



Canadian Tourism  
Commission

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## Request for Supplier Qualification

Name of Competition:	Economic and Industry Intelligence Services
Competition Number:	DC-2023-CD-01
Closing Date and Time:	May 2, 2023, 14:00 Pacific Time (PT)
Contracting Authority:	Christine Duguay, Procurement Advisor 604-638-8345 <a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a>

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## SECTION A – INTRODUCTION

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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 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, 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, visit <http://www.destinationcanada.com>.

### A1. Purpose and Intent

The purpose of this Request for Supplier Qualification (the **RFSQ**) is to solicit proposals for economic and industry intelligence services. **Proponents may submit a proposal in response to one (1) of the two (2) Scopes of Work:**

- **Scope of Work A: Full-Service Econometric Analysis and Modeling Services**
- **Scope of Work B: Specialized Project-Based Support for Econometric Analysis and Modeling Services**

See Statement of Work (Section C) for detailed requirements.

It is CTC's intent to develop a roster of pre-qualified proponents (the "Roster") which will be utilized as required to meet 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's Partners") to ensure that public relations and communications services are consistent with 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 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 CTC's Roster. The initial term for proponent inclusion on CTC's Roster may be for a period up to three (3) years, with an option to extend on an annual basis by CTC. The total period of the Roster (initial term plus any extensions) is not to exceed five (5) years. 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 CTC. Each individual future project or service requirement would then be initiated by way of a statement of work (SOW) and/or a CTC Purchase Order ("PO"), 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 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 CTC's sole discretion, to meet CTC's needs. 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 I for conditions set out by CTC for using Rosters and SOAs following an RFSQ process.

## **SECTION B – RFSQ EVALUATION CRITERIA AND INSTRUCTIONS**

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### **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 Evaluations**

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

B.2.2	Proposed Pricing (Section F)	<u>30%</u>
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	TOTAL	100%
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Following evaluation, the CTC may select a limited number of top ranked proponents to be included on the Economic and Industry Intelligence Services Roster to ensure those selected for the Roster can best meet all of CTC’s requirements.

### **B.3 Negotiations**

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, May 2, 2023**.

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, April 27, 2023**.

#### B.4.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, April 14, 2023**. 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](mailto:procurement@destinationcanada.com) and should reference "**RFSQ DC-2023-CD-01, Economic and Industry Intelligence Services - 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

There is a maximum of twenty 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 (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (as a 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

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### C.1 Background

The Canadian tourism sector was uniquely impacted by the COVID-19 pandemic. From its onset, tourism workers and businesses felt the full impact of public health measures and border closures. Despite the challenges, the tourism and hospitality sector is proving to be resilient, and it remains a key economic driver and job creator, especially for youth, new immigrants and rural Canadians.

As outlined in Destination Canada's "[Tourism's Big Shift](#)", tourism is in the midst of a fundamental transformation affecting tourism businesses, communities' relationships with visitors, and visitors' expectations. More than ever before, it is necessary for tourism managers to understand the economic forces shaping demand for tourism experiences, and destination capacity to welcome guests from afar now and in the future.

At the same time, to continue supporting Canada's tourism sector and help bolster its recovery, Destination Canada is working with other government agencies, tourism businesses, provincial and territorial counterparts, and Indigenous tourism partners to assist in the development of a new Federal Tourism Growth Strategy (FTGS) that will shape a course for growth, investment, and stability. To support the development of the FTGS and monitoring its eventual implementation, Destination Canada is strengthening its capacity to develop various economic research, forecast, and industry briefing materials.

Additional background on the Federal Tourism Growth Strategy is available here: <https://ised-isde.canada.ca/site/canadian-tourism-sector/en/new-federal-tourism-growth-strategy>

### C.2 Objective

DC has an ongoing need to conduct economic impact assessments and to have economic models developed for various uses. DC requires a contractor who has deep knowledge of the economics of tourism as a discipline, a broad understanding of the global and Canadian tourism ecosystems, and a sound understanding of the tourism industry and related sectors of activities. The contractor will be expected to provide research analysis and strategic recommendations, as well as supporting stakeholder engagement and facilitation of outreach.

### C.3 Scope of Work A: Full-Service Econometric Analysis and Modeling Services

The Contractor(s) will provide full service end-to-end economic analysis and industry intelligence services for specialized projects, from leading project design to analysis and reporting.

1. The Contractor(s) must have direct access to credible industry standard economic data, including but not limited to the following:
  - Access to/acquisition of, and analysis of, tourism statistics data; and
  - Access to/acquisition of, and analysis of, economic data and macro-economic trends data.
2. To support the development of sound financial or economic models relying on econometric or other appropriate statistic approaches, the Contractor(s) may be required to complete the following types of projects (note that this list is not exhaustive):
  - a. Inbound, domestic and/or outbound travel and tourism expenditure assessments and forecasts;

- b. Inbound travel and tourism receipt forecasts from DC target markets – Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom, and the United States;
  - c. Tourism impact assessments analyzing the impact(s) of various significant events, including but not limited to:
    - o Changes in government policies in Canada and in other countries, including travel restrictions, visa constraints, air access, or other policy changes.
    - o Pandemics or other health-related issues.
    - o Geopolitical conflicts
    - o Natural disasters
    - o Large-scale sporting events
    - o Business events
    - o Historical anniversaries
    - o Tourism human resources;
  - d. The development of models or analysis for a variety of purposes, including but not limited to:
    - o Evaluation of Canada's tourism brand value.
    - o Support for budget allocation planning, considering return on investment (ROI), risks and diminishing returns, budget allocation for leisure and business travel programs, etc.;
  - e. Analysis of statistical data from a variety of sources, including Statistics Canada, and other national or international organisations; and
  - f. Secondary research to support potential project work as outlined above.
3. The Contractor(s) may also be required to undertake some or all of the following activities to support potential project work as outlined above:
- a. Attend meetings (in-person, online, or via conference call) with DC to discuss project objectives, design issues, work schedules, draft reports, etc.;
  - b. Provide advice on modelling methodology;
  - c. Provide briefings on pre-test results of a developed model;
  - d. Ensure effective quality control measures;
  - e. Provide progress reports;
  - f. Analyze the results of a model;
  - g. Provide a detailed written report in English, including submitting a report outline for DC approval in advance and incorporating DC feedback on the draft report;
  - h. Presentation of the results, including the production of a presentation deck and an oral presentation summarizing the results and implications;
  - i. Perform other functions deemed essential to the administration of a project; and
  - j. Perform other activities or services as per specific project requirements.

**C.4 Scope of Work B: Specialized Project-Based Support for Econometric Analysis and Modeling Services**

The Contractor(s) will provide support for economic analysis and industry intelligence services for specialized projects. Support services may include data analysis and reporting, project management/quality assurance, working with third party vendors, providing insights, etc.

- 1. To support the development of sound financial or economic models relying on econometric or other appropriate statistic approaches, the Contractor(s) may be required to provide support services for the following types of projects (note that this list is not exhaustive):



- a. Inbound, domestic and/or outbound travel and tourism expenditure assessments and forecasts;
  - b. Inbound travel and tourism receipt forecasts from DC target markets;
  - c. Tourism impact assessments analyzing the impact(s) of various significant events, including but not limited to:
    - o Changes in government policies in Canada and in other countries, including travel restrictions, visa constraints, air access, or other policy changes.
    - o Pandemics or other health-related issues
    - o Geopolitical conflicts
    - o Natural disasters
    - o Large-scale sporting events
    - o Business events
    - o Historical anniversaries
    - o Tourism human resources;
  - d. The development of models or other analysis for a variety of purposes, including but not limited to:
    - o Evaluation of Canada's tourism brand value
    - o Support for budget allocation planning, considering return on investment (ROI), risks and diminishing returns, budget allocation for leisure and business travel programs, etc.;
  - e. Analysis of statistical data from a variety of sources, including Statistics Canada, and other national or international organizations; and
  - f. Secondary research to support potential project work as outlined above.
2. The Contractor(s) may also be required to undertake some or all of the following activities to support potential project work as outlined above.
- a. Attend meetings (in-person, online, or via conference call) with DC to discuss project objectives, design issues, work schedules, draft reports, etc.;
  - b. Provide advice on modelling methodology;
  - c. Provide briefings on pre-test results of a developed model;
  - d. Ensure effective quality control measures;
  - e. Provide progress reports;
  - f. Analyze the results of a model;
  - g. Provide a detailed written report in English, including submitting a report outline for DC approval in advance and incorporating DC feedback on the draft report;
  - h. Presentation of the results, including the production of a presentation deck and an oral presentation summarizing the results and implications;
  - i. Perform other functions deemed essential to the administration of a project;
  - j. Perform other activities or services as per specific project requirements.

## **C.5 Deliverables and Schedule**

The deliverables and schedule will be determined between DC and the Contractor for each project. Each project is outlined (scoped) using a statement of work (SOW). The SOW will outline the project, deliverables, expected outcomes, schedule, project cost and any other relevant details that are required to complete the project. The SOW is drafted in consultation with the Contractor and approved internally, once the SOW is signed by both parties the work can begin.

## **C.6 Performance Standards and Quality Measurement**

DC is committed to fostering and supporting strong positive relationships with its Contractors 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 DC's Contractor Performance Evaluation system.

Any performance issues identified as part of DC's 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 DC to implement a performance improvement plan.

## **C.7 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.
- d. Provide feedback on reports and presentations created by the Contractor.
- e. Provide data or materials, when required.
- f. Interface with the Contractor including the set-up of regular status calls and project specific meetings/teleconferences, as needed.
- g. Provide Contractor performance reviews to ensure that the Contractor is supplying the expected quality of deliverables outlined in the Contract.

## **C.8 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 DC as indicated in a SOW. Invoices will include a detailed list of the work performed, as it corresponds to the assigned SOW and will be supported by timesheets.

## **C.9 Risks and Constraints**

The Contractor will be available during DC's standard operating hours of 9 am to 5 pm Pacific Time Monday to Friday, excluding statutory holidays.

The Contractor may be required to travel on behalf of DC. All travel must follow DC's travel policy. All travel costs must be included in the project estimate and be approved by DC's business unit authority.

All created material and data, including reports, presentations, frameworks, models, databases, content, etc., will be the property of DC. The Contractor shall provide and return all information to DC at the end of the contract term.

## **C.10 Reporting and Communication**

The contractor will be required to provide various reports, depending on the services rendered, to the DC Project Authority indicated in the SOW.

The Contractor may be requested to support the creation of presentation materials for senior leadership regarding DC's economic or industry intelligence projects.

The Contractor may be requested to present to senior leadership regarding DC's economic or industry intelligence projects or other related topics.

## **C.11 Contractor Personnel Management and Replacement**

The Contractor will assign an Account Manager who will be the single point of contact for DC. DC expects that the Key Personnel named in the RFSQ response will remain on the DC account. The Contractor will promptly notify DC, in writing, should there be any changes to the Account Manager or Key Personnel, and submit a resume for the proposed replacement. The proposed replacement will possess qualifications and experience no less than that equivalent to the Key Personnel being replaced.

## SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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

### D.1 Mandatory Requirements

- D.1.1. The proponent's proposed Senior Consultant must have a minimum of five (5) years' experience working in the economic and industry intelligence services industry.

Are you able to comply with this requirement?

Yes

No

- D.1.2. The proponent must not store data in Russia or Belarus.

Are you able to comply with this requirement?

Yes

No

## **SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE**

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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. Please use Arial 11 or another similar font.

Proponents responding to either Scope of Work A or Scope of Work B must respond to all questions in the Desirable Criteria Questionnaire.

### **E.1 Personnel and Background**

- E.1.1 Please provide a brief overview of your organization including the following information:
- a. Company history, organizational structure, number of employees, office location(s) including the head office and whether billing is centralized through the head office.
  - b. 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).
  - c. Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
  - d. Copies of Financial Statements for the last three years, 2020, 2021, 2022. The proponent may submit other assurances of corporate and financial stability that provide sufficient evidence of their financial capability to deliver the services, such as a letter of good financial standing from the proponent's bank and/or other assurances of corporate and financial stability.
  - e. Copies of applicable Equality, Diversity, Inclusion policies or guidelines.
  - f. Copies of applicable fraud prevention policies or guidelines.

Maximum Marks Available – 10%

Response should be limited to three (3) pages, excluding policies and financials.

#### **E.1.2 Additional Company Background**

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

Maximum Marks Available – unweighted

Response should be limited to half (1/2) a page or less

#### **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.

Maximum Marks Available – 5%

Response should be limited to one (1) page.

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

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

Maximum Marks Available: 15%

The response must be limited to one (1) page per profile/resume.

## **E.2 Business / Technical Requirements**

E.2.1 Provide a description of two (2) economic analysis/industry intelligence projects undertaken since 2018 that demonstrate how your organization has provided services similar to those described in Section C.3 Scope of Work. The projects must be relevant to the Scope of Work for which you are submitting a proposal (i.e., Scope of work A or Scope of work B).

Please provide the project report for at least one (1) of the projects.

Please include one (1) reference in APPENDIX 1 PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM related to one (1) of the projects in your response.

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

- Project Title;
- Date (month / year);
- Client name;
- Project subject matter;
- The relevancy of the topic to DC;
- Methodology and approach;
- Analysis techniques applied;
- Data visualization sample (if applicable); and
- Summary of findings, actionable insights, recommendations, and impact of the results on the client organization.

Maximum Marks Available – 20%

The response should be limited to two (2) pages per project, excluding data visualisation sample(s) and sample report(s). There is no page limit on the sample report(s).

## **E.3 Travel and Tourism Knowledge**

E.3.1 Describe your understanding of the trends currently impacting the tourism industry in Canada and globally, as well as the short-term and long-term challenges to be addressed in the coming years.

Maximum Marks Available – 15%

The response should be limited to one and a half (1.5) pages.

E.3.2 Highlight three (3) areas of innovative economic or industry intelligence research or data analysis 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 could support DC in those proposed projects.

Maximum Marks Available – 15%

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

**E.4 Capabilities and Innovation**

E.4.1 Using the tables below, provide a list of your company’s current economic and industry intelligence service capabilities, as well as future innovations that are foreseen as potential capabilities. Please also specify the countries in which you have direct access to the data required to support the relevant analysis in each case. In particular, DC is interested in conducting regular analysis in the following markets: Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom, and the United States. It may also explore the potential offered from other markets, such as Brazil or India.

Proponents responding to Scope of Work B may indicate not applicable in the Data Access column.

<b>Current Capabilities (Economic and industry intelligence service capabilities that you (or your company) currently offer)</b>	<b>Data Access (List applicable countries)</b>

<b>Future Capabilities (Future innovations that are foreseen as potential capabilities)</b>	<b>Data Access (List applicable countries)</b>

Maximum Marks Available – 20%  
The response should be limited to two (2) pages.

## E.5 Weighting Table for Reference

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

<b>Desirable Criteria Question #</b>	<b>Weighting per Question</b>	<b>Section Weighting per Question</b>	<b>Example Proponent Score</b>	<b>Example Proponent Weighted Score</b>
E.1.1	10%	7.00%	5/5	7.00%
E.1.2	0%	0.00%	0/5	0.00%
E.1.3	5%	3.50%	4/5	2.80%
E.1.4	15%	10.50%	3/5	6.30%
E.2.1	20%	14.00%	2/5	5.60%
E.3.1	15%	10.50%	4/5	8.40%
E.3.2	15%	10.50%	5/5	10.50%
E.4.1	20%	14.00%	3/5	8.40%
<b>Example Total</b>	<b>100%</b>	<b>70%</b>	<b>29/40</b>	<b>49.00%</b>
<b>A score of 60% (i.e., 42% of the 70%) or higher is required to advance to the next stage of evaluations, Proposed Pricing.</b>				



## SECTION F – PRICING

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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

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

#### F.1.1 Rate Card

Indicate the hourly rates for the resources that may be assigned to the CTC's account including the Account Manager and Key Personnel:

Resource position/title	Hourly Rate	Daily Rate (8 hours/day)
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$

#### F.1.2 Other Fees

Indicate any other fees that may be applicable:

Description	Fee
	\$
	\$
	\$
	\$
	\$
	\$
	\$

#### F.1.3 Added Value – Unweighted

Indicate any added value (i.e., at no cost) services that you can offer to the CTC.

## **F.2 Payment Discounts**

The CTC'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 the CTC may be able to accelerate payments. For proponents who are able to offer a term where the CTC 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 the CTC.

## **F.3 Pricing Strategies**

The CTC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g., rebates, single volume purchase, credit for returnable product, etc.) that would benefit the CTC. The CTC, 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 the CTC.

## SECTION G – RFSQ PROCESS AND TERMS

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### G.1 RFSQ Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	April 14, 2023, 14:00 hours PT
Intent to Submit (*)	April 27, 2023, 14:00 hours PT
Closing Date and Time	May 2, 2023, 14:00 hours PT
Notification: CTC will endeavour to notify all proponents of its selection by approximately:	June 30, 2023
Timeframe for Negotiations	30 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 [Canadabuys.canada.ca](http://Canadabuys.canada.ca) website ("CanadaBuys"), CTC may post amendments to CanadaBuys, 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 [canadabuys.canada.ca](http://canadabuys.canada.ca) 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.

Concurrent Negotiations: The top ranked proponents, 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.

At any point in the Timeframe for Negotiations, CTC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more proponents will be determined following CTC's receipt of Best and Final Offers. Final selection will be based upon best overall value to CTC. 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**

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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**

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Proponents must submit appendices one (1) through four (4) with their proposal:

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



## APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM

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### 1) PROPONENT INFORMATION

- a) General 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:	
Primary contact for the RFSQ (name, title, phone number and e-mail):	

- b) Business Structure – For identification and information purposes only, provide the following information about your company:

- Sole Proprietorship
- Partnership
- Corporation
- Other

- c) Where is your business registered or incorporated? \_\_\_\_\_. Please provide a copy of the registration, certificate of incorporation or other similar document showing your current registration status.

- d) If your business is a Partnership please list all partners and the percentage of units they hold in the partnership (including beneficial owners):

Name of:	% of units held
<ul style="list-style-type: none"> <li>• Registered Owner;</li> <li>• Beneficial Owner (if applicable)</li> </ul>	

- e) If your business is a Corporation please advise if it is a:

- Public Corporation; or
- Private Corporation

- f) Please list the individuals or entities that Control the Corporation:

Name of:	% of shares held
<ul style="list-style-type: none"> <li>• Registered Owner;</li> <li>• Beneficial Owner (if applicable)</li> </ul>	

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Please note that we may request additional information from you in connection with this section.

## 2) REFERENCES

List three customers with similar requirements to those described in this RFSQ who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references. It is requested that proponents refrain from using CTC as a reference in their proposal.

At least one (1) of the references included below should be for one (1) of the projects from the Desirable Criteria Questionnaire E.2.1.

### Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

### Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

### Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

3) 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 \_\_\_\_\_, 2023

Authorized Signature:

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Printed Name:

---

Title/Position:

---

Company Name:

---

City:

---

Address:

---

Phone Number:

Fax Number:

---

E-mail Address:

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## APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

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MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in H.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

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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**

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- 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**

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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.