

Tourism Intelligence Dashboard RFP: Questions and Responses

1. **Given the Data Collective has indicated that it does not allow its information to be included in a live dashboard, is RTO7 considering separate public and restricted versions?**

The dashboard will include a public-facing section and a secure, restricted-access section for data that cannot be publicly displayed.

2. **Does RTO7 operate within a Google or Microsoft environment?**

RTO7 primarily operates in a Google environment but also has access to some Microsoft products. RTO7 does not license Power BI.

3. **Which Environics Analytics products or outputs does RTO7 currently license, and can aggregated results be published publicly?**

RTO7 has access to VisitorView, MobileScapes, PRIZM, SocialValues Canada and U.S., ENVISION, DemoStats, Numeris RTS, AskingCanadians Social and Pop-Facts Demographics. High-level data may be shared publicly, subject to Environics Analytics' review and approval.

4. **Does RTO7 have access to Destination Canada's Tourism Data Collective? If so, which datasets, and are public redistribution rights documented?**

Yes. RTO7 is a Partner-level member with access to Tourism Outlook, Tourism Performance Indicators, Wealth & Wellbeing Index, TourismScapes, Lodging Aligned Spend Reporting, the Global Tourism Research Program and the Traveller Segmentation Program. Redistribution will depend on the terms governing each dataset. The successful proponent must confirm permissions during the data audit.

5. **What accommodation performance data does RTO7 currently receive?**

RTO7 does not currently receive accommodation performance data.

6. **Which municipalities currently collect a Municipal Accommodation Tax, and have any agreed to share aggregate figures?**

MAT is currently collected by Northern Bruce Peninsula, South Bruce Peninsula, Owen Sound, The Blue Mountains, Collingwood, Wasaga Beach, Orillia, Midland and Barrie. Clearview Township is expected to introduce a MAT in 2027. Publication agreements have not yet been secured, however, this information is generally publicly available.

7. **Are Visitor Information Centre counts and partner attendance figures collected centrally by RTO7?**

No. These figures are not currently collected centrally by RTO7.

8. How many years of historical data should be displayed at launch?

Approximately five years, where reliable historical data is available.

9. Should Phase 1 use only data RTO7 already holds and free public sources?

Yes. Any proposed licensed datasets should be identified separately as optional costs.

10. Which partners are expected to submit grassroots data at launch?

Specific launch participants have not been finalized. The framework should accommodate municipalities, DMOs, Visitor Information Centres, attractions, parks, trails and events, with participation phased according to readiness.

11. What platform is the BruceGreySimcoe website built on, and should the dashboard be embedded, linked or hosted on a subdomain?

Proponents should recommend the most suitable approach. The dashboard may be hosted separately and linked to or embedded within the BruceGreySimcoe website, provided the user experience is seamless and RTO7 retains administrative control.

12. Does RTO7 have software subscriptions the dashboard could leverage, and is there a preferred platform?

RTO7 primarily uses Google products and has access to some Microsoft products but does not license Power BI. RTO7 has no prescribed platform and is open to the most practical, affordable and sustainable solution.

13. Does RTO7 require Canadian data residency?

RTO7 does not have a blanket Canadian data-residency policy. The successful proponent must comply with individual data agreements and use Canadian hosting where required.

14. Is a French-language version required?

A French-language version is not required for Phase 1. The solution should allow translated content to be added later if required.

15. Will proponent-conducted accessibility testing satisfy the WCAG 2.1 Level AA requirement?

Yes. Automated and manual accessibility testing will be acceptable, provided the proponent documents compliance with WCAG 2.1 Level AA. An independent third-party audit is not required.

16. What recurring annual cost would RTO7 consider acceptable?

No fixed annual envelope has been established. Proponents should minimize ongoing costs and clearly identify all hosting, licensing, maintenance and support costs.

17. How many staff members will maintain the dashboard, and what time commitment is realistic?

RTO7 expects to designate one primary staff lead, with support from other staff as required. The dashboard should require minimal technical expertise and administrative time.

18. How many organizations should be included in discovery, and will RTO7 arrange introductions?

Proponents should assume consultation with approximately 5 to 7 representative organizations. RTO7 will assist with identifying participants and arranging introductions.

19. Which project activities should be delivered in person?

Discovery sessions, testing and training may be delivered remotely. Proponents may recommend in-person activities where they would materially improve the project, but all related costs must be included in the proposed budget.

20. What internal approvals are required, and what review turnaround can RTO7 provide?

The Project Sponsor will provide final approval, informed by the Project Lead and relevant RTO7 staff. Board approval is not anticipated. RTO7 will aim to provide consolidated feedback within five business days of receiving milestone deliverables.

21. Has RTO7 previously commissioned related dashboard or data-consolidation work?

RTO7 has not commissioned a previous tourism intelligence dashboard. Relevant organizational reports, strategies and available data resources will be shared with the successful proponent at kickoff.

22. What budget should be assumed for Phase 2?

No future annual budget has been approved. The Phase 2 roadmap should present scalable options, indicative costs and clear priorities to support future budget decisions.

23. What insurance coverage will be required?

Final insurance requirements will be confirmed with the successful proponent before contract execution. Proponents should identify their existing commercial general liability and professional liability/errors and omissions coverage.

24. What is the anticipated payment schedule?

The payment schedule will be finalized with the successful proponent and tied to agreed project milestones and accepted deliverables.

25. Can Environics Analytics licence terms be shared with the successful proponent?

Relevant licence conditions will be reviewed with the successful proponent at commencement, subject to Environics Analytics' restrictions. The proponent must ensure all public outputs comply with those conditions.

26. What specifically is the accommodation data already available to RTO7?

RTO7 does not currently receive accommodation performance data.

27. Does RTO7 have an active Tourism Data Collective subscription, and at what tier?

Yes. RTO7 participates at the Partner level.

28. Has RTO7 previously received MAT figures, and how many municipalities currently levy a MAT?

RTO7 does not currently maintain a centralized MAT dataset. Nine municipalities currently levy a MAT, with Clearview Township expected to introduce one in 2027.

29. Are partner data-sharing or publication-consent agreements already in place?

Formal agreements are not currently in place for all potential grassroots-data contributors. Phase 1 should include a practical consent and data-sharing framework that RTO7 can use with participating partners.

30. Does RTO7 have an existing data inventory, previous data audit or dashboard work?

RTO7 does not have a complete, consolidated data inventory or previous dashboard. The successful proponent will be expected to validate and organize available sources during discovery and the data audit.

31. Will RTO7 accept a reduced Phase 1 indicator set if a licensor prohibits public redistribution?

Yes. RTO7 will accept an appropriately revised indicator set, provided the restriction is documented and suitable alternatives or restricted-access options are explored.

32. How many organizations should participate in discovery, and will RTO7 secure their participation?

Proponents should assume approximately 5-7 representative organizations. RTO7 will assist with participant selection, introductions and scheduling.

33. Is there an existing steering committee or partner data table?

There is no existing external steering committee or partner data table. The successful proponent will work primarily with the Project Sponsor, Project Lead and designated RTO7 staff, with partner participation arranged as needed.

34. Does RTO7 have a written data-residency policy, and does Canadian hosting apply to the application, the data or both?

RTO7 does not have a blanket written data-residency policy. Canadian hosting applies wherever required by a data provider, licence agreement or privacy obligation, including both the relevant data and any application component that stores or processes it.

35. Is the dashboard expected to be embedded within RTO7's website or hosted separately?

Proponents should not assume the dashboard must operate within the current website platform. A separately hosted solution that can be linked to or embedded within the BruceGreySimcoe website is acceptable.

36. Who will own and fund the domain, hosting and recurring platform costs?

RTO7 will own or control the dashboard and its associated accounts following project completion. No annual operating budget has been confirmed, so all recurring costs must be clearly disclosed and kept as low as reasonably possible.

37. Is third-party accessibility certification required?

No. Documented automated and manual testing, together with the proponent's attestation of WCAG 2.1 Level AA compliance, will be sufficient.

38. Does the \$28,500 maximum include new data-acquisition costs?

The \$28,500 maximum applies to the Phase 1 project work. The core solution should use data already available to RTO7 and free public sources. New licensed datasets must be presented separately as optional costs and should not be assumed to be approved.

39. Can the standard form of agreement be provided before the submission deadline?

A standard agreement will not be issued before the submission deadline. Contract terms will be finalized with the successful proponent following selection.

40. What insurance limits and certificates will be required?

Final limits and certificate requirements will be confirmed before contract execution. Proponents should disclose their existing commercial general liability and professional liability/errors and omissions coverage.

41. Can a proponent team include a prime contractor and named subcontractor?

Yes. The prime contractor will remain responsible for all deliverables. Relevant qualifications, references and project examples may be provided for both the prime contractor and named subcontractors.

42. Does RTO7 have a supplier-diversity or Indigenous procurement policy applicable to this RFP?

RTO7 does not have a separate supplier-diversity or Indigenous procurement requirement applicable to this procurement. All proponents will be evaluated using the criteria established in the RFP.

43. Is there a page limit or required format beyond PDF?

There is no prescribed page limit. Proposals must be submitted in PDF format and should be concise, legible and organized according to the requirements and evaluation criteria in the RFP.