

Submission Deadlines

All submissions for responding to this request must be submitted on paper and delivered to our office, as stated below, no later than:

**Deadline has been postponed from Monday, July 5, 2010
to **Monday, July 12, 2010**
No later than 4:00pm**

Submission Delivery Address

The delivery address to be used for all submissions is:

Emilia Hovorka
Executive Director
Grande Prairie Regional Tourism Association
#114-11330-106 Street
Grande Prairie, AB T8V 7X9
Phone (780)539-7688
Fax (780)539-0905
email: info@gptourism.ca

Submission Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request For Proposal:

Emilia Hovorka
Executive Director
Grande Prairie Regional Tourism Association
#114-11330-106 Street
Grande Prairie, AB T8V 7X9
website:
email: info@gptourism.ca

Electronic Submissions

Electronic submissions in response to this Request for Proposal will be accepted as long as they meet the following criteria:

Sent to our fax machine at (780) 539-0905
or
Sent via email to: info@northernvisitor.com

Document standards:

Must be in Microsoft Word 2003-97 format
File name must end it ".doc"

Introduction and Executive Summary

This project has three main components:

1. Complete a tourism economic impact study
2. Develop a 5-year tourism marketing plan
3. Implement an interactive tourism website with both destination information and reservation capabilities.

In this RFP we are only focusing on the third component, the Implementation of an interactive tourism website with both destination information and reservation capabilities. In addition to providing destination marketing content, it will also provide tourists with the ability to purchase packages, make reservations, and buy tickets to events that occur during their stay. This website will generate opportunities for both small and large tourism operators regardless of the size of their budgets. The CF will engage a technology company with a track record of building similar websites for other Destination Marketing Organizations.

Background

This project began in 2007 as a Rural Community Economic Development Fund Project that involved the study and implementation of a Destination Marketing Fund (DMF). The DMF has since been assembled and now has seven board members and has been operational for the last 2 years. Since its inception, there has been a growing need for the DMF to expand its services.

To do that the DMF has secured funds to develop and interactive Destination Website and Reservation System. The website will give the region the opportunity and the ability to promote and sell its many benefits and attractions. At present, the region can promote and market but without the ability to sell, loses out on the potential presented by the opportunity to complete the transaction for interested parties. Given regional tourism's relative diversity and disjointed nature, the time is right to take the opportunity to bring operators together to serve a common purpose. The new site will present a plethora of opportunities for local operators to partner and to create a more cohesive tourism package that enhances the probability for elongated visits and repeat visits.

Detailed Specifications

The Destination Website and Reservation System should be a content management system that will provide users with the ability to purchase packages, make reservations, and buy tickets to events that occur during their stay. The site will promote events, attractions, and venues within the region. It will create and promote simplified packaging opportunities for the consumer. Such a website will generate opportunities for small and large operators, with minimum effort required by the business owner.

The intended system must also provide a complete reporting mechanism that supplies collected data in a comprehensive format. The system should enable participants/members with comparative analysis of collective data.

DELIVERABLES

In the event of an award, and for the pricing offered, the winning firm should anticipate being responsible for deliverables to include, but not limited to, the following:

4. Processing Functionality
5. Interface Functionality
6. Reporting
7. On-Line Booking Engine
8. Support

For more detail please see **Appendix A: Booking Application Functionality**

The website will also need to host resources developed by a contractor in collaboration with Community Futures Grande Prairie & Region to assist businesses looking to start or expand their business. The site will also have information on what a cluster is and how and why collaborating with other business can be beneficial. This portion of the site will assist businesses with the changes that they may face when implementing this new tool into their business model.

Business Model Description:

The planned website reservation model for this project needs to be designed for Destination Marketing Organizations (DMOs) and other operators wishing to create centralized packages that the accommodation and attraction partners can capitalize on. The financial transaction must be completed upfront (with consumer(s)) and the reconciliation is completely handled on the back end of the system. Final pricing for the packages will be determined by the rack rates or package rates posted by the participating partners. This model places all partners including accommodations, attractions, dining, entertainment, sightseeing, and others on to one technical platform where product inventories are interchanged. This website can be linked into the current regional tourism website and will enhance what already exists.

The model that has been researched is a self-sustaining website. As each package is purchased a percent of the transaction goes to the DMF, to be used to maintain the website and other marketing initiatives laid out in the five year marketing plan. This will insure the validity of the website long after this project is finished.

Scheduling and Terms of Payment

Scheduling:

All work associated with this contract must be completed and the final products submitted no later than Nov 1, 2010.

Terms of Payment:

An upset limit of \$30,000 is available for services provided in accordance with the completion of this contract. All payments will be predicated on acceptance of interim and/or final products.

Consultant Obligations

The consultants will meet these additional requirements:

WCB Coverage

Provide (i) proof of Workers Compensation coverage for employees (i.e., WCB Certificate Number).

General Liability Insurance

Provide proof of insurance coverage (either a Standard Certificate of Insurance or a Simplified Certificate of Insurance). The contractor must carry a minimum of \$2,000,000 General Liability coverage.

Automobile Insurance

Carry at least one million dollars (\$1,000,000) automobile liability insurance on all vehicles operated or licensed in the name of the contractor and used in the performance of the contract.

Errors and Omissions Insurance

Carry Errors and Omissions insurance of at least \$1,000,000 or provide reasons for exclusion e.g., ascription of the type of work undertaken by the contractor and why the type of work would not result in losses due to professional errors.

FOIP

Abide by the Freedom of Information and Protection of Privacy (FOIP) Act in so far as applicable to its operations and the information the company has access to, collects, or uses as a consequence of arraying out its obligations under the contract agreement.

Limitation of Liability

The Destination Marketing Fund and project partners shall not be liable for any expenses respondents incur in connection with providing a response to this solicitation or for any costs, fees or lost or forgone profits of unsuccessful proposals.

Confidentiality

Destination Marketing Fund and project partners will use all reasonable efforts to protect any proprietary and confidential information contained in your proposal. Under no circumstance will Community Futures Grande Prairie & Region or its members be liable for any damages resulting from any disclosure.

**FOR Destination Marketing Fund Cluster Development Project
- Destination Website and Reservation System**

Appendix A: Booking Application Functionality

i) Processing Functionality

Requirements	Currently Available	Planned Enhancement	Notes/Comments
Ability to add or change HOTEL POLICIES (by property); It will be a blank field that can be created by us. We can inherit or change policies for each promotion and/or room type. Area to write check-in/check-out times, cancellation policy, parking fees, plus any other notes.			
Ability to place restrictions on each hotel per day at rate level (if needed) –i.e. minimum night stays, no arrivals on a specific day			
An area for hotel descriptions, room descriptions (facilities, policies, etc.)-visible to agents when checking availability			
System registers which agent changed, canceled or made a reservation (also the date and time)			
Confirmations are sent to hotel and client via fax or email. Also a log is needed to show the time and date the Confirmations were sent.			
Ability to load rates for the same product under different promotion names			
Commission to be determined according to promotion (commission or service fees may vary by promotion)			
Ability to set inventory as Free sell or block			
Extra person charges can be changed for each program/rate group, and can also differ from day to day; or for different ages			
We can close or open inventory for one, two or all room types and/or promotions (multiple Updates)			
Area to add which credit cards the hotel accepts			
Room types-ability to set the number of people that can be accepted in each room type.			
Ability to split commission with travel agent			
An area to add contact information for each hotel (i.e. Revenue manager, GM., Director of Sales)			
When pricing, you can multi-select room types instead of pricing individually – same application can be used when changing rates and inventory			
Rates: Ability to enter one rate for a time period or can be broken down per day for a time period			
When a rate code is created, this can apply to one or more products. Therefore, when one products price changes, it will be transfer to all products under that rate code.			
Ability to enter what the hotel considers a child/senior/student (same goes for attractions/theatre)-The system will calculate the person as an adult if they don't fit the criteria for what the hotel considers a child. Criteria for each hotel will differ.			
Ability to add to the Master list for property and room facilities.			
Tracking capability-we currently track all inquiries for all reservations. We always ask: How did you get our number? Mode of transportation into the city, number dialed, province/state customer is calling from. Drop down list for each question.			
We can get historical data on clients-last hotel booked, last brochure order (track quantities being sent to the same customer)			
Security levels for agents and our fulfillment Centre-gives them access to only certain areas of the application			
Hotel vendors will have the capability to adjust rates and inventory for their property (access to the Extranet)			
Ability to choose whether a particular rate code is charged by GPRTA at the time of booking, or whether the credit card info is simply relayed to the hotel for them to charge when the guest checks out (it would be a bonus if the reservation could be clearly marked as "direct billed to GPRTA" or "hotel to charge guest" to avoid confusion for the hotel); This to be done at RATE LEVEL as opposed to Company Level.			
Ability to set a configurable delay from when a reservation is finalized to when it is actually sent to the vendor (this allows our agents to attach notes after the client is off the phone)			

FOR Destination Marketing Fund Cluster Development Project
- Destination Website and Reservation System

Front End and Back End Systems under the same application. Not different sites.			
A database of Travel Agencies that already exist. Ability to add or change this.			
Ability to add new Promotion Names or Rate Groups			
Ability to indicate for an activity that it must be booked with accommodations. If an agent tries to book without a hotel, a message will pop up.			
There is a check list of Amenities - at the company/vendor level plus one at the product level (hotel facilities vs. room amenities). – Agent or customer can then do a search for these when booking.			
At the rate level, can determine the distribution channels - indicate if this rate is available only through the Call Centre, only as part of a package, and/or available on-line (check off which ones the rate applies)			
At product level, can determine number of people allowed in room (adults vs. kids), description of room, type of room (suite vs. room). Call Centre, then can search for availability by room type (Rooms vs. Suites).			
At company level, can add a description of the hotel.			
Guest attributes: For every reservation, it should ask mode of transportation (can select Air, Car, Boat, Train, etc.) and Smoking/Nonsmoking Room Requested.			
Taxes: Option to add tax or not at rate level or product level.			
Selling Features Section: We can add notes for the agents about the hotel that the customer doesn't see. Currently done in CMS.			
Creating packages: Area to write a description, policies (policies for each hotel will be displayed or can override and create a policy for the entire package), starting price,			
Packages: Can be for one or more nights.			
Packages and Rates - Can be made inactive or active when necessary			
Rate Discounts: Can offer the 2nd, 3rd or more nights at a discount or free.			
Can also mark up rates for hotels or attractions			
At rate level, can determine the number of people the rate is based on (2, 4, etc). Extra person charges apply after that.			
Ability to change the Rate Code and the products associated with it.			
Service Fees can be applied to hotel or activity. Option to have a service fee per ticket and per order.			
Can categorize each hotel/activity by location. Can set up areas/regions or assign a location for each activity. A drop down list to select from. This list can be added to.			
At rate level, will determine what is considered a child, senior or adult (for hotel and activity)			
When creating an activity item, can indicate a specific time for each product. (i.e. LOTR Evening Performance, 8pm)			
One company can have more than one Vendor. Option to inherit same amenities and policies. For Example: Company is X Ltd. Under this Company you have the Vendor Alexandra Hotel and Grange Hotel.			
When a reservation is sent to hotel/company, they can email us back a confirmation number.			
Rate Rules - Set rules such as must be booked x # of days in advance, days they can arrive, days rate is valid for , etc.			
Service fees can be applied for hotel or activity at rate and/or product level			
Extended Stay Rates - 2nd, 3rd, and so forth - rates could be discounted if more than one night is booked.			
Able to add time of event when building an activity			
Can do promotions such as: Book 2 nights, get the 3rd night free; Book 2 nights, get the 3rd night off at 25% off			
Packages - Able to create a URL for each hotel - can include one to three activities			
Can you easily do a package where book two nights, get two comp. tickets for an attraction?			
Able to build multiple packages - i.e. Baseball package for 45 hotels, each having their own URL - how long will this take? Copy function?			

FOR Destination Marketing Fund Cluster Development Project
- Destination Website and Reservation System

Transportation - Train or Car rental bookings			
Activities : Price for Senior, Adult, Child, Youth			
Updating inventory: Ability to close one or all room types as well as the ability to close one or all rate groups			
When loading rate, there is a fill down option			

ii) Interface Functionality

Requirements	Currently Available	Planned Enhancement	Notes/Comments
Search for availability by the following criteria: Facilities (i.e. hotels with a pool, fitness centre, etc.), region/location (downtown, east, west, airport), arrival date, number of nights, type of room (suite vs. a standard room), number of people sharing the room (adult, child, senior). Ages of children will be required to determine what the rate is and if extra fees apply.			
Ability to book hotel only, attractions only, hotel with attraction, or all inclusive packages			
Notes field for all reservations-we can inform the hotel of any special requests			
Internal notes field for comments that neither the guest or the vendor needs to see – would only be visible to call centre			
Ability to save a reservation as a quote.			
Search feature-ability to check on a customers reservation (confirming details, change or cancel)-can search by arrival or departure date; last or first name, hotel, by agent, etc.			
Ability to override the price before taxes. In the event the hotel has offered us a better rate than what's in the system or we have to make any changes.			
Ability to add tickets to a hotel booking or package made earlier (shopping cart idea)			
When checking availability, it will show the total rate but also you can see the breakdown per night with extra person charges.			
Hyperlink to the hotels website right from our booking engine			
Confirmation numbers appear even before reservation is completed so this can be communicated to customer; same goes for a cancellation number. We can then get the customer off the phone to complete the reservation.			
Ability to see all promotions when checking availability and the ability to select a specific promotion when checking availability.			
Ability to book multiple rooms under one Travel Plan (or separate) without entering all the information again; also you can change some details of the second or third reservation if needed			
Can search for a room vs. a suite			
Even when in the booking stage, can still access information about the hotel such as facilities, description, policies, address, etc.			
If a reservation to the hotel or customer fails via email or fax, we can manually resend. Option to send to hotel only or customer only. Won't re-send to both.			
Database of names - if guest has booked with us, you can find their contact information again. Option to change contact information.			
Field to enter the name on credit card. May differ from the name of the guest checking in.			
If guest does not have a credit (and hotel allows us to book with out one), we can bypass credit card field or a dummy card is created for this purpose.			
Under the reservation, a field to add vendor confirmation numbers. This will display on reports as well (such as arrivals and commission statements).			
Able to access Travel Agent Info or Add IATA number for agent to get commission			
Track data - How did they get our number, number dialed, mode of transportation			

iii) Reporting

FOR Destination Marketing Fund Cluster Development Project
- Destination Website and Reservation System

Requirements	Currently Available	Planned Enhancement	Notes/Comments
Reservations reports for hotel or activity (by arrival and booking date) - which will include data on arrival date, booking date, state/province/city, confirmation number provided by the vendor and revenue.			
Reservations for a specific hotel or Attraction or ALL (can run a report for all Activities and one for Hotels)			
All reports can be converted into an Excel format			
Cancellations for each hotel (by all or a specific promotion, specific time frame, by arrivals and departures)			
Reservations by agents - to be run daily – Will show hotel booked, number of nights, Arrival date, revenue/rate, rate group, reservation number			
Reservations by Travel Agency			
Entertainment Options/Attraction Bookings (by arrivals and/or booking date)			
Accounts Receivable Program including Commission Statements-Pass Through Report and Commissions Due Report (for hotel and Activities)			
Revenue by Rate Group - Will show all bookings with a total.			
Sales by Package Type (show revenue, number of nights, arrival dates)			
Arrivals Report (for each vendor/company) - will show Arrival Date and Booked Date, Product name, Number of nights/days, Revenue, Guest Name, Confirmation number (ours and one provided by company), and the number the guest dialed, and state/province/city of guest.			
Daily Credit Card Transactions (all transactions by each card type)			
Travel Agent Commissions Report (shows name of client, rate, number of nights, agency name and address, commission)			
Mailing List for Marketing Campaigns -shows address, email address and phone numbers			
PACE Report (can analyze how we did the over a period of time - Revenue and number of bookings)			
Daily Activity Report by Agent - Will show all changes, cancellations and new bookings done for a specific date; Search by Booked Date. Will also show all rate groups booked, # of nights and revenue			
Report on Guest Attributes: How many customers arrived by car, air, etc.?			
Lead Time Report - How far in advance are guests booking their vacations?			
Inventory Report - Block or Free Sell Availability			
Report on a Specific rate group or by all - shows booked and arrival date			
Commission Statements - by hotel or Activity - Will display address of hotel/activity; commission, reservation number (ours) and vendor confirmation number.			
Fax/Email log to show reservations were sent to the vendor successfully			

FOR Destination Marketing Fund Cluster Development Project
- Destination Website and Reservation System

iv) On-Line Booking Engine

Requirements	Currently Available	Planned Enhancement	Notes/Comments
Ability for customer to save reservation as a quote.			
On-line booking is customizable; Messaging can be created for each individual package. Guest does not realize they have left Tourism Toronto's site (seamless)			
A URL can be provided for each package created. This way a link from our site can go directly to that package page.			
Booking on-line is easy to follow. Clear instructions.			
When a customer books a hotel, the activity date is defaulted to the hotel arrival date. Guests can change activity date by using the calendar.			
Virtual Tours available. Images to be downloaded for each hotel			
Customer can sort by hotel/package price, region or in alphabetical order.			
Customers can check availability by dates, number of nights and area/location.			
When selecting an activity, you can check off the number of people requiring a ticket. One Step process. Don't have to SELECT for EACH individual.			
Ability to track web bookings throughout the day - Queue Report			
Promo codes can be entered on-line			

v) Support

Requirements	Currently Available	Planned Enhancement	Notes/Comments
A 24hr support line available, 7 days a week			
A Support/Call Centre where requests or issues can be emailed			
Documented Service Levels for managing all issues			