



**Finance Department**  
The Corporation of the County of Prince Edward  
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## Request for Quotation

Niche Market Travel Specialist

2020-CPSI-73

**CONTACT:** Karen Palmer, *Destination Development & Marketing Coordinator*  
613-242-6476 or [kpalmer@pecounty.on.ca](mailto:kpalmer@pecounty.on.ca)

**PURPOSE:** The County of Prince Edward is issuing a Request for Quotation for a Niche Market Travel Specialist.

**CLOSING DATE:** **September 17, 2020 at 2:00 p.m.**  
**Quote is to be sent to the Director of Finance by email to:**  
**[acarter@pecounty.on.ca](mailto:acarter@pecounty.on.ca) or by fax at 613-476-7622.**

### SCOPE OF WORK:

The Department of Community Programs, Services and Initiatives is seeking the short-term contracted services of a **NICHE MARKET TRAVEL SPECIALIST** to identify opportunities related to the luxury, incentive, corporate and wellness travel markets for Prince Edward County.

This contract consists of four components, including:

- Research
- Discovery
- Strategy development
- Implementation

### Terms of the role are:

- The contract will run from October 1, 2020 to April 30, 2021.

### Requirements of the role include:

- Access to a computer, internet, phone for sharing information and ongoing email communications;
- Proof of WSIB coverage;
- General liability insurance of \$2 million.

**The successful candidate will:**

- have demonstrated familiarity with the tourism-related assets and products of Prince Edward County;
- have extensive experience in the luxury, incentive, corporate and wellness travel markets;
- have a wide network of existing contacts in the luxury, incentive, corporate and wellness travel buying markets;
- have extensive experience writing for corporate publications;
- have extensive experience in media and marketing outreach;
- be based in Prince Edward County.

A goal of the Destination Marketing & Development team has been to grow shoulder season visits in an effort to achieve better balance between high and low season, offering more stability in the local economy and a greater likelihood of year-round employment. Typically, County tourism operators face uneven seasonal highs and lows, with the busy high season months of May to October carrying the quieter months of November to April. However, with restrictions and emergency measures related to the containment of the global COVID-19 pandemic, many tourism operators will struggle to make their high season numbers.

Given this, The County will be using funds provided by the Tourism Industry Association of Ontario's Regional Relief & Recovery Fund to engage the services of a Niche Travel Market Specialist to research an approach to the luxury, incentive, corporate retreat and wellness markets, evaluate existing assets and products for fit, then develop and implement a strategy to capitalize on these markets. This strategy is expected to better position The County to better meet the needs of travelers grounded by the global pandemic, and thereby benefit accommodators, retailers, food and beverage producers with high-yield, shoulder-season opportunities.

## **COMPONENT ONE - RESEARCH**

### **Primary responsibilities include:**

- clearly define and identify corporate retreat, luxury, incentive and wellness markets, highlighting the return-on-investment and how COVID has affected each of these markets
- connect with a minimum of three buyers and/or itinerary builders to determine:
  - how itineraries are developed, marketed and purchased;
  - what buyers are looking for in a destination;
  - top sellers; what really appeals to the corporate retreat, luxury and incentive markets
  - guidance on the types of marketing materials that will help position The County in these markets
- comparative analysis
  - what destinations in Canada/Upper State NY are already pulling in luxury and incentive market
  - how does The County compare in terms of size, assets, profile, etc.
  - how big is this market for comparators - what's the economic impact, what resources do they put into this market, what's their return on investment
  - how have their approaches changed since COVID

## **COMPONENT TWO - DISCOVERY**

### **Primary responsibilities include:**

- review County assets in collaboration with County Destination Development & Marketing staff and contractors for fit with corporate, luxury, incentive and wellness travel markets, including to develop an inventory of Prince Edward County's assets, categorized by:
  - accommodations
  - attractions
  - events
  - experiences
  - gaps in the market
  - unique assets that set The County apart
  - unrealized assets that, with some investment, could appeal to these markets

#### **assess assets for marketability**

- provide an assessment that helps direct County efforts on future product development

## **COMPONENT THREE - STRATEGY DEVELOPMENT**

### **Primary responsibilities include:**

- in collaboration with County Destination Development & Marketing staff and contractors prepare a strategy, including:
  - critical path for outreach to buyers/travel agents/travel trade specialists/itinerary planners
  - marketing materials/concierge package to fit corporate retreat, incentive, luxury and wellness markets, including:
    - suggested itineraries
    - suggested shoulder season activities
    - suggested packages/partners
    - related imagery and graphics

## **COMPONENT FOUR - IMPLEMENTATION**

### **Primary responsibilities include:**

- Implement the strategy devised above.
- Provide a final report

### **Submission Guidelines:**

Please include the following in an email:

- Cover letter outlining how your experience meets the required skills, as listed above;
- Resume highlighting previous experience as required above;
- Samples of work related to the requirements listed above;
- A minimum of two professional references;
- Cost (to include hourly rate);
- Attachment of up-to-date WSIB, proof of independent contractor insurance through WSIB, or timeline to receive either;
- Proof of General Liability Insurance for a minimum of \$2 million

Any questions regarding this RFQ must be submitted to Amanda Carter, *Director of Finance*, via email [acarter@pecounty.on.ca](mailto:acarter@pecounty.on.ca) no later than September 10, 2020 at 4pm.

Quotes can be sent to Amanda Carter, *Director Finance*, by the closing deadline via email [acarter@pecounty.on.ca](mailto:acarter@pecounty.on.ca) or faxed 613-476-7622, please make sure to received receipt of fax delivery.

**Schedule of Pricing**

| Hourly Rate | HST | Total Price |
|-------------|-----|-------------|
| \$          | \$  | \$          |

The County of Prince Edward is part of the Provincial Broader Public Sector (BPS) and is therefore eligible to receive the Competitive Dollars Discounts that have been contracted by the Ministry of Government Services with vehicle manufacturers for the BPS.

(This section **MUST** be completed by the bidder.)

|   |                  |
|---|------------------|
| Name of Contractor (please print):                | Name of Company: |
| Signature of Contractor (signing for above firm): | Address:         |
| Phone #:  | Fax #:           |