



Canadian Tourism
Commission

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Negotiated Request for Proposal

Name of Competition:	Travel Trade Training Services for China Office
Competition Number:	DC-2023-AK-04
Closing Date and Time:	June 12, 2023 17:00 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 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 nine key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, 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>.

A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals for Travel Trade Training Services in DC's China Market. See Statement of Work (Section C) for detailed requirements.

It is DC's intent to enter into an agreement with the proponent who can best serve the interests of DC. At the final outcome of the NRFP process, the successful proponent ("Contractor") may be required to collaborate with DC's other service providers and partners to ensure that public relations and communications services are consistent with DC'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 DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

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

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

A.2 Contract Term

DC anticipates entering into negotiations with the selected proponent(s) for up to a three (3) year period, with an option to extend on an annual basis by DC for a total period not to exceed another two (2) years, at DC's sole discretion. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – NRFP 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 NRFP, and will end within a time period defined by DC in its sole discretion.

B.2 Desirable Criteria Evaluation

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

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

B.2.1 Desirable Criteria Questionnaire (Section E) 45%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% or higher (the "Threshold") will be evaluated further based upon, but not limited to Presentations/Demonstrations.

B.2.2 Presentations/Demonstrations (Section F) 25%

Following evaluation of Proposed Pricing, DC may limit further evaluation to a limited number of the top ranked proposals (the "Shortlist"). Only those proposals on the Shortlist will be further evaluated based upon Proposed Pricing.

B.2.3 Proposed Pricing (Section G) 30%

TOTAL 100%

B.2.4 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s).

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **17:00 hours PT, June 12, 2023**.

Any proposal received after the Closing Time may not be reviewed by DC. 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.3.4 below. All proposals received as a result of this NRFP shall become the property of DC. The time stamp of DC’s email system shall be the official time for receipt of the proposal.

B.3.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 17:00 hours PT, May 15, 2023. Questions submitted after this date and time may not be responded to.

If DC, 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 DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC 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.3.3 Intentions

Proponents should indicate if they intend to submit a proposal (“Intent to Submit”) via e-mail to the Contracting Authority by 17:00 hours PT, June 7, 2023.

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.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference “**NRFP 2023-AK-04 Travel Trade Training Services for China Office - 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 NRFP 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 appropriately 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.4 NRFP Form of Response, Format and Depth

B.4.1 NRFP 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 Questionnaire (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.4.2 NRFP Format and Depth

This Negotiated Request for Proposals sets out DC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. 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 DC 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 NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this NRFP.

B.5 Contractor Performance Management

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 during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with DC may be considered as an unqualified proponent and their proposal may be rejected. DC reserves the right to exercise this option as is deemed proper and/or necessary.

SECTION C – STATEMENT OF WORK

C.1 Background

At Destination Canada, we believe that tourism enhances the wealth and wellbeing of Canadians and enriches the lives of visitors. We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply.

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 addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

Our work in destination development ensures that we are able to sustain a premier four-season tourism economy that is regenerative in nature - supporting our economy and the environment.

Destination Canada is a Crown corporation wholly owned by the Government of Canada. For further information, visit <http://www.destinationcanada.com>.

Destination Canada launched the upgraded Canadian Specialist Program (CSP) in 2022 as the key educational tool for preparing the Chinese travel trade to package, marketing and sell Canada as a premium holiday destination to High Value Guests. 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.

Due to China's unique digital environment, the CSP program was adapted in a proprietary platform developed by current supplier to enable the Chinese users to access within the Chinese language environment. The platform is mobile friendly and is more suited to the Chinese digital usage behavior.

The next stage of CSP program will focus on the following areas:

- Ongoing upgrading of content and training modules.
- Recruitment and certification of new Canadian Specialists (CSs) from the pool of tour operators and product planners in China.
- Promotion of new modules and content to CSs.
- Regular review and recommendations on ways to improve the CSP's relevance for travel trade audiences.
- Online training of CSs on specific themes based on DC's marketing strategy.
- Maintain a robust database of CSs for targeted travel trade marketing.

- Performance reporting on CSs' engagement with the online program.
- Support the promotion of destination-specific modules and content on CSP by Team Canada partners.

DC is looking for a vendor who could provide these services that meet the requirement defined in C.3 and fulfill the travel trade training needs centred around the CSP. The services will ensure that DC's key travel trade audiences are well versed in destination knowledge, marketing, and sale tools to effectively promote Canada to their respective High Value Guests.

C.2 Objective

DC's China office is responsible for promoting Canada as the preferred destination for Chinese HVGs. Working closely with DC's headquarter (HQ) in Vancouver, Canada and Team Canada partners, DC's China office develops and implements marketing activities across the media, travel trade and consumers channels.

The Contractor, located in China, is an expert in digital destination marketing and mobile application development, will provide extensive travel trade training services and solutions in China. The training services will provide the travel trade with destination knowledge and marketing tools, and support conversion of HVGs from China to Canada.

The Contractor is responsible for working innovatively with DC and its Creative, Media and PR agencies to ensure the alignment of DC strategy and integration of all DC efforts.

C.3 Scope of Work

The Contractor will provide services related to the travel trade training and CSP platform, including but not limited to the following:

C.3.1 CSP Platform

- Manage and maintain the CSP platform in Chinese language, supported by a proprietary content management system.
- Upgrade the platform upon DC Headquarters' request and ensure the interface is aligned with DC's brand Canada requirements.
- Manage CSP new courses from content proofread to technical implementation.
- Recruitment and certification of new Canadian Specialists (CS) from the pool of tour operators and product planners in China.
- Manage bulk import users from other existing databases to support specific campaign objectives.
- Provide solutions to increase relevance of the CSP as a leading training platform for travel trade audience.
- Development of campaigns focused on specific promotional priorities aligned with market strategy, making use of existing CSP content.
- Generate performance reports on CSs' engagement with the online program including but not limited to:
 - Number of CSs completing the learning modules within a specified time period.
 - Number of CSs who have not progressed on their learning and provide solutions to increase the completion rate.
 - Other common learning reports that will help DC continue to engage and measure the effectiveness of the training platform and content.
 - (Scoped but not Retained) Provide promotion plan and implementation upon Team Canada partners' requests to increase the registration and completion rate if and when required by DC.

C.3.2 Travel Trade Training

- a. Provide webinar and other training solutions to DC.
- b. Provide recommendations on promotion of the training webinars to targeted trade audiences to increase participation.
- c. Provide innovate and creative solutions to increase engagement during webinar training.
- d. Respond DC requests including translation and technical assistance in a timely manner.
- e. Generate webinar performance reports within 15 working days after live webinar.
- f. Provide training solutions and implementation upon Team Canada partners' requests.

C.3.3 Travel Trade Database Management and Targeted Marketing

- a. Manage and maintain travel trade database including but not limited to the Canadian Specialists (CS), existing travel trade database and trade WeChat groups.
- b. Properly label the database by regions, business types, specialities, and travel segments.
- c. Operate trade WeChat groups as active and effective channels to deliver destination knowledge timely and support DC's marketing objectives.
- d. Develop and implement communication campaigns to reach segments of the database as required by DC China.
- e. (Scoped but not Retained) Develop and implement communication campaigns to reach segment of the database as required by Team Canada partners.

C.4 Approach and Methodology

The Contractor shall not commence any work prior to obtaining written approval from DC's Project Authority. DC will work with the Contractor to identify the need to perform the any of the services as outlined in C.3. The Contractor will provide a proposal that details all the work, project schedule, deliverables, and the total cost associated with performing the services.

Consistent and frequent communication are required between the Contractor and DC's China office to ensure an efficient working relationship.

The Contractor shall not assign any work or sub-contract any portion of it without DC's Project Authority written consent.

When travel is necessary to perform the work, the Contractor is required to seek approval from DC's Project Authority for travel related expenses.

C.5 Deliverables

- a. The Contractor will be required to develop an annual travel trade training plan to support the China market strategies shared by DC. The Contractor will be expected to report progress on the training plan on a monthly, bi-annual and annual basis.
- b. Reports submitted to DC are to be in English and in the format of PowerPoint.
- b. The Contractor will administer the content on DC's CSP platform, manage webinar courses, maintain and upgrade CSP to ensure the access and efficiency of travel trade educational platforms.
- c. The Contractor will maintain and manage a robust travel trade database and provide solution to implement targeted marketing and promotional campaigns. The database is to be in Chinese and in the format of Excel.

C.6 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 twice annually using the DC Contractor Performance Evaluation system.

The Contractor must provide all information requested as part of this in a timely manner. Key measurements include:

- Qualitative assessment by DC teams on strategic input, account management, alignment and collaborative work in market, project management.
- Qualitative assessment by DC teams on the Contractor's overall alignment with DC's core values of innovation, collaboration, and integrity.
- Appropriately assigned measures from DC's balanced scorecard measuring marketing performance and impact on business goals.

C.7 DC Responsibilities and Support

DC will engage in a comprehensive strategic planning approach with the Contractor. DC will compile all strategic information into a single document, which will be presented to the Contractor.

DC will be responsible for providing the following to the Contractor:

- a. Training on DC Brand Guidelines;
- b. Clear and measurable objectives and desired outcomes;
- c. Clear reporting structure within DC;
- d. Clear communication structure with Team Canada partners;
- e. Clear guidance to ensure the Contractor is fully educated on any existing processes with other vendors and agencies;
- f. Supervision of the Contractor to facilitate performance of travel trade account, CSP and trade webinar;
- g. Oversee project plan approval and associated financial approval;
- h. Regular communications regarding content, campaign and promotion, as required;
- i. Final sign-off on all communications; and
- j. Conduct annual vendor performance reviews.

C.8 Contractor Responsibilities

The Contractor will:

- a. Be responsible for coordinating all activities under the Scope of Work described in this section.
- b. Have in-depth knowledge of Canadian destinations and the completion rate of CSP in Contractor' key account team should be no less than 90%.
- c. Attend meetings with DC's China office as required.
- d. Provide DC with one (1) dedicated, single point of contact (the 'Account Manager'). The Account Manager will act as the Contractor's client relationship partner and overall client service partner.
- e. Communicate fluently (speaking and writing) in both English and Mandarin, this is a key requirement for the Account Manager.
- f. Collaborate with multiple third parties (i.e. DC contracted suppliers, agencies, industrial partners, DC headquarters in Canada, etc.)
- g. Contribute and recommend ideas while in the planning stage of all project and strategy development.
- h. Provide monthly invoices to DC with details on work performed and an invoice number. The Contractor will provide supporting documentation for any work carried out by third party suppliers associated with execution of the services. Track and document all work efforts and billable hours for all estimated and ad-hoc and/or ongoing efforts from the Contractor.
- i. Maintain proper books and records in accordance with generally accepted accounting principles. DC reserves the rights to audit all business and accounting records related to the invoices submitted.

- j. Provide 24/7 support for emergencies and will be available during DC's China office working hours between 9:00 am to 6:00 pm Beijing Standard Time, Monday to Friday.
- k. Support transition to new contractor upon contract expiry and/or termination, as required by DC.

C.9 Risks and Constraints

- All created material, data (including key account databases), content and so on will be the property of DC and should not be released without the permission of DC.
- The Contractor will provide and return all information to DC at the end of the contract term.
- The Contractor is required to undergo a Privacy Impact Assessment ("PIA") before contract award.
- All user data security is a top priority for DC. The Contractor will need to maintain the integrity of the platforms including travel trade account, CSP and webinar against spam, hackers, viruses and electronic attacks, security software and passwords at a maximum level and be able to document all measures taken to protect thereof as requested.

C.10 Reporting and Communication

The Contractor will provide DC, at a minimum, with the following reports and communications:

Reporting:

- Monthly trade database and CSP performance reports.
- Webinar performance report 15 working days after each live course.
- Separated campaign and project promotion reports.
- Half-yearly performance reports including trade account, CSP and webinar.
- Yearly wrap-up and learnings reports.

Communications:

- Bi-weekly status meetings with DC Travel Trade Manger, China.
- Quarterly status meeting with DC Regional Managing Director, Asia Pacific
- The Contractor is expected to respond travel trade comments and questions on within 48 hours.
- The Contractor is expected to respond to DC questions within 48 hours.

All reporting and communication must be completed in English.

C.11 Personnel Replacement

The Contractor is required to advise DC's Contract Authority two (2) weeks' in advance of any change to the account manager or key personnel. If replacement is required, the Contractor is responsible for providing, in a timely manner, a replacement with equivalent or greater experience.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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

D.1 Mandatory Criteria

D.1.1 The Proponent must have at least five (5) years of experience of providing travel trade training and marketing services in China

Are you able to comply with this requirement?

Yes

No

D.1.2 The proponent must hold a valid Internet Content Provider (“ICP”) license issued by the Chinese government.

Are you able to comply with this requirement?

Yes

No

D.1.3 The Account Manager assigned to DC must have at least three (3) years of experience in dealing with clients for providing trade training and marketing services in both English and Mandarin.

Are you able to comply with this requirement?

Yes

No

D.1.4 The proponent must be capable of creating, maintaining, and operating an online platform for travel trade education, performance evaluation and platform promotion.

Are you able to comply with this requirement?

Yes

No

D.1.5 The Proponent must have offices in Beijing, China, from where the team delivering services for DC would be located. Are you able to comply with this requirement?

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.

E.1 Business / Technical Requirements

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) Services and products offered including areas of specialization.
- d) Experience in the travel / tourism or similar industry.
- e) Composition and competencies of the executive management team (i.e. org. chart).
- f) Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
- g) Environmental certifications, standards or accreditations
- h) Copies of Financial Statements for the last three years, 2020, 2021, 2022.
- i) Copies of Equality, Diversity, Inclusion policies or guidelines.
- j) Copies of applicable Anti-Fraud prevention policies or guidelines.
- k) Copy of the registration, certificate of incorporation or other similar document showing your current registration status.

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

Maximum Marks Available: 10%

E.1.2 Additional Company Background

- a) Do you have any Russian or Belarusian 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 or Belarus?
 - 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 The Contractor will develop travel trade training program aligned with DC's marketing strategies and provide solutions to educate DC's travel trade account.

Provide one (1) example of how you have integrated tactics into similar travel trade training campaign for your clients and specifically, provide the following information:

- A general overview of the project;
- Describe which tactic(s) were used to achieve deliverables.
- What other creative solutions / recommendations were provided to enhance your client's needs?
- •What were the results / benefits to the client as a result of your creative solution / recommendations and the implemented tactics?
- What challenge(s) did you encounter and how did you overcome the challenge(s)?

Maximum Marks Available: 15%
Response must be limited to 3 pages

- E.1.4 Describe your company/organization's experience with webinar relevant digital solution management.

Provide one (1) example of how you develop and implement a webinar program upon client's requests. The overview of a webinar project should include:

- How do you manage the webinar promotion and implementation?
- How do you continue to promote and keep the awareness after live webinar?
- If applicable, please describe key learnings and improvement that may apply to Canadian destinations.

Maximum Marks Available: 15%
Response must be limited to 4 pages.

- E.1.5 Describe in detail your relevant experiences on database management and innovative solutions to support the clients' marketing strategy and achieve targeted marketing.

Maximum Marks Available – 10%
Response must be limited to 2 pages.

- E.1.6 The Contractor will conduct all software programming and development in-house. Please explain in details your in-house technology development capabilities.

Maximum Marks Available – 10%
Response must be limited to 2 pages.

- E.1.7 Describe in detail your relevant experience working with national tourism organizations and travel trade partners. Describe some of the challenges you have had working with national tourism organizations and what you did to address them?

Maximum Marks Available – 10%
Response must be limited to 2 pages.

- E.1.8 Provide in detail and provide examples of your relevant expertise in and knowledge of travel, tourism, and hotels in Canada.

Maximum Marks Available – 5%
Response must be limited to 2 pages.

- E.1.9 Explain why your company/organization would be the best fit for DC. Provide two (2) examples of work your company has completed that is similar to the services described in Section C.

Maximum Points Available – 15%
Response must be limited to 4 pages.

- E.1.10 Identify the Account Manager who will handle DC's account to perform the services described in this NRFP and include the following:

- a) A copy of the Account Manager's resume, including relevant experience, education, credentials, areas of expertise, any relevant awards / industry recognition received; and

- b) Two (2) examples of how the Account Manager leads his team and how they have effectively utilized each team members' expertise to successfully carry out similar work as the one described in this NRFP.

Maximum Points Available – 10%
Response must be limited to 3 pages.

E.2 Weighting Table for Reference

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

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	10%	4.50%	5/5	4.50%
E.1.2	N/A	N/A	N/A	N/A
E.1.3	15%	6.75%	4/5	5.40%
E.1.4	15%	6.75%	3/5	4.05%
E.1.5	10%	4.50%	2/5	1.80%
E.1.6	10%	4.50%	4/5	3.60%
E.1.7	10%	4.50%	5/5	4.50%
E.1.8	5%	2.25%	3/5	1.35%
E.1.9	15%	6.75%	4/5	5.40%
E.1.10	10%	4.50%	5/5	4.50%
Example Total	100%	45%	35/45	35.10%
A score of 60% = 27% or higher is required to advance to the next stage of evaluations, Proposed Pricing.				

SECTION F – PRESENTATION / DEMONSTRATION REQUIREMENTS

F.1 Presentations / Demonstrations Requirements

DC will require proponents who have made the Shortlist to give a presentation of their ability to provide travel trade training services and solutions, and other marketing services specific to travel trade in China in accordance with the Section C – Statement of Work.

The presentation provides opportunities for proponents to demonstrate their capabilities and for DC to meet the proponent's proposed key personnel that will provide service to DC's account. It's also an opportunity for DC to ask specific questions about the proponent's experiences.

DC will provide the Shortlisted proponents with a final agenda prior to the presentations. Proponents may be expected to highlight the following as part of their presentations:

- Explain the structure of the team that will work on DC's account, including the Account Manager and key personnel.
- Describe the methodology or approach to meeting the requirements as specified in the Scope of Work.
- Demonstrate the functions and capabilities of your digital social media platform.

Presentations will take place at:

Destination Canada
Level 28, China World Office 1
No. 1 Jianguomenwai Avenue, Chaoyang District
Beijing, 100004

All costs associated with the presentation will be the responsibility of the proponent.

SECTION G – PRICING

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

DC is constrained by a limited budget; therefore 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 NRFP and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership (TCO) 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 DC would be expected to pay. There should be no hidden costs which DC discovers at the end of the term.

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

G.1 Proposed Pricing Detail

All prices should be quoted in **Renminbi**, excluding taxes.

G.1.1 Proponents are to complete the following table outlining their fees to complete the services set out in Section C. DC will calculate the total cost of ownership over the full contract term for evaluation purposes.

Item	Occurrence	RMB
CSP Platform Management	Monthly	
Database Management	Monthly	
Performance Reporting	Monthly	
Training webinar	As required	
Other Applicable Fees (please list)	If applicable	

G.1.2 For Reference Only: Proponents are to provide their hourly rate sheet and any service fees for any out-of-scope services.

Out-of-scope services may include translation, proofread and others.

G.2 Pricing Strategies

DC 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 DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

G.2.1 Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	June 7, 2023 17:00 hours PT
Deadline for Questions	May 15, 2023, 17:00 hours PT
Closing Date and Time	June 12, 2023, 17:00 hours PT
Presentations of Shortlisted Proponents	week of July 4th
DC will endeavour to notify all proponents of its selection by:	October 2023
Timeframe for Negotiations	5 days following notification by DC

Note: The schedule is subject to change at DC'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.

H.2 Interpretation of the NRFP

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

It is the proponent's responsibility to understand all aspects of the NRFP 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.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by DC to comment on any portion of this NRFP or the requirements described in this NRFP. DC 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 DC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting DC 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.

H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, DC 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.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada CanadaBuys.canada.ca website ("CanadaBuys"), DC 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 for amendments to the NRFP that DC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. 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).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted NRFP will be accepted by DC by e-mail notice provided that such e-mail is received by DC 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.

H.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.

H.8 Proposal Expenses

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

H.9 Language

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

H.10 Negotiations

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

DC will enter into discussions and negotiations with the Preferred Proponent(s) to reach agreement on the final terms of the Agreement. Negotiations may include requests by DC 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 DC for improved pricing from the proponent.

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

At any point in the Timeframe for Concurrent Negotiations, DC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more Preferred Proponents will be determined following DC's receipt of best and final offers (BAFO). Final selection will be based upon best overall value to DC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract Award

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

- i. should be negotiated within the Timeframe for Contract Negotiations;
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and

- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

H.12 Debriefing

Upon request, and at DC's sole discretion, DC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to DC 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.

H.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 DC employee or Board member of DC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP 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 DC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a "Material Circumstance").

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

H.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.

H.15 Confidentiality

DC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. DC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP 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 DC and other information developed for DC in connection with this competition. Proponents shall not use DC's confidential information except as required to develop a proposal and presentation in response to this NRFP.

Except as required by law, DC 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.

H.16 Publicity

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

H.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.

H.18 Law

This NRFP 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.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify DC 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 NRFP process and all costs associated with those claims, loss and damages.

H.20 Rights of Destination Canada

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

- H.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;
- H.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 NRFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.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 NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I: LIST OF APPENDICES

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

APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT 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 NRFP (name, title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this NRFP 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 DC may contact any of these references. It is requested that proponents refrain from using DC as a reference in their proposal.

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:	

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 NRFP.

Executed this _____ day of _____, 2023

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

DC 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

Please confirm that any amendments or addenda to this NRFP issued have been read and included in proponent response. List the amendments and/or 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 NRFP 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.

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:

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 DC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC 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 DC. 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 DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC 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 DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC 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.