

Regional Tourism Organization 7 **Tourism Research Services RFQ**

Issued: August 12, 2026
Due: September 4, 2026
Award: September 11, 2026
Contract Begins: October 1, 2026

Introduction

RT07 is an independent, board-led, not-for-profit corporation funded by the Ontario Ministry of Tourism, Culture and Gaming with a mandate to provide strategic leadership and work collaboratively with tourism partners and stakeholders to enrich the region's tourism industry. RT07 markets and promotes the region as a destination under the BruceGreySimcoe brand.

Regional Tourism Organization 7 (RT07) is seeking the services of qualified consultants and firms to provide tourism research, analysis and reporting services from October 1, 2026 through March 31, 2027.

For further information about:

RT07 (industry site): www.rto7.ca

BruceGreySimcoe (consumer site): www.brucegreysimcoe.com



Scope of Work

RT07 is seeking a firm that can prepare data reports for tourism businesses, municipalities and non-profit organizations within Bruce, Grey and Simcoe Counties.

- Prepare custom research reports using Environics Analytics Envision through postal code collection or MobileScapes geofencing.
- Analyze Visitor View and other approved datasets.
- Prepare economic impact, benchmarking and tourism trend reports.
- Meet with RT07 staff and stakeholders to interpret findings.
- Present results and strategic recommendations.

The contract will run from October 1, 2026 to March 31, 2027.

Qualifications Sought

- Knowledge of Environics Analytics Envision 2.0 platform and related databases.
- Ability to sign confidentiality agreement.
- Compliance with applicable privacy legislation.

Submission Format & Evaluation

- Cover letter
- Outline relevant experience including qualifications
- Outline your approach to providing the above service(s)
- Provide an hourly rate and estimated hours required per report
- Provide a resume for the individual(s) who will perform the work
- Provide 2 references that speak to the above scope of work and qualifications

Submissions should be sent to info@rto7.ca by 5:00pm Friday, September 4th.
Evaluation will be based on:

- Relevant tourism research experience and qualifications
- Demonstrated understanding of the scope
- Approach/methodology
- Value for money

Terms & Conditions

- RT07 reserves the right to accept or reject any or all submissions, to request clarification from respondents, and to cancel or amend this RFQ at any time.
- This RFQ does not obligate RT07 to award a contract or to reimburse any costs incurred in the preparation of a submission.
- Respondents should disclose any actual or potential conflicts of interest that could affect their ability to provide the services.
- The successful respondent will enter into a mutually acceptable service agreement with RT07 outlining the scope of services, fees, term, confidentiality, termination provisions and other standard contractual terms.
- The successful respondent will act as an independent contractor and will implement appropriate safeguards to protect RT07 information and confidentiality