



*Request for Proposal
Strategic Market Analysis and Visitor
Profile Services*

ISSUE DATE: 07/31/2023

SUBMISSION DEADLINE DATE: 08/14/2023 AT 5:00 PM EST

RFP Coordinator:

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1 Request for Proposal (RFP)

Visit Jacksonville invites you to respond to this Request for Proposal (RFP). The focus of this RFP is to select a vendor to execute a strategic market analysis and visitor profile for the City of Jacksonville (Duval County).

2 Introduction to Visit Jacksonville

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1996 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at www.visitjacksonville.com.

3 Scope of Project

Visit Jacksonville is looking to procure a detailed research analysis and visitor profile that will achieve the following primary goals and objectives:

- I. Identify our current market position for the purpose of future investments to include the following components:
 - a. A market analysis of current strengths, weaknesses, opportunities and threats pertaining to attractions, accommodations, infrastructure, marketing efforts, visitor experience, perceived value and meeting/conference/event/sporting facilities.
 - b. Identification of top 5 domestic competitive markets for tourists.
 - c. Identification of top 5 domestic flight feeder markets for visitation.
 - d. Identification of top 5 domestic drive feeder markets for visitation.
 - e. Identification of top 5 domestic markets for meetings and group business in Jacksonville.
- II. Analysis and identification of Duval County/Jacksonville's perception as a destination:
 - a. Determine visitors' primary reasons for coming to Jacksonville.
 - b. Determine visitor activities while in the destination by the following minimal categories: retail, sports, parks/nature, water (beaches, river), arts/culture, museums, history.
 - c. Establish a profile for visitor to include party size, length of stay, frequency of visitation.
 - d. Determine the likelihood of return visitation.
 - e. Establish perception of quality and value of accommodations.
 - f. Establish perception of quality and value of attractions.
 - g. Establish perception of level of safety and security in destination.
 - h. Define mode(s) of transportation used by visitors.
 - i. Calculate daily expenditures and expenditures by category to include: lodging, retail, attractions, etc.
 - j. Determine trip planning information.
 - k. Create a demographic profile of visitors to the area to include: age, gender, income, etc.
 - l. Assess perception of value of trip investment by activity.

- m. Establish the total estimated visitors during a 1-year period.
- n. Establish the total economic impact generated by tourism during a 1-year period.

4 Timing

Vendor will specify timeframe for project completion and duration needed for data gathering necessary to complete the requirements of Section 3 (Scope of Project). Data gathering and survey techniques should be done at various points of time throughout the year which should be specified in bid packet.

5 Scoring and Evaluation

Contracts are awarded based on both best value considerations as well as ability of vendor bidding to produce a quality product based on experience and sample(s) provided. Bidders should consider all cost components necessary to execute the project and provide a competitive bid in order to be awarded the contract.

- A. All proposals received by the submission deadline will be evaluated and scored by an RFP committee based on the requirements detailed in the paragraphs above.
- B. All bidders will be notified via email as to acceptance or rejection of bid.
- C. The winning bidder will receive notice no later than August 21, 2023, so that execution can commence.
- D. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the project.

6 Response Contents and Format

Submit a bid packet including all relevant information listed above to provide adequate information for the purpose of evaluating and selecting a vendor. Include in packet samples of prior similar work performed. Include pricing for completion of project.

7 Communications and Response

Sarina Wiechens is the designated Visit Jacksonville representative for this initiative.

For any information relative to this RFP, please direct all inquiries to her contact information as follows:

Sarina Wiechens
Visit Jacksonville
100 N Laura St., Ste 120, Jacksonville FL 32202
swiechens@visitjacksonville.com
904-421-9152

8 Notification of Intent to Respond and Clarification Questions

Please respond with your intent by email according to the *Intent to Respond and Questions Due* date outlined in the *Key Dates* table below. In addition, please provide the contact details of the individual responsible for coordinating your RFP response along with any clarification questions regarding the RFP. Answers will be provided to all respondents that have provided an Intent to Respond by the *Answers Provided* date.

9 Response Delivery Instructions

Please submit an electronic copy (alternately, a hard copy may be mailed or couriered as long as receipt is by the deadline date) of your proposal to the email address indicated in the *Communications and Response* section above. All responses must be received on or before the time and date on the *Proposals Due* date indicated in the *Key Dates* table below.

10 Key Dates

Event	RFP Issued	Intent to Respond and Questions Due	Answers Provided	Proposals Due
Date	07/31/2023	08/04/2023	08/09/2023	08/14/2023
Time	3:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST

11 No Obligation

The submission of a proposal shall not in any manner obligate Visit Jacksonville to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request.

12 Agreement of Non-Disclosure

This document is considered proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of Visit Jacksonville solely for the benefit of Visit Jacksonville.

13 No Guarantee

Visit Jacksonville makes no guarantee related to this request for proposal.