



REGIONAL TOURISM ORGANIZATION 7 | BRUCEGREYSIMCOE

REQUEST FOR PROPOSALS

Tourism Intelligence Dashboard

Phase 1: Public Dashboard, Data Governance and Future Roadmap

Procurement information	Details
RFP issue date	August 17, 2026
Deadline for questions	August 28, 2026
Proposal submission deadline	September 8, 2026
Interviews, if required	September 9–16, 2026
Anticipated contract award	September 25, 2026
Project commencement	October 1, 2026
Contract term	October 1, 2026 to March 31, 2027
Maximum contract value	\$28,500, excluding HST
Project sponsor	Minerva Ward, Executive Director
Project lead and questions	Kim Clarke kclarke@rto7.ca
Proposal submission	Minerva Ward mward@rto7.ca

Procurement intent

RTO7 is seeking a qualified consultant or firm to deliver a credible, sustainable and publicly accessible minimum viable tourism intelligence dashboard using data currently available to RTO7 or reasonably obtainable within the approved budget and schedule. The assignment must produce a working dashboard by March 31, 2027, not only a strategy, report or prototype.

About RTO7

Regional Tourism Organization 7 (RTO7), operating as BruceGreySimcoe, is one of Ontario's regional tourism organizations. RTO7 supports tourism development across Bruce, Grey and Simcoe counties, including the cities of Barrie and Orillia, and works with municipalities, destination marketing organizations, tourism businesses, attractions, accommodation operators and other partners to strengthen the regional visitor economy.

The region includes rural communities, cities, resort and waterfront destinations, protected areas, trails, cultural and heritage attractions, festivals, events, outdoor recreation and a diverse accommodation sector. This diversity creates a strong need for consistent regional intelligence while also making data coverage, geographic comparability and interpretation more complex.

Project background

Tourism information relevant to BruceGreySimcoe is currently distributed across multiple providers, platforms and partner organizations. Available sources vary in methodology, geographic coverage, historical depth, update frequency, sample size, cost, licensing and public redistribution rights. Some sources provide modelled or sampled estimates rather than complete administrative counts. Grassroots information from municipalities, Visitor Information Centres, attractions, parks, trails and events is also collected inconsistently.

RTO7 wants to bring together a manageable set of credible indicators that can support evidence-based tourism planning, investment, destination development, Municipal Accommodation Tax discussions, visitor management and industry decision making. The public dashboard must be useful without overstating the precision or completeness of the available data.

Project approach and phasing

This procurement is for Phase 1 only. Phase 1 will use information already available to RTO7, public data and partner-supplied information that can legally and responsibly be published. It will also establish the governance, architecture and roadmap required for future expansion.

A potential Phase 2 may be considered in a subsequent fiscal year and could include new licensed datasets, greater automation, more detailed geographic reporting, mobility analysis, partner-only access, resident or visitor research and other enhancements. Phase 2 is subject to future funding, approvals and procurement requirements. Award of this Phase 1 contract does not guarantee subsequent work.

Purpose

The purpose of this assignment is to create a trusted regional tourism intelligence resource that helps users understand who visits BruceGreySimcoe, when they visit, whether they stay overnight, what they spend, how accommodation and the tourism economy are performing, and where seasonal or geographic opportunities may exist.

Objectives

- Create and launch a working, public-facing minimum viable dashboard by March 31, 2027.
- Consolidate a focused set of tourism indicators that RTO7 can legally publish and sustain.
- Present observed, estimated, sampled and modelled information accurately and transparently.
- Support regional, county and selected community-level decision making where data quality permits.
- Reduce the risk of misleading comparisons, unsupported precision or incompatible data being combined.
- Establish repeatable processes for data collection, validation, updating, approval and publication.

- Enable RTO7 staff to maintain routine dashboard updates without ongoing dependence on the consultant.
- Provide a prioritized and costed roadmap for future expansion.

Intended users

- Municipalities and economic development departments
- Destination marketing and destination management organizations
- Tourism businesses, attractions and accommodation operators
- Existing and prospective investors
- Industry associations and community partners
- RTO7 staff and Board members
- Provincial and federal tourism partners
- Researchers, media and members of the public

Scope of work

Discovery, requirements and data audit

The successful proponent will conduct a focused discovery process with RTO7 and a limited number of key partners. The work must confirm user needs without allowing consultation to consume the majority of the assignment.

- Confirm priority audiences, decisions, use cases and accessibility requirements.
- Inventory existing RTO7, public and partner-supplied data sources relevant to the dashboard.
- Assess each source for methodology, coverage, reporting geography, historical depth, update frequency, sample size, privacy thresholds, licensing, redistribution rights, integration effort, cost and long-term availability.
- Identify inconsistencies, duplications, gaps and risks associated with combining or comparing sources.
- Classify information as suitable for public release, suitable only for restricted partner use, suitable only for internal use, or unsuitable for the dashboard.
- Recommend the final Phase 1 indicator set based on usefulness, reliability, legal publication rights and maintainability.
- Confirm the technology and hosting approach before development begins.

Potential data sources

The proponent should assess sources already available to RTO7 and other sources reasonably obtainable within the assignment. Potential sources may include:

- Environics Analytics outputs available to RTO7
- Destination Canada's Tourism Data Collective
- Statistics Canada and other federal open data
- Government of Ontario open and administrative data
- Accommodation data already available to RTO7
- Municipal Accommodation Tax information voluntarily supplied by municipalities
- Visitor Information Centre counts
- Attendance or usage information supplied by attractions, parks, trails, events and other partners
- Tourism-related business and workforce information
- Other existing RTO7 or partner datasets determined to be suitable

The inclusion of a source in this RFP does not mean that it must or can be published. The successful proponent is responsible for verifying methodology, geographic reliability, confidentiality, licensing and public redistribution rights before recommending or displaying any information.

Phase 1 dashboard content

The final content will be confirmed through the data audit. At minimum, the proponent should assess and, where feasible and publishable, include the following dashboard sections:

Dashboard section	Potential Phase 1 content
Regional snapshot	High-level regional visitation, spending, accommodation and tourism-economy trends.
Who visits	Broad visitor origins, market composition and aggregated visitor characteristics.
When visitors come	Monthly or quarterly trends, seasonality and weekday/weekend patterns where supported.
Accommodation	Aggregated occupancy, average daily rate, revenue per available room and supply trends where publication rights and sample sizes permit.
Visitor spending	Aggregated spending trends, broad categories, shares, indices or percentage changes, with clear coverage limitations.
Tourism economy	Tourism-related businesses, employment, labour indicators and Municipal Accommodation Tax information where available.
Local indicators	Standardized Visitor Information Centre, attraction, park, trail and event data supplied with permission.
Regional profiles	Regional and county profiles, with Barrie and Orillia shown separately where the data support reliable reporting.

Geographic reporting

The dashboard should support the following reporting levels only where source coverage, methodology, sample size and publication rights are sufficient:

1. RTO7 region
 - Bruce, Grey and Simcoe counties including Barrie and Orillia
2. Municipalities or tourism subregions where reliable reporting is possible
3. Selected attractions, parks, downtowns, trails or corridors where data are supplied with permission

The proponent must not force datasets into reporting geographies they cannot reliably support. The dashboard must avoid community rankings based on incomplete or unstable estimates.

Public reporting and interpretation requirements

The dashboard must favour defensible trends over false precision. Depending on source restrictions and methodological strength, appropriate presentation formats may include percentage change, shares, indices, rolling averages, aggregated totals and broad market categories.

Each indicator must identify, as applicable:

- Data source and reporting period
- Date last updated and expected update frequency
- Geographic coverage
- Whether the result is observed, estimated, sampled, indexed or modelled
- Important exclusions and known limitations

- Suppression, sample-size or privacy cautions
- Methodological changes affecting historical comparisons
- Restrictions on downloading, sharing or reuse

The proponent should recommend and implement a plain-language data-quality classification, such as high confidence, moderate confidence, directional or not comparable.

Information excluded from the Phase 1 public dashboard

Unless RTO7 subsequently approves an exception based on demonstrated reliability and publication rights, the public dashboard must not include:

- RTO7 advertising, campaign or marketing-performance metrics
- Unsupported municipal visitor counts
- A single total visitation figure created by adding incompatible datasets
- Individual-level mobility or transaction information
- Individual operator revenue, occupancy or commercially sensitive information
- Detailed postal-code, small-area or geofenced information that creates privacy, licensing or interpretive risk
- Community rankings based on incomplete coverage
- Forecasts that are not supported by sufficient historical information
- Data that RTO7 is not legally permitted or financially able to refresh

Grassroots data framework

The successful proponent will create a simple and practical process for collecting recurring information from participating municipalities and tourism partners. The framework should:

- Use a short standardized monthly or quarterly submission template.
- Define each indicator and required reporting period.
- Record the reporting organization, location, methodology and contact person.
- Include validation checks and approval procedures.
- Allow data to be displayed as separate series without combining incompatible measures.
- Document permission to publish or aggregate submitted information.
- Minimize the administrative burden for partners and RTO7 staff.

Technology and functional requirements

Proponents may recommend the most appropriate technology. RTO7 is not prescribing a specific platform. The proposed solution must:

- Be publicly accessible through a standard web browser and suitable for embedding in or linking from an RTO7 website.
- Be responsive on desktop, tablet and mobile devices.
- Meet applicable accessibility requirements, including the Accessibility for Ontarians with Disabilities Act and WCAG 2.1 Level AA.
- Use clear navigation, plain language and accessible visualizations.
- Provide useful filtering without exposing combinations that produce unreliable results.
- Allow downloads where licensing and confidentiality permit.
- Allow trained RTO7 staff to update routine datasets and explanatory text.
- Support future expansion and additional data sources.
- Include reasonable performance, security, privacy, backup and recovery provisions.
- Use Canadian hosting where required by applicable law, source agreements or RTO7 policy.

- Avoid unnecessary vendor lock-in and permit RTO7 to retrieve its data, documentation and configuration in usable formats.
- Clearly disclose all hosting, licensing, connector, user, maintenance and support costs for at least three years.

Design and user experience

- Apply RTO7/BruceGreySimcoe branding supplied after contract award.
- Prioritize clarity, credibility and usability over decorative complexity.
- Provide concise explanatory text and methodology notes adjacent to indicators.
- Use maps only where geographic precision is supported by the source data.
- Provide printable or downloadable views suitable for municipal, DMO and business presentations.
- Test the dashboard with RTO7 staff and a small group of intended users before launch.

Data governance and operating model

The proponent will develop a practical governance package that RTO7 can use after project completion. It must include:

- Data inventory and source register
- Data dictionary and indicator definitions
- Publication-rights and confidentiality matrix
- Update calendar and refresh procedures
- Geographic reporting and suppression rules
- Data-quality classification and validation procedures
- Partner submission and publication-consent template
- Roles and responsibilities for preparation, review, approval and publication
- Process for correcting or revising previously published information
- Retention, backup and continuity procedures

Training, documentation and knowledge transfer

- Provide administrator and user documentation in editable and PDF formats.
- Deliver at least two live training sessions for RTO7 staff, recorded for internal use.
- Provide a routine update checklist and troubleshooting guide.
- Transfer all credentials, configurations, source files, data models and other materials required for RTO7 to operate the dashboard.
- Provide post-launch defect support for a minimum of 30 calendar days following acceptance.

Phase 2 roadmap

The Phase 1 assignment must conclude with a prioritized, costed roadmap for potential future development. The roadmap should assess:

- Additional licensed datasets and their annual costs
- Automated data feeds and integrations
- More detailed municipal and subregional reporting
- Mobility, visitor-flow and cross-visitation analysis
- Enhanced hotel, resort and short-term-rental intelligence
- Restricted partner or municipal access
- Resident sentiment and visitor research
- Investment, capacity and visitor-management indicators
- Forecasting and scenario analysis

- Annual hosting, maintenance, support and data-acquisition requirements

Recommendations should be classified as valuable and feasible, valuable but costly, or not currently reliable. The roadmap must identify dependencies, risks, order-of-magnitude costs and recommended sequencing.

Required deliverables

Deliverable	Minimum requirement	Target timing
Project charter and work plan	Confirmed scope, schedule, responsibilities, consultation plan, risks and decisions required.	Within 10 business days of contract execution
Discovery and data audit	Source inventory, feasibility assessment, rights classification, gap analysis and recommended Phase 1 indicators.	Early project milestone
Dashboard specification	Approved information architecture, wireframes, technology approach, accessibility plan and operating-cost confirmation.	Before development
Beta dashboard	Working dashboard populated with available data for testing and review.	No later than February 15, 2027
Production dashboard	Tested, accessible public dashboard deployed in the approved environment.	No later than March 15, 2027
Governance package	Data dictionary, source register, rights matrix, update and maintenance plan including responsibilities and recurring costs, submission templates and procedures.	By March 15, 2027
Training and documentation	Two training sessions, recordings, administrator guide, update checklist and troubleshooting guide.	By March 24, 2027
Phase 2 roadmap	Prioritized options, dependencies, risks, estimated costs and recommended sequencing including maintenance plan.	By March 24, 2027
Final acceptance and handover	Credentials, source files, configurations and ownership transferred.	By March 31, 2027
Post-launch defect support	Defects addressed	By April 30, 2027

Project schedule

Proponents may recommend refinements to the sequence, but the March 31, 2027 completion date is mandatory. The following procurement dates will be completed by RTO7 before release:

Milestone	Date
RFP issued	August 17, 2026
Deadline for questions and responses	August 28, 2026
Proposal submission deadline	September 8, 2026
Interviews, if required	September 9–16, 2026
Anticipated notification and contract award	September 25, 2026
Project commencement	October 1, 2026
Mandatory project completion	March 31, 2027

Budget

The maximum available budget for Phase 1 is \$28,500, excluding HST. The proposed fee must include all professional fees, project management, meetings, travel, design, development, testing, deployment, training, documentation and other expenses required to complete the work.

Any new data, platform, hosting or software costs required during Phase 1 must be clearly identified and included in the proposed fee unless explicitly identified as an optional cost. RTO7 is not obligated to approve optional costs. Proponents must separately disclose all recurring costs that would continue after March 31, 2027.

RTO7 recognizes that the available budget may require prioritization and expects proponents to propose the most valuable and achievable scope within that budget. RTO7 may negotiate the final scope and allocation of effort with the preferred proponent, provided that the core deliverables and maximum budget are maintained.

RTO7 responsibilities

RTO7 expects to:

- Provide project oversight through Minerva Ward, Executive Director and Project Sponsor, and day-to-day coordination through Kim Clarke, Project Lead.
- Provide reasonable access to existing data, contracts, reports and relevant staff.
- Facilitate introductions to a limited number of municipalities, DMOs and tourism partners.
- Provide available brand standards and website requirements.
- Review deliverables and provide consolidated feedback within agreed timelines.
- Make decisions regarding publication, licensing, risk tolerance and final acceptance.

Proponent qualifications

The preferred proponent will demonstrate:

- Experience designing and implementing public data dashboards or business-intelligence products.
- Experience working with tourism, economic development, municipal, destination or regional datasets.

- Ability to assess data methodology, licensing, privacy, geographic reliability and public-reporting risk.
- Strong data visualization, information design and accessibility expertise.
- Experience creating sustainable data-governance and update processes.
- Ability to translate complex or modelled information into accurate plain language.
- Capacity to complete all work by March 31, 2027.
- Evidence of successful knowledge transfer and client self-sufficiency.

Proposal requirements

Proposals should be concise and should include the following information in the order presented:

1. Executive summary and understanding of the assignment.
2. Proposed approach, methodology and work plan.
3. Proposed Phase 1 dashboard content and rationale.
4. Technology recommendation, including hosting, security, accessibility, data ownership and portability.
5. Detailed schedule showing how all work will be completed by March 31, 2027.
6. Project team, roles, relevant qualifications and availability.
7. Two or three relevant project examples, including links where publicly available.
8. At least two client references for comparable assignments.
9. Detailed fixed-fee budget by task and deliverable, including HST separately.
10. All assumptions, exclusions, optional costs and recurring costs for at least three years.
11. Key risks and proposed mitigation measures.
12. Disclosure of actual or potential conflicts of interest.
13. Disclosure of any use of artificial intelligence in preparing the proposal, including confirmation that AI-generated information has been reviewed and validated.
14. Confirmation of acceptance of the RFP terms or a clear description of any requested exceptions.

RTO7 may request an interview, presentation, demonstration or clarification from one or more proponents. RTO7 is not obligated to interview every proponent.

Evaluation criteria

Criterion	Weight
Understanding of RTO7's objectives, data constraints and public-reporting risks	20%
Quality and feasibility of the proposed methodology and work plan	25%
Dashboard technology, usability, accessibility, maintainability and avoidance of vendor lock-in	15%
Relevant experience and qualifications of the proposed team	15%
Schedule, project management and ability to meet the mandatory deadline	10%
Price and overall value within the available budget	15%
Total	100%

RTO7 may reject a proposal that exceeds the maximum budget, cannot meet the mandatory completion date, materially qualifies the required deliverables or creates unacceptable recurring costs or vendor dependency.

Submission instructions

Proposals must be submitted electronically in PDF format to:

Contact: Minerva Ward, Executive Director

Email: mward@rto7.ca

Subject line: RFP Submission – Tourism Intelligence Dashboard – [Proponent Name]

Deadline: September 8, 2026

Late proposals may not be considered. Proponents are responsible for confirming successful transmission. RTO7 will not be responsible for technical or delivery failures.

Questions and addenda

Questions must be submitted by email to Kim Clarke, Project Lead, at kclarke@rto7.ca no later than August 28, 2026. RTO7 may issue written responses or addenda to all known proponents. Proponents should not rely on verbal information. Any addendum issued by RTO7 will form part of this RFP.

Terms and conditions

No obligation to award

This RFP is an invitation to submit proposals and is not a tender or an offer to enter into a contract. RTO7 is not obligated to accept the lowest-priced proposal or any proposal and may cancel, amend, suspend or reissue the RFP at any time without liability.

Clarification and negotiation

RTO7 may seek clarification, request additional information, verify references or negotiate scope, price, schedule and contract terms with one or more proponents. Negotiations do not create an obligation to award a contract.

Proposal costs

All costs associated with preparing and submitting a proposal, attending an interview or negotiating an agreement are the sole responsibility of the proponent.

Confidentiality and freedom of information

Proponents should identify information they consider confidential. RTO7 will make reasonable efforts to protect confidential information but cannot guarantee confidentiality where disclosure is required by law, funder requirements, audit, governance or legal process.

Conflict of interest

Proponents must disclose any actual, potential or perceived conflict of interest. RTO7 may reject a proposal or impose conditions where a conflict could affect, or appear to affect, the integrity of the procurement or assignment.

Data security and privacy

The successful proponent must protect all RTO7 and partner information, comply with applicable privacy and security requirements, limit access to authorized personnel and promptly report any actual or suspected loss, unauthorized access or disclosure. Data may not be used for unrelated purposes or retained beyond the contract without written authorization.

Proponents must disclose any proposed use of artificial intelligence in delivering the assignment, including for data validation, analysis, development or other project tasks. Any proposed use of AI involving RTO7 or partner data must comply with applicable privacy, confidentiality, licensing and data-security requirements.

Ownership and licensing

Subject to the rights of third-party data and software providers, RTO7 will own the project-specific deliverables created under the contract, including documentation, data models, configurations, templates, designs and source materials for which ownership can legally be transferred. The proposal must clearly identify all pre-existing intellectual property, third-party components, open-source components, licence restrictions and continuing fees. RTO7 must receive a perpetual right to use, modify and maintain the completed solution and must be able to export its data in commonly usable formats.

Accessibility

All public-facing deliverables and documentation must comply with applicable accessibility legislation and standards. The successful proponent will be responsible for identifying, testing and correcting accessibility issues before final acceptance.

Insurance and compliance

The successful proponent may be required to provide evidence of commercial general liability, professional liability/errors and omissions and workplace insurance coverage appropriate to the assignment, and to comply with applicable laws and RTO7 policies.

Contract and payment

Work may not begin until a written agreement is executed. Payments will be tied to approved milestones and satisfactory deliverables. RTO7 may withhold payment for incomplete or deficient work. Final payment will be contingent on acceptance, handover and receipt of all required documentation, credentials and project materials.

Future phases

Any future phase is outside the scope of this procurement unless added through a written amendment permitted by RTO7's procurement requirements. RTO7 may procure future work separately and may engage a different supplier. The successful proponent must not design Phase 1 in a manner that unreasonably prevents RTO7 or another qualified supplier from maintaining or expanding the solution.

Acceptance of deliverables

RTO7 will assess deliverables against the approved specifications, this RFP and the final contract. Acceptance will require, at minimum:

- A functioning public dashboard deployed in the approved environment.
- Accurate implementation of the approved indicator set and methodology notes.
- Successful accessibility, browser, device and functional testing.
- Resolution of material defects identified during review.
- Delivery of the complete governance package, training and documentation.
- Transfer of all required credentials, files, configurations and access rights.
- Delivery of the costed Phase 2 roadmap.
- Confirmation that recurring costs and obligations have been fully disclosed.

Closing statement

RTO7 is seeking a practical partner that understands both the value and the limitations of tourism data. The successful solution will favour transparent, sustainable and decision-useful information over unsupported precision and will provide a strong foundation that can expand as RTO7's data access, partner participation and future resources grow.