



**Request for Proposal  
Australia / New Zealand  
Travel Trade Representation**

**DEADLINE FOR INTENT TO RESPOND:  
FRIDAY, APRIL 21, 2017**

**DEADLINE FOR PROPOSALS:  
FRIDAY, MAY 19, 2017**

**SUBMIT PROPOSALS TO:  
JT Thompson  
North Lake Tahoe Marketing Cooperative  
P.O. Box 5459  
100 North Lake Blvd.  
Tahoe City, CA 96145  
E-mail: [jt@gotahoenorth.com](mailto:jt@gotahoenorth.com)**

**REQUEST FOR PROPOSAL**  
**Australia and New Zealand Representation**  
**North Lake Tahoe Marketing Cooperative**

The North Lake Tahoe Marketing Cooperative hereby solicits proposals from qualified representation companies to support the destinations cooperative sales & marketing efforts in Australia and New Zealand. The Representative will develop, execute and deliver a comprehensive program designed for the travel trade that supports tourism to North Lake Tahoe and generates increased demand for the destinations.

Candidates may bid on parts of the RFP or the entire RFP. In the case of both, candidates must provide a separately priced option for each individual area that is being bid on apart from pricing on the full scope of the RFP. This RFP is for joint representation in Australia and New Zealand.

**INTRODUCTION**

The North Lake Tahoe Marketing Cooperative (NLTCM) is a cooperative agreement between the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau to market and position the region as one tourism destination. The NLTCM is designed to present the North Lake Tahoe area under one brand umbrella, with one consistent creative execution, one call to action, and a single website for fulfillment and referrals to area businesses and constituents. The NLTCM is overseen by the Cooperative Marketing Committee consisting of four members from each entity. This committee, with input and direction from each organization, directs the implementation of the NLTCM marketing efforts.

The North Lake Tahoe Resort Association (NLTRA) is an association that provides coordinated services to our members and the community at large. These services include operation of the North Lake Tahoe Convention & Visitors Bureau and the North Lake Tahoe Chamber of Commerce. The NLTRA has an agreement for services with Placer County, California. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide “*a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area*”. The NLTRA also serves as a partner with Placer County, California and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the [North Lake Tahoe Tourism and Community Investment Master Plan](#) (June 2015) which has also been adopted by the Placer County Board of Supervisors.

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the public organization responsible for destination marketing for the Nevada side of Lake Tahoe’s North Shore. Operating primarily from a percentage of lodging room tax collected by the Reno Sparks Convention and Visitors Authority allocated to the organization, the IVCBVB conducts

advertising, promotions, public relations and special event programs to promote tourism for the Lake Tahoe portion of Washoe County, NV. The IVCBVB's mission is "to encourage tourist visits and ultimately enhance the occupancy and revenues for lodging facilities in the Incline Village and Crystal Bay areas". The IVCBVB offers the most current marketing and sales support, produces appropriate special events, publishes targeted advertising and collateral, and provides visitor services and information.

The departments within the NLTMC partnership work to bring an integrated approach to tourism, economic and community development with a focus on North Lake Tahoe's status as a leisure and adventure destination within the Sierra Nevada Mountains of California and Nevada.

## **TRAVEL TRADE OVERVIEW**

NLTMC develops and implements year-round, targeted travel trade-based programs that effectively:

- 1) Builds continued awareness to the travel trade industry of the North Lake Tahoe brand as desirable year round, active outdoor recreation destination;
- 2) Increases participation in Retail Agencies, Wholesaler/Tour Operator programs to include the destinations in travel related products and services;
- 3) Creates and establishes partnerships with Wholesalers/Tour Operators, Airlines, Meeting Planners, Visit USA Committees, Brand USA Australia & New Zealand and OTA's (Online Travel Agency) with the aim of increasing demand for the destinations;
- 4) Strengthens travel professionals knowledge of the destinations through educational programs to include sales calls, seminars, in-market presentations and assistance in producing and maintaining the destinations' online training programs on an ongoing basis.

## **SCOPE OF SERVICES DESIRED**

During the term of the agreement, the Representative will provide the following travel trade services for the Australia and New Zealand markets that include but are not limited to:

- 1) Develop and implement an annual travel trade plan that supports activities mentioned in the Travel Trade Overview section. The plan shall include a proposed budget, recommended promotional activity and suggested advertising recommendations.
- 2) Assist the NLTMC in scheduling and escorting educational/familiarization visits and any other requests by travel professionals, during the contract period. The Representative will qualify agents and obtain airline participation (i.e. - seats).
- 3) Provide assistance and support to consumer advertising campaigns in Australia and New Zealand. The Representative would be a resource for review and evaluation of the campaign and provide recommendations on how to include the travel trade in the plan.

- 4) Maintain in office inventory of NLTMC collateral material for distribution to travel trade clients.
- 5) Jointly coordinate an NLTMC annual sales mission during the contract period, to include airline participation, function organization and invitations to industry representatives. The function will include, but is not limited to, meals, seminars, workshops, presentations, and other activities and logistics.
- 6) Jointly coordinate and attend key industry trade shows, product launches, seminars and annual visit to the top tour operators.
- 7) Ensure all NLTMC activities comply with brand standards and quality levels.
- 8) Develop, maintain and grow an accurate and up-to-date database of tour operators, travel agencies and incentive buyers.
- 9) Maintain and develop an editorial calendar for the distribution of an NLTMC Travel Industry newsletter.
- 10) Provide regular reports of Representative's activities which will include: a list of sales calls conducted, with pertinent discussion points; general market information to include economic conditions; competitor observations/perceptions of the North Lake Tahoe brand; trade/road shows or seminars attended; Tour operator/Wholesale program development; a summary of miscellaneous contacts made, media requests and inquiries serviced during each reporting period.
- 11) Provide assistance and support to NLTMC partners by providing an annual list of wholesalers, tour operators, travel agencies and incentive buyers as requested by the NLTMC and/or partners.
- 12) Coordinate in-market presentations and seminars in partnership with Airlines, Tour Operators, and Wholesalers to educate travel industry about the destination.
- 13) Jointly coordinate and attend key industry trade shows in Australia and New Zealand.
- 14) Analyze state and national tourism plans; complete an inventory of Visit California, Travel Nevada and Brand USA Plans in Australia & New Zealand to identify areas of coordination and use of best practices. The plan should incorporate coordination with state and national brand development.
- 15) Ensures a dedicated account manager assigned to the NLTMC account.

## **DETAILED COST**

The scope of services outlined above are expected to be included as part of the fee. State all services that the Representative would be willing to perform as part of the fee, and list any services that would not be included. State what routine monthly expenses would need to be covered by NLTMC.

Please provide Representative's proposed fee structure (i.e. including expense estimates) for managing a destination account requiring full service. This must be provided or proposal will not be considered, no markups allowed.

## **REFERENCES**

The Representative shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to those requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of NLTMC may not be used as corporate references. The NLTMC reserves the right to contact references or clients not listed in the proposal.

## **STATEMENT OF QUALIFICATIONS**

Proposals submitted must contain, at a minimum, the information described below. The evaluation of the proposals and presentation will include, but not be restricted to, these points. Please respond to each numbered section in order, numbering the responses in the same sequence as below to make the review process easier.

### **1. CORPORATE BACKGROUND**

Describe your firm's internal organization and the manner in which services will be furnished to the NLTMC. Include and identify those services, which may not be available in the local office but are available from your firm and explain how you will access those services. Provide an example of the structure of servicing used for an account similar to the NLTMC. Please include the following:

- Details on the corporation background and each known subcontractor, its size, and resources
- Date established
- Federal Employer's Identification Number (FEIN), or equivalent
- Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.)
- Primary business
- Total number of full-time employees including ethnic/race/gender breakdown
- List and provide bios for the key individuals in the company
- Physical locations including addresses of all branches

### **2. CORPORATE EXPERIENCE**

- Listing of major accounts including current tourism, destination and hospitality accounts
- Details of corporate client experiences within the last three (3) years relevant to the services requested in this RFP

- List of any other relevant experience of the Representative (including knowledge of the travel, tourism and meeting industry)
- List of experience in brand marketing and experience in developing and implementing programs
- Identify the staff person who would be the NLTMC Account Executive and describe their qualifications, credentials, experience and responsibilities and specifically, work and experience on similar accounts
- A list of representatives clients added and lost in the past five years

### **3. FINANCIAL BACKGROUND**

Please provide financial information for the applicable legal entity(ies) for each of the last three (3) years. Statements should demonstrate the capacity to perform this contract and should include:

- Financial statements (P&L, Balance Sheet)
- Auditor's reports
- Business licenses
- Professional certification
- Annual Reports

### **CONTRACT TERM**

The NLTMC seeks a contract with the selected Representative effective August 1, 2017 and continuing through June 30, 2020. Upon NLTMC's determination that the Representative is performing in an exemplary fashion, NLTMC may negotiate an additional three year contract.

The terms of the contract will be set forth in a definitive agreement to be signed by NLTMC and the selected Representative, which will contain usual and customary terms for transactions of this type, including standard representations, warranties and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. This agreement shall automatically terminate upon the insolvency of the Representative or client's reasonable determination that Representative may not be able to pay its debts as they become due.

### **CONFLICT OF INTEREST**

The Representative, if selected, must agree to not represent and/or to terminate all conflict of interest accounts. This may include, but not be limited to, a state, county, city, nation or region deemed to be a competitor as defined by the NLTMC. The NLTMC are to be advised of all new business solicitations by the Representative that could be perceived to constitute a conflict of interest by the NLTMC. With regards to the matter of branch or subsidiary offices of the Representative, it should be clear that all such offices

are considered as part of the total corporate entity. List any accounts the Representative would perceive as a potential conflict.

## **EVALUATION PROCESS**

The NLTMC reserves the right to determine the suitability of proposals on the basis of a proposal's ability to meet administrative requirements and/or technical requirements; the review team's assessment of the quality and performance of the strategy; services proposed; and cost.

During the evaluation process, the NLTMC may require a proposer's representative to answer questions with regard to the proposal and require those chosen as final bidders to make a formal presentation.

The following criteria will be used in reviewing and comparing the proposals and in determining the appropriate candidate. The weight to be assigned to each criterion appears following each item.

### **1. CAPABILITY AND EXPERIENCE (30%)**

Financial viability, client references, knowledge and/or experience of similar accounts, demonstrated leadership and success with similar accounts with similar requirements including destination planning capabilities.

### **2. SCOPE OF WORK (25%)**

The ability, capacity, and flexibility of the proposer to perform the contract.

### **3. PROJECT TEAM (25%)**

Level and expertise of proposed team that would be assigned to the NLTMC account.

### **4. COST/VALUE (20%)**

Value of the proposers in relation to the cost and their overall qualifications and services rendered.

## **USE AND DISCLOSURE**

NLTMC reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Representative that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Representative will be notified and will be permitted to withdraw their proposal.

Additionally and at its discretion, the NLTMC agrees to maintain confidentiality of any product information developed by and offered by the Representative. All information provided in this RFP shall be deemed confidential and shall not be shared by the Representative.

## ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or expenses incurred by the Representative on behalf of the NLTMC, must receive NLTMC's advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation.

## KEY DATES AND EVENTS

The following schedule provides key events and their associated completion dates, and is provided primarily for planning purposes. The NLTMC may modify the project timeline at its discretion.

Task	Timing
Send RFP to representative target list throughout Australia & New Zealand	April 6 <sup>th</sup>
Intent to respond & questions from candidates due via email to: <a href="mailto:jt@gotahoenorth.com">jt@gotahoenorth.com</a>	April 21 <sup>st</sup>
Email all candidates the answers to questions	April 26 <sup>th</sup>
All proposals due. Send via email to: <a href="mailto:jt@gotahoenorth.com">jt@gotahoenorth.com</a>	May 19 <sup>th</sup>
Australia and New Zealand Representative finalists announced – all candidates notified	May 26 <sup>th</sup>
Finalist candidates present (via Skype or GoToMeeting)	Week of June 5 <sup>th</sup>
Representative selected – begin negotiations with top ranked company	June 12 <sup>th</sup>
Start Date	August 1 <sup>st</sup>

## QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, **no contact related to this RFP will be allowed** between Representative and any employee of the NLTMC with the exception of the RFP Manager. Any contact with the NLTMC may only be directed to the **RFP Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFP Manager in writing (via email) and will be taken up until 5:00 PM (Pacific Daylight Savings Time) Friday, April 21, 2017. Consistency and full transparency will be maintained in the answers provided to all proposers.