



Alyeska Resort Request for Proposal

Alyeska Resort is seeking qualified firms to propose a plan to design, develop and host a new CMS based industry leading website with an e-commerce component that will showcase the amazing resort, skiing, meeting and events space, restaurants of the property as well as several events. Agencies are invited to bid on web design, build and maintenance of a new website with the overall objective to increase the revenues to the resort through this important distribution channel.

About us

Alyeska Resort is Alaska's largest year-round resort, located in Girdwood, Alaska - just an hour south of Anchorage, Alaska. We are Alaska's premier destination celebrating 60 years of operating in the Chugach National Forest and Southcentral Alaska. The hotel contains 300 guest rooms and 7 restaurants ranging from a grab-and-go style café to our four diamond award-winning, mountaintop restaurant, Seven Glaciers. We offer world-class skiing, snowboarding and other winter activities December through April, as well as serving as the ultimate summer base camp for hiking, biking, flight-seeing, fishing and other summer recreational activities. We host, year-round, events, races, live music and festivals, all of which are centered around our family friendly Hotel Alyeska and our 60-person aerial tramway, which takes passengers to 2,300 feet above the Turnagain Arm and provides incredible panoramic views of the Chugach Mountains and seven hanging glaciers.

Our clientele varies seasonally. During the winter months our business is regional meetings, skiers, snowboarders and local Alaskan families looking for a getaway or other winter recreation. We see an increase in longer-haul business from the United States, Canada and Europe February through April for both resort skiing and guided heli-skiing. We see a high percentage of our visitors from the United States, Europe and Asian countries in the summer months for the "Alaskan bucket list experience". We also rely heavily on Alaska cruise tourists, conferences, meetings and weddings during the summer months. We strive to deliver a high-quality and unique Alaskan experience whether they are seeing Alyeska Resort for the first time, or are loyal guests.



We need a website revamp and redesign to create an industry leading eCommerce platform featuring the variety of activities at Alyeska and offer a seamless booking experience including guestroom and restaurant reservations, packages, tramway tour and ski experience. We want to create a best-in-class user experience, showcase our property in a sleek and best in class technology and have a simple solution to edit and update pages and content. We are also looking to complete the experience with an e-commerce store for tickets, season passes and retail merchandise.

Objectives

Our website is visited by independent visitors, large and small corporate and incentive groups. Meeting planners and receptive tour operators also visit our site for information on hosting their events at the resort. We are looking to create a new virtual property that makes it easy for both corporate and independent travelers to discover this world-class destination with all it has to offer year-round, make reservations, and contact us to book their events.

We require a responsive site to achieve the following:

- Showcase the three main entities of our resort as a whole in an easy to navigate manner: Hotel, Meeting Space, Mountain (winter/summer) and Food & Beverage.
- Increase direct bookings
- Showcase Alaska, Girdwood and the destination in an enticing manner
- Showcase Room layouts (guest rooms types and conference rooms)
- Assist visitors with travel planning and activities
- Showcase an easy-to-navigate events calendar
- Feature trail maps and ski map experiences
- Restaurant features including menus, restaurant reservations (can be plugin)
- Create a site that has the latest security, user data protections and imbedded compliancy policies
- Provide comprehensive analytics
- Contact forms for groups and independent travelers
- Mobile first design
- Allow for event sign-ups
- Host and showcase media galleries (photos/videos)



- Integrate video into page design and layout
- Live content webcams, live streams
- Seamless booking experience
- Address resort's seasonality and booking patterns

Scope and Deliverables

Below are the key areas of focus for the website. We are looking for a partner with strong information architecture capacity to create the optimal user flow, leading users to book directly..

- Our Hotel Operations
 - Seamless connection to ecommerce platform for guestroom reservations
 - Rooms and room types
 - Packages, seasonal offerings and specials
- EVENTS:
 - Venues and facilities
 - 3d renderings of all spaces with configurations/details
 - Meetings: overview of meeting services and facilities.
 - RFP request form
 - 3d and virtual tours of meeting space
 - Conference kit (download)
 - Meeting partners page – i.e. Audio Visual, Events Set up companies
 - Catering menu (download available)
 - Contact form
 - Weddings
 - Wedding kit (download available)
 - Wedding catering menu
- AMENITIES
 - Pool and fitness center
 - Resort amenities
 - Hotel grounds
 - The Spa
 - Services
 - Bookings
 - Food & Beverage Outlets



- Mountaintop dining options
 - Seven Glaciers
 - Menu
 - S Link to chedule/Reservations
 - Bore Tide Deli & Bar
 - Menu
 - Link to Schedule/Reservations
 -
- Sakura Asian Bistro
 - Menu
 - Link to Schedule/Reservations
- Sitzmark Bar & Grill
 - Media player
 - Calendar of events
 - Menu
 - Link to Schedule/Reservations
- Aurora Bar & Grill
 - Menu
 - Link to Schedule/Reservations
- Pond Café
 - Menu
 - Link to Schedule/Reservations
- Tramway Café
 - Menu
 - Schedule
- In Room Dining
 - Menu
- Mountain Operations
 - Summer/winter activities
 - Photo carrousel
 - Overview details
 - Hiking and trail maps
 - Biking



- Ticketing, passes, Mountain Learning Center and camps
- Ski area operations
 - Ecommerce: Ticketing, passes and Mountain Learning Center and camps
 - Trail map (download option, mobile optimized)
- Aerial Tramway :
 - Ticket reservations
- Mountain calendar of events and activities
- Maps, directions and directories
- Ski Patrol and Mountain Safety – In Case of Emergency CONTACT SKI PATROL is easy to locate
- Spa operation
 - Hours
 - Packages
 - Bookings/reservations (Can be plugin)
- Contact Us
 - Emergency/Help
 - Reservations
 - Conferences/Groups
 - Events/weddings
- Work with us
 - Content
 - Contact
 - Connectivity with Talent Nest (ultipro link)
- Provide all written content with SEO strategy.
- Channel Manager
 - Connects to CRS and PMS
 - Wide distribution network



Please address the following desired services:

- 1) Project plan and timeline, creative options/approach and browser and device testing protocol and data integration.
- 2) CMS to manage page content and content types including admin permissions with the ability to build, alter and edit all headers, footers, pages, content, media and event listings
- 3) Design and graphic development for page templates with a consistent style and format
- 4) Use of a Content Delivery Network to maintain and improve site speed
- 5) Digital asset management on the backend – photo, video, documents and files
- 6) Site search function
- 7) Site map function
- 8) Page sharing function
- 9) Google map integration
- 10) Social media integration
- 11) Youtube channel integration
- 12) Open Table restaurant reservation integration
- 13) Trip Advisor rating integration
- 14) Job posting page with job search function and Ultipro integration
- 15) Display messaging for specials and deals throughout the site
- 16) Display of sponsors and partners
- 17) Page tracking and user movement
- 18) Incorporate modern security measures to protect website, data and users
- 19) Maintain and improve inbound traffic from search engines
- 20) Google analytics configuration for goal tracking and KPI tracking
- 21) Monitor and reporting on site and server outages
- 22) Ongoing maintenance to preserve site stability, user experience and best practices
- 23) Post-launch development of additional features, upon request
- 24) Specifically outlined plan for invoicing and billing structure for support and maintenance



Site Map and Functional Requirements

Our site will need to be mapped in a way that will highlight our four main sections of the resort on the homepage and then expand via dropdowns and menu expansions. Our four main areas are hotel, meeting events, mountain and food & beverage, we need to plan to add a Spa section as we revamp the offering to a completely new experience.

Budget & Selection criteria

Our selected company is expected to have a good working relationship with each member of our marketing department, has worked on projects of similar scope, team members who have worked on similar projects, has a proven record of delivering results with respect to timeline and budget.

We will have a budget of \$20,000 to \$30,000 USD for the build and launch with an additional annual budget of for ongoing maintenance and hosting.

Important Selection Criteria:

- Create strong partnership with a talented firm
- Experience in tourism & hospitality websites a plus
- Creativity and innovation with solid track record
- Detailed project schedule and milestones
- Billing schedule and Guaranteed budget and timeline on agreed scope
- Forward change request communications and transparency policy
- Weekly and monthly project status updates
- Ongoing maintenance and support
- Detailed estimate and scope

We will be making our selection for a new vendor based on agency experience, relevant projects and on the basis of overall design, ease of use and functional backend.



Timeline

Here is the proposed process timeline:

RFP available –October 2nd
Email questions deadline – October 16th
Responses to questions – October 21st
Final proposals due – Oct 31st
Phone call with finalists- Nov 25th-28th
Estimated decision announced – Dec 2nd
Estimated contract date – Dec 10th
Website Launch Goal – April 1st 2020

Firms who would like to receive this RFP may do so by emailing Ben Napolitano, Director of Marketing, bnapolitano@alyeskaresort.com and Emilie Pageau-Bisson, Director of Brand Marketing emiliep@pomeroylodging.com. Firms who request this RFP may receive future communications and updates related to this RFP, including questions asked by other firms and potential schedule changes.

Any questions regarding this website project as well as final proposals should be sent via emailed in a pdf format to Ben Napolitano at bnapolitano@alyeskaresort.com.