

Tourism Research Services RFQ

Questions:

1. Will RTO7 provide the successful consultant with access to Environics Analytics Envision 2.0, MobileScapes, Visitor View and the other approved datasets required for the assignments?

Yes. The successful consultant is required to sign a third-party agreement with Environics Analytics and will only be permitted to use the license for approved projects in Region 7.

2. Does the qualification concerning Envision 2.0 require previous direct use of the platform, or would RTO7 consider a consultant with broader tourism research, destination analysis and reporting experience who can demonstrate the ability to learn the platform?

Previous use of the program is an asset but it is not required. RTO's current research program involves reports using the Environics Analytics Products (Postal code analysis through Envision 2.0, MobileScapes reports and VisitorView).

3. Can the research, meetings and presentations be delivered remotely from Ottawa, with travel to BruceGreySimcoe limited to occasions when RTO7 considers in-person participation necessary?

Yes. It is expected all meetings and presentations will be held virtually.

4. Would RTO7 accept a joint submission or a proposal involving a specialist subcontractor responsible for particular data platforms or analytical methods?

Possibly, however only one access to Envision and VisitorView will be provided and credentials cannot be shared. At this time, RTO7 does not have plans to purchase access to additional data sources or platforms.

5. As it relates to MobileScapes geofencing, do you currently have custom geofences set up within your region, are you able to make use of the pre-existing geofence library, or will you require us to set them up for you? Our understanding is that, as of September, Environics Analytics (EA) will no longer be providing custom geofence solutions.

We have some custom geofences available, however, we have been working with EA and have been able to add some additional custom geofences to the library in Envision 2.0. We have been able to use the existing library and are working with partners to find solutions when custom geofences cannot be provided.

6. Do you have an estimate for the number of custom research reports expected during the project timeline?

We estimate there will be approximately 10-15 reports to complete during this timeframe.

7. Will the reports be aggregated for the RTO7 region, or are you looking for subregional reports, or both? If subregional, can you provide an estimate of the number of subregions?

No reports will not be aggregated.

8. For the economic impact reporting, where will data be coming from, and what variables are you planning to use to show the economic impact?

For any reports for Economic Impact, it is expected that the TRIEM model will be used. Variables could come from primary or secondary data sources such as ticket sales, bookings or geofence data.