



REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM 1

RFSQ # DC-2022-PO-03 Research Services – Business Events Roster

Close Date/Time:

August 25, 2022
14:00 hours
Pacific Time

Issue Date: August 17, 2022

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below is answer to question(s) submitted in regards to the above noted RFSQ as of August 9, 2022.

Q1. In the scope of work for all sections (A, B, and C), the stated target audience appears to be entirely international. Is there not work to be completed within Canada for this exercise (e.g. those already here for business events, measurement of same, business travellers, event organizers here in Canada, etc.). Our research system works incredibly well to research events and business travel/event audiences here in Canada and for international attendees, to work backwards to uncover decisions made to come to Canada with behaviour rather than intention as the guidepost to re-create consideration sets, decision points, and pathways.

Answer: Destination Canada’s primary target audience is international decision makers. Proponents must demonstrate as stated in RFSQ how they work with those markets. Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.