Canadian Tourism Commission | Commission canadienne du tourisme

REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM 1

RFSQ #DC-2022-AK-01 Quantitative and Qualitative Research Services – Leisure Travel

Close Date/Time:

July 13, 2022
14:00 hours
Pacific Time

Issue Date:	June 29, 2022	**From:**	CTC Procurement
To:	All Vendors	**E-mail:**	procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted RFSQ as of June 9, 2022

Q1. We have noticed in the RFSQ that you are requesting three years of financial statements. As a private company, we generally do not release these. Is this a mandatory criteria? Is there specific information that you are looking for? (For example: That we are in good financial standing? That we have been in business for X number of years?)

Answer: As a Federal Crown Corporation, DC must do our due diligence on the vendors we work with. DC asks proponents to provide financial statements so we can have an overview of your overall financial health. This may be part of a financial risk check at later stages of the RFSQ should the Proponent be shortlisted as a top ranked proponent. If you choose not to provide your financial statement as requested in E1.1, this may affect your scoring on this section.

Q2. Most of the studies we conduct are proprietary and we would not be in a position to share the reports of the projects we have conducted. Is it a requirement to provide the report of the research projects we are using as examples? Would we be penalized if we didn't?

Answer: DC understands the proprietary aspect of the reports. Please feel free to redact some information (e.g., anonymizing the client, using dummy data, etc.) focusing on demonstrating items mentioned in section E.2.1 and/or E3.1. The intent is to understand reporting, data visualization, writing, analysis and interpretation styles from all of our proponents. If you are unable to provide the reports, this may affect your scoring in this section.

Q3. E1.4: what does it mean by 'level of service'? Are you referring to the types of services that each personnel will provide?

Answer: Yes. This refers to the key personnel that would be assigned to the DC account and what their role/service level would be when servicing the DC account.

Q4. E1.4: is there a minimum or maximum number of key personnel we can assign to DC?

Answer: No, there is not.

Q5. Are there desired section titles for E.1.4 or should the supplier determine the best header for this and subsequent sections?

Answer: The Proponent should determine the best header for this to make it easy for the evaluation panel to refer to the specific desirable criteria question when reviewing the proposals.

Q6. E.2.1: What does it mean by ‘data visualization’? Are you asking for written description of what is in the sample reports provided?

Answer: No. By data visualization, we meant the graphic representation of data and information (e.g., using charts, diagrams, etc. to communicate data in an easy to digest format).

Q7. E.2.4: Is there a page limitation for each table (current and future capabilities), or minimum/maximum number of capabilities to list?

Answer: The number of pages you need depends on the number of capabilities you have. Therefore, there is no page limit for this section. A list of your capabilities and the name of countries the capability is available in would suffice. A short description of less common capabilities is nice to have.

Q8. F1.1. Table 4 is asking to price out the costs to conduct a 15-minute online survey in the various target regions.

a) Can DC provide the number of open-ended questions that will require coding?
b) For open-ended responses in local languages, does DC require those to be translated to English? If so, is there any preference they are translated by a person or if machine-based translations are acceptable to keep costs down.

Answer: Please base your pricing on three (3) open-ended questions. Responses to open-ended questions in all languages should be coded, and the coded results must be provided in English. Proponents should use the translation process that results in the most accurately coded responses.

Q9. In Section E.2.1, for many research service vendors, the work that is conducted on behalf of our clients is proprietary and not subject to public release. Due to the nature of the work, it is often highly strategic and our clients may not be willing to share with other organizations. For the purposes of this section, can the data be blinded? OR is it the expectation of DC that the summary of finding, insights and recommendations show actual client data? If the requirement is to show actual client data please explain the purpose of submitting that data? How will it be used?

Answer: DC understands the proprietary aspect of the reports. Please feel free to redact some information (e.g., anonymizing the client, using dummy data, etc.) focusing on demonstrating items mentioned in section E.2.1 and/or E3.1. The intent is to understand reporting, data visualization, writing, analysis and interpretation styles from all of our proponents. If you are unable to provide the reports, this may affect your scoring in this section.

Q10. In Section E.2.1, what is the purpose of submitting a full report of findings? Can a curated selection of findings be shared to illustrate how data is turned into insights? Similar to the previous questions, can the data be dummy data to illustrate the research rather than actual client data? Please note that if we are required to use dummy data, our ability to craft a story that illuminates the business situation at hand will be significantly compromised.

Answer: DC understands the proprietary aspect of the reports. Please feel free to redact some information (e.g., anonymizing the client, using dummy data, etc.) focusing on demonstrating items mentioned in section E.2.1 and/or E3.1. A curated selection of findings can be shared to illustrate how data is turned into insights. The intent is to understand reporting, data visualization, writing, analysis and interpretation styles from all of our proponents. If you are unable to provide the reports, this may affect your scoring in this section.

Q11. In Section E.2.4, we are asked to discuss our current and future capabilities. Is Destination Canada interested in a list of our capabilities with short descriptions, or do you require a detailed response for each capability? Should we assume that there is a page limit for this section, similar to other sections? If so, please provide guidance on what that page limit is.

Answer: A list of your capabilities and the name of countries the capability is available in would suffice. A short description of less common capabilities is nice to have. The number of pages you need depends on the number of capabilities you have; therefore, there is no page limit for this section.

Q12. In Section F.1.1., should we be including the costs for translation for each appropriate country? If so, for seven (7) markets (French Canada, China, France, Germany, Japan, South Korea and Mexico)?

Answer: Yes, if you have capability for translation, please include cost of translation for each of the seven (7) markets listed in your question as well as India, United Kingdom, and the United States (e.g., there are some differences in use of nouns, verbs, and spelling in the English spoken in mentioned countries.)

Q13. In Section F.1.1., how many open ends should we assume are in the survey? Are they a city/country/brand list, or full verbatim open ends? Also, should we assume they are all coded?

Answer: Please base your pricing on three (3) open-ended questions, including coding. It the pricing varies based on the type of open-ended responses. (As mentioned in the question) Please specify pricing for both options.

Q14. In Section F.1.1, how many sets of data tables should we assume per country? One SPSS file?

Answer: Please assume one (1) SPSS file and two (2) sets of Excel data tables (e.g. Excel crosstab tables).

Q15. Section E.2.2 and E3.2 refer to the same general question about our perspective of tourism trends. Can we assume that the same response can be duplicated in both sections, given the request is not specific to qualitative or quantitative research?

Answer: If you are applying for both Scopes of Works, you may use the same answer for E2.2/E3.2 and E.2.3/E3.3. That being said, we appreciate proponents who can showcase distinct point of view for which business questions are best suited to be solved with a qualitative vs. quantitative study.

Q16. In Section F.1.2, can you confirm that our understanding that you would like a price for two (2) groups with eight (8) respondents in each focus group?

Answer: Yes, we are interested in pricing for online and offline focus groups with two (2) groups, with eight (8) participants in each focus group.

Q17. Can you disclose which vendors are currently on your roster for A: Quantitative Research Services and B: Qualitative and Exploratory Research?

Answer: No, we cannot disclose this information.