

- G.20.9 to make an award in whole or in part, including the right to select and contract with more than the stated maximum number of top-ranked proponents, to meet the requirements of the RFSQ;
- G.20.10 not enter into any contract at all with any proponents responding to this RFSQ.

SECTION H – ROSTER AND STANDING OFFER AGREEMENT CONDITIONS

The conditions set out in this Section regarding the use of the Roster and SOAs are subject to change from time to time as the CTC may deem necessary, without notice to the Contractors on the Roster.

1. The criteria for selecting a Contractor from the Roster for each project or task will vary, depending upon CTC's requirements.
2. The CTC reserves the right to engage any Contractor in the Roster on an "as, if and when requested" basis and may be contacted directly or asked to compete on opportunities for the provision of services.
3. Any Contractor selected to provide services may be required to execute a statement of work that will be governed by the SOA.
4. If Contractors are asked to compete on opportunities, the CTC may not necessarily select the Contractor offering the lowest price, and may also evaluate qualifications or other criteria required for a specific project.
5. Contractors should, during the period that the SOA is in effect, advise the CTC of any material changes to the information contained in their response.
6. The CTC has no obligation to:
 - a. inquire as to the availability of substitute key personnel when advised by a Contractor that the key personnel named on the SOA is not available for a particular project;
 - b. evaluate or accept any substitute key personnel proposed by a Contractor;
 - c. enter into a statement of work with any one or more Contractor; or
 - d. invite any one or more Contractor to participate in competitive processes for a statement of work.
7. The CTC reserves the right to utilize vendors that are not on the Roster.
8. CTC may, from time to time, conduct pre-qualification evaluations with alternative proponents that did not participate in this competition, and/or with proponents that were not selected in previous pre-qualifications. As a result, CTC may, solely in its discretion, add alternative proponents to the existing Roster and increase the number of proponents at any time during the Roster term. There is no assurance that the CTC will require any future additions to the Roster or will accept any requests for inclusion.
9. CTC expects requirements and future evaluations will stay materially the same as the initial pre-qualification process. However, there may be variations depending on CTC's requirements at that time. The basis for future pre-qualification requirements and evaluations will be at CTC's sole discretion.
10. CTC reserves the right to remove a Contractor from the Roster for any reason that the CTC deems to have a material influence on the ability of the Contractor to satisfactorily provide the CTC with the goods or services under the Roster.

SECTION I: LIST OF APPENDICES

APPENDIX	FILE NAME
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1	Proponent Information and Acknowledgement Form
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2	Material Circumstances Disclosure
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3	Amendments
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4	Declaration of Sub-Contractors
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5	General Contract Terms
---	------------------------

6	Incidence Rates by Market
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APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM

1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the RFSQ (name title, phone number and e-mail):	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this RFSQ.

Executed this _____ day of _____, 2022

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

Fax Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in G.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose; OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 3: AMENDMENTS

Please confirm that any amendments and addenda to this RFSQ issued have been read and included in proponent response. List the amendments and addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this RFSQ by completing the Declaration of Sub-Contractors, for approval by DC. DC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to DC in a seamless manner.

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

- The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement Form.
- Sub-contractors will be used to provide the goods and or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

Fax Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: _____%

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms may be required by the CTC in order to be awarded the Work under this RFSQ. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the RFSQ;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of CTC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.

APPENDIX 6: INCIDENCE RATES BY MARKET

Country	Geographical Travel Definition
Canada	Outside of their own province/region, within Canada
US	Outside of their own state
Mexico	Outside of Mexico and Central America
UK, Germany, France	Outside of Europe, North Africa and the Mediterranean
China, Japan, South Korea	Outside of East Asia (China, Hong Kong, Macau, Japan and South Korea)
India	Outside of India, the Middle East and South Asia (Bangladesh, Nepal, Pakistan, Sri Lanka)
Australia	Outside of Australia, New Zealand and the Pacific Islands

	Incidence of “Past 3 Year Travellers or Next 2 Year Travel Intenders” according to Geographical Travel Definition	Base
UK	39%	General Population, 18+, national (2016)
France	29%	General Population, 18+, national (2016)
Germany	36%	General Population, 18+, national (2016)
Japan	18%	General Population, 18+, national (2016)
South Korea	55%	General Population, 18+, national (2016)
China	23%	General Population, 18+, 11 cities (2014)
Australia	47%	General Population, 18+, national (2016)
Mexico	22%	General Population, 18+, 3 cities (2016)
India	37%	General Population, 18+, 6 cities (2019)
US	63%	General Population, 18+, national (2016)
Canada	59%	General Population, 18+, national (2021)