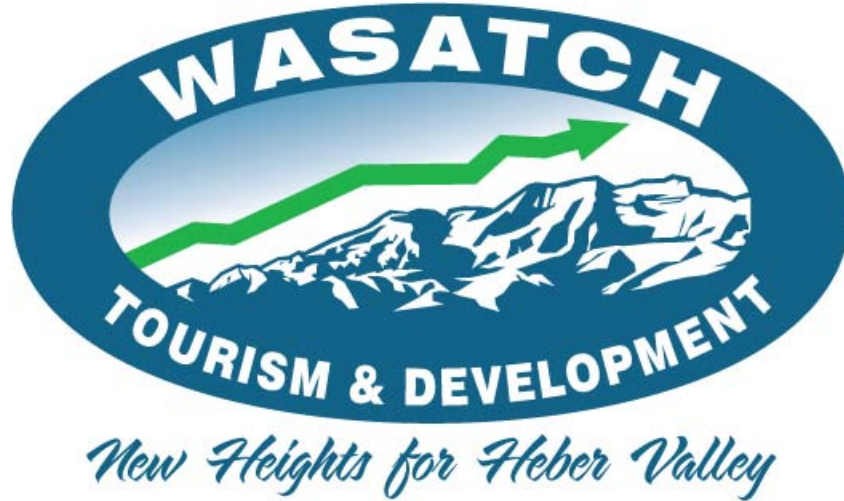


# Request for Proposals



Tourism Market Analysis

**-Immediate Deadline-**

# Wasatch Tourism & Development | Tourism Market Analysis RFP

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## I. INTRODUCTION

Wasatch Tourism & Development seeks proposals from qualified offerors for the execution and creation of a market analysis of the drivers of tourism in Wasatch County, Utah. The goal is to carefully segment the tourism market in order to identify as precisely as possible 1) the aspects of Wasatch County's menu of tourism attractions that draw overnight visitors and repeat visitors to the area; and 2) the precise demographic segments drawn by said attractions. This project is to be completed under a tight timeframe in order to accommodate the county's budget cycle. Proposals in sealed envelopes must be submitted to: Attn: Luke Peterson 475 North Main Street, Heber City, Utah 84032, by **Aug. 9<sup>th</sup>, 2010 at 4 PM.**

## 2. OBJECTIVES

The incumbent will work closely with area hotels and resorts to ascertain the principal drivers of overnight room-renting tourists; specifically those who stay for multiple nights and those who return from year-to-year. The identified tourist population must be further segmented as narrowly and precisely as possible into a number of marketable groups and/or classifications. Finally, the incumbent should design and communicate the mechanics of their operation in such a manner that analysis may be continued in full or in part by Wasatch Tourism & Development after the contracted work is completed.

## 3. SCOPE OF WORK

The incumbent shall, in cooperation with local hotels resorts and other relevant stake holders, execute a market research project to fulfill the objectives indicated in the previous section. This work may include surveys, focus groups, interviews, and such other qualitative and quantitative methods as may be required to collect the required data. The incumbent shall further apply such qualitative and quantitative analytic methods as may be required to ensure that the data is sufficiently robust, accurate, and useable as to serve as the basis for a strategic marketing plan.

The incumbent will commence work immediately upon award of contract (should a contract be awarded). The finished product must be completed and submitted to Wasatch Tourism & Development by no later than September 17<sup>th</sup>, 2010.

The finished product must be whole and complete. The finished product must be submitted in 20 hard copies, and one electronic copy except where indicated below. In order to be complete the finished product must include each of the following:

- 1) Executive Summary – Not to exceed three pages, outlining in brief format the key points and/or findings from each of the sections outlined hereafter.
- 2) Discussion of Methodology – Discussion of methods utilized, analytics applied, and the rationale associated behind the chosen methods and analytics. Must also discuss information such as sample size, sources of sample, etc.

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- 3) Key Findings – Discuss in clear, concise, and visually compelling terms, the key findings of the market analysis.
- 4) Findings & Analysis – A full explication of findings and analysis. Data must be provided along with explanatory/interpretive narrative and such graphs, charts, and figures as may be used to communicate findings clearly and concisely.
- 5) Limitations & Qualifications – A discussion of any problems encountered in the course of executing the project, limitations of the findings, and such other qualifications and provisos as may be useful in assisting Wasatch Tourism & Development in intelligent, calculated marketing decisions based on the end product.
- 6) Conclusion – A brief conclusion summarizing the key points of the projects and suggestions for future research.
- 7) Data – All data associated with the project contained in easily accessed formats and software applications that readily available (e.g., Excel). (This Section May be Submitted in Electronic Format Only)

The incumbent shall further seek to execute the above scope of work in such a manner that further analysis may be continued independently (and using the same methods) by Wasatch Tourism & Development after the project has been completed.

## 4. PROPOSAL GUIDELINES

The proposal shall be subject to the terms and conditions outlined in section 6. Three copies and one original shall be submitted to:

Luke Peterson  
465 N. Main Street  
Heber City, UT 84032

**By August 9<sup>th</sup> at 4 PM.**

The proposal shall contain each of the following elements:

- 1) Cover Page – Shall Include Company Name, Address, Email, & Phone Number
- 2) Proposal Sheet – Shall list the total cost of the proposed project.
- 3) Methods (1-2 pages) – A brief discussion of the proposed research methods and analytics, and the rationale for choosing said methods and analytics.
- 4) Evidence of Qualifications (1-5 pages) – Such materials as shall demonstrate the offeror's qualifications to meet the objectives of this project and effectively execute the scope of work on time and on budget. This may include an explanation of the qualifications of the key staff, letters of reference, and awards and/or examples of finished products.
- 5) Budget & Personnel (1-2 pages) – A budget outlining key personnel by name, their estimated total hours dedicated to the project, their hourly rate, and such other expenses as comprise the total project cost indicated on the Proposal Sheet.

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- 6) Statement of Eligibility (1 page) – A signed statement indicating that the materials presented in the proposal are factually accurate and that the offeror is legally qualified to do business in the State of Utah.

## 5. EVALUATION CRITERIA

A proposal may earn up to 100 points. Points shall be assigned according to the following criteria:

Cost (50 points) – The cost effectiveness of the project as determined by the total cost submitted on the Proposal Sheet.

Ability to Execute (25 points) – The ability of the offeror to produce an exceptional product on time and on budget as determined by the submitted “Evidence of Qualifications” section of the proposal.

Quality of Proposal (25 points) – The quality of the proposal offered as determined by the “Methods” section of the proposal. This portion shall be evaluated primarily on how appropriate, realistic, and effective the outlined methods and analytics will be to the successful execution of the project.

## 6. TERMS & CONDITIONS

A. Notwithstanding anything indicated within this request for proposals Wasatch Tourism & Development reserves the right to reject all offers, accept other than the highest scoring proposal, and generally act in the agency’s own best interest.

B. By submitting a proposal the offeror acknowledges that this is a request for proposals and not an invitation to bid.

C. All costs and expenses outlined in the proposal shall be considered firm and fixed.

D. Proposals shall become the property of Wasatch Tourism & Development.

E. Failure to follow proper formatting or to submit proposals on time may disqualify offerors from consideration.