



HOSPITALITY

NEWFOUNDLAND & LABRADOR

Request for Proposals Accommodations Needs Assessment

September 8, 2023

Issued by:

Hospitality Newfoundland and Labrador

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1. Introduction

This Request for Proposals (the “RFP”) is an invitation by Hospitality Newfoundland and Labrador (“Hospitality NL”) to submit proposals for the provision of professional services as further described in Section 4.2 Scope of Work and Deliverables.

Hospitality NL is the Tourism Industry Association of Newfoundland and Labrador, representing tourism/hospitality operators throughout the province in all sectors and regions. The mandate of Hospitality NL includes the responsibility to support the development of a professional workforce and improve the competitiveness, quality, and market readiness of the tourism industry.

Hospitality NL is seeking proposals from qualified and experienced suppliers to conduct an assessment of the current capacity and demand for accommodations, evaluate the availability of supply, and develop recommendations to attract new investments in the accommodations sector. The objective of this assessment is to provide crucial findings that will shape future strategies and policies to support the growth and development of the tourism industry in Newfoundland and Labrador.

1.1 RFP Contact

For this procurement process, the RFP Contact shall be:

Juanita Ford, Chief Operating Officer
Hospitality NL
jford@hnl.ca | 709-722-2000

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of Hospitality NL, other than the RFP contact or their designate, concerning this RFP. Failure to adhere to this rule may result in the disqualification of the Proponent and the rejection of the Proponent’s proposal.

1.2 Type of Contract for Deliverables

The selected proponent will be required to enter into an agreement with Hospitality NL for the provision of the professional services outlined in 4.2.

RFP Timetable

Issue Date of RFP	September 8, 2023
Submission Deadline	September 29, 2023 @ 4:00 p.m. (NDT)
Anticipated Execution of Agreement	October 16, 2023
Anticipated Project Completion Date	December 31, 2023

2. Submission of Proposals

2.1 Proposals to be Submitted at the Prescribed Location

Proposals must be submitted at:

Hospitality NL
jford@hnl.ca
Attn: Juanita Ford, COO

2.2 Proposals to be Submitted on Time

Proposals must be submitted to the email set out above on or before the Submission Deadline as indicated in Section 1.2. The Proponent is solely responsible for the submission of its proposal to the exact email location indicated in this RFP on or before the Submission Deadline. Hospitality NL does not accept any responsibility for proposals emailed or delivered to any other location other than those prescribed in Section 2.1. Proposals submitted after the Submission Deadline will be rejected. Hospitality NL's time clock will be deemed to be correct.

2.3 Proposals to be Submitted in Prescribed Format

Proponents should submit their proposal containing one (1) electronic copy saved as a Portable Document Format (PDF) to jford@hnl.ca. The file name on the electronic copy should include an abbreviated form of the Proponent's name. Unless specifically requested in this solicitation document, Proponents should not submit product catalogues or other marketing materials with their bid.

Hospitality NL will not accept proposals submitted by facsimile or hard copies.

2.4 Withdrawal of Proposals

Proponents may withdraw their proposals before the Submission Deadline. To withdraw a proposal, a notice of withdrawal must be received by the RFP Contact by email before the Submission Deadline and must be signed by an authorized representative of the Proponent. Hospitality NL is under no obligation to return withdrawn proposals.

3. Evaluation of Proposals

Hospitality NL will evaluate the proposals based on the Proponents responsiveness to weighted criteria outlined below and pricing. Hospitality NL reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any Proponent.
- Accept a proposal other than the lowest priced proposal; and
- Award a contract based on initial offers received, without discussion or request for best and final offers.

3.1 Rated Criteria

The following is an overview of the rated criteria used for submission evaluations. Proponents who do not meet a minimum threshold score for a category will not proceed further in the evaluation of rated criteria and pricing.

Rated Criteria Category	Weighting (Points)	Minimum Threshold
Work		
Understanding of the Project Scope and Peripheral Problems	15 points	9 points
Proposed Approach and Methodology	15 points	9 points
Proposed Schedule	10 points	6 points
Work Total	40 points	24 points
Staff		
Proposed Project Manager	10 points	6 points
Proposed Personnel	10 points	6 points
Staff Total	20 points	12 points
Company		
Corporate Capacity	10 points	6 points
Corporate Experience	10 points	6 points
General Format and Appearance	5 points	2 points
Company Total	25 points	15 points
Total Points	85 points	51 points

3.1.1 UNDERSTANDING OF THE PROJECT SCOPE AND PERIPHERAL PROBLEMS

Provide a one to two-page summary of your understanding of the requirements defined in this RFP. Identify any potential challenges you foresee in delivering the scope of work. This content should be expressed in your own words and communicate your understanding of the services required.

3.1.2 PROPOSED APPROACH AND METHODOLOGY

Describe the approach and/or process you propose to address the RFP requirements. Include any notable methodologies, tools and techniques, and their respective suitability to this project. Briefly describe how the engagement proceeds from beginning to end.

3.1.3 PROPOSED SCHEDULE

Provide a project schedule that reflects your proposed approach/process and demonstrates your ability to meet the milestones within the project timeline. Itemize project milestones, deliverables, and engagement points throughout the project schedule.

3.1.4 PROPOSED PROJECT MANAGER

The successful Proponent will provide all the necessary project management needed to complete the services proposed in response to this RFP. Identify the Project Manager proposed for this project and describe their experience.

Include the Project Manager's resume. This should be structured to emphasize their relevant qualifications and experience successfully managing projects of similar size and scope to that required by this RFP. The resume should include at least two project references, including:

- Name of organization.
- Name, title, telephone number, and email of the contact for the organization; and
- A brief description of the scope, complexity, dates, and duration of the project.

3.1.5 PROPOSED PERSONNEL

The Proponent should be able to demonstrate that its proposed team as a whole meets or exceeds the RFP requirements. Provide individual resumes for each proposed resource. The resumes should be structured to emphasize their relevant qualifications and experience in completing projects of similar size and scope to that required by this RFP. Each resume should include at least two project references where the proposed individual served in a similar role, including:

- Name of organization.
- Name, title, telephone number, and email of contact for the organization.
- Brief description of the scope, complexity, dates, and duration of the project; and
- The role the proposed individual played in the referenced project.

3.1.6 CORPORATE CAPACITY

The Proponent should provide corporate information to demonstrate the company has sufficient human resources and facilities to complete the assessment on time and budget. The proponent should also provide corporate experience.

3.1.7 GENERAL FORMAT AND APPEARANCE OF THE PROPOSAL

Proponent responses to this RFP should reflect the professional nature of the services required and should effectively communicate how the consultant(s) will deliver on the requirements of this RFP as concisely as possible.

3.2 Pricing

Proposal evaluations will consist of scoring the submitted pricing of compliant proposals. Pricing is worth 15 points of the total score. Each Proponent will receive a percentage of the total possible points allocated to price for their proposal, which will be calculated by dividing that Proponent's price into the lowest bid price submitted.

For example, if a Proponent bids \$120.00 for the project and that is the lowest bid price, that Proponent receives 100% of the possible points for that category ($120/120 = 100\%$). A Proponent who bids \$150.00 receives 80% of the possible points for that category ($120/150 = 80\%$), and a Proponent who bids \$240.00 receives 50% of the possible points for that category ($120/240 = 50\%$).

Lowest rate

----- x Total available points = Score for second-lowest rate
Second-lowest rate

Lowest rate

----- x Total available points = Score for third-lowest rate
Third-lowest rate

And so on, for each proposal.

Bidders should propose a financial model that clearly defines how they propose to be compensated for all the required services. **The maximum level of effort associated with this project is \$45,000, excluding applicable taxes.**

4. RFP Particulars

4.1 Project Background

The Government of Newfoundland & Labrador, in partnership with Hospitality Newfoundland and Labrador and Destination Management Organizations, recently released a comprehensive vision for the province's tourism industry. *Transition, Transform, Thrive: A Tourism Vision and Strategy* (Vision 2026) outlined eight pillars to support the future growth and success of the industry. <https://www.gov.nl.ca/tcar/files/Vision2026.pdf>

Vision 2026 highlights the importance of tourism as an export sector for the economy of Newfoundland and Labrador. Generating approximately \$1.3B in total annual spending, the sector offers tremendous growth potential.

Accommodations that meet market demands and reflect the needs and expectations of travelers are essential infrastructure for any tourism destination whose mandate is to grow and flourish. This study will identify and investigate the accommodation-related opportunities and limitations in Newfoundland and Labrador, particularly relevant to the non-resident Fully Independent Traveler (FIT) and Travel Trade markets that must be addressed for provincial tourism stakeholders to achieve growth.

A significant number of key national and international travel trade buyers express their desire to grow the number of itineraries showcasing Newfoundland and Labrador but are unable due to a lack of market-ready inventory of suitable accommodations in terms of quantity, quality, and configuration, particularly in primary tourism clusters within the province. When accommodation is not available in certain areas, itineraries for the entire province are impacted. In addition, there is a need to further understand quality and customer service delivery expectations that are required to meet the needs of today's global travelers and enable Newfoundland and Labrador to be competitive in the market. The current provincial accommodation inventory available to the travel trade market is recognized as a barrier to market growth and this is further compounded by a relatively short peak summer tourism season.

The purpose of this assessment is to determine the current capacity and demand for accommodations, evaluate the availability and quality of supply, and develop recommendations to attract new investments in the accommodations sector. The findings of this assessment will be crucial in shaping future strategies and policies to support the growth and development of the tourism industry in the province.

4.2 Scope of Work and Deliverables

Hospitality NL is seeking the services of a qualified consultant to conduct an in-depth analysis and review of Newfoundland and Labrador's current accommodations capacity and to provide a path towards growth.

This study will identify and investigate the accommodation-related opportunities and limitations in Newfoundland and Labrador.

The successful proponent will undertake the following scope of work:

- Conduct research to confirm market demand and identify deficiencies in accommodations inventory and service delivery, including:
 - Determining the accommodation requirements/demands of the tourism market.
 - Quantifying existing opportunities for growth.
 - Identifying the gaps, limitations, and barriers to growing the accommodations capacity and market-readiness.
 - Identifying the main regions/areas where constraints in capacity and type of accommodations is limiting growth in visitation and spending.
 - Identify areas where operators are running at capacity (relevant to their inventory of commissionable product) in peak seasons.
- Provide a SWOT analysis based on current inventory and research that is reflective of current market demands and expectations.
- Provide a baseline inventory of market ready accommodations. The inventory should identify all short-term rental accommodation properties, as well as their accessibility, environmental sustainability, and seasonal availability.
- Identify and analyze the potential for new investments in the accommodations sector, considering factors such as market demand, location attractiveness, infrastructure requirements, and regulatory considerations.
- Develop comprehensive recommendations to attract new investments in the accommodations sector, outlining strategies, policies, and incentives that will facilitate growth and enhance competitiveness.
- Study current financing requirements and investment challenges for renovating and expanding existing accommodations as well as new construction in both urban and rural areas. Provide a comparative analysis on financing opportunities and challenges in other similar jurisdictions.
- Prepare a detailed report presenting the assessment findings, methodologies used, and actionable recommendations for consideration by relevant stakeholders.

Administration

- Ensure appropriate and timely communication with the Steering Committee and Hospitality NL's Project Lead throughout the project.
- Establish and report on an approved work plan and budget.