

## Nova Scotia Tourism Sector Strategic Plan – Request for Proposal

The Tourism Industry Association of Nova Scotia (TIANS), working in partnership with Tourism Nova Scotia (TNS) is seeking a vendor to develop a Nova Scotia Tourism Sector Strategic Plan. The Plan will consider a broader approach to economic growth for tourism.

COVID-19 had a significant impact at the global, national, and provincial level. As Nova Scotia's tourism economy rebuilds, there is an opportunity to redefine and reimagine the future of tourism in Nova Scotia, looking at tourism in a holistic and integrated way.

The Nova Scotia Tourism Sector Strategic Plan must be bold and forward looking, charting a new course for tourism growth in the province.

The strategic plan must consider the following:

- Input from tourism stakeholders, including TIANS' Advancing Change Document, Communities, Culture, Tourism & Heritage's tourism mandate priorities, tourism businesses, sector organizations, local, regional and federal government stakeholders
- The needs of Nova Scotians and their communities
- Fostering sustainable tourism growth
- The role of tourism growth within the broader provincial economic framework
- The needs and expectations of visitors
- Global, national, and provincial tourism trends
- The impact of COVID-19

Under the guidance of the Project Team, and regular check ins with an Oversight Committee, the vendor will be responsible for completing all activities required for the development of a Tourism Sector Strategic Plan for Nova Scotia.

Anticipated project requirements and deliverables include:

- **A workplan** – the vendor will work with the Project Team to develop a workplan. The target for completion of the final strategic **plan is spring 2023**. As part of the workplan, the vendor will develop a Strategic Plan Outline, for review and approval by the Project Team.
- **Research** – the vendor will review existing research and complete additional research to develop a comprehensive report on the province's position as a tourism destination and opportunities for sustainable tourism growth. The Project Team will provide the vendor with existing research; the vendor will build on this with any additional required research.
- **A best practises jurisdictional scan**, identifying destinations that are forward-looking in their approach to tourism growth.

- **A SWOT analysis**, building on an initial analysis completed by TIANS.
- **Stakeholder engagement and consultation** – the vendor will work with the Project Team to finalize a stakeholder engagement plan, develop a discussion guide/paper to guide stakeholder engagement and consultation, and provide assistance in facilitating a series of stakeholder sessions. It is anticipated that stakeholder engagement will include up to eight (8) in-person sessions at different locations across Nova Scotia, a maximum of three (3) virtual sessions, a maximum of 10 one-on-one virtual interviews, and a survey(s) to be distributed to a broad base of tourism stakeholders (e.g., tourism businesses/organizations, residents). Audiences will include, but are not limited to:
  - Tourism businesses, community groups and residents
  - Sector associations including, but not limited to, business leaders and groups, Regional Destination Marketing Organizations, TIANS, Chambers of Commerce, Boards of Trade, Restaurant Association of Nova Scotia, Wineries of Nova Scotia, Taste of Nova Scotia, Hotel Association of Nova Scotia, Inns of Nova Scotia, Nova Scotia Indigenous Tourism Enterprise Network and other indigenous stakeholders, Conseil de développement économique de la Nouvelle-Écosse, Black Business Initiative
  - Other affiliated interested partners: e.g., festivals & events, arts & cultural groups, cultural community groups, attractions/museums and educational partners
  - Government department representatives – Provincial/Municipal/Federal

The Project Team will be responsible for scheduling stakeholder sessions, location logistics and any required catering and technical support.

- To pull the learnings and findings of research, stakeholder engagement and analysis, the workplan will include **one (or two) sessions** with the Project Team/Oversight Committee (and maybe select partners) to workshop strategic priorities and goals.
- Development of a **draft strategic plan that will include a new** framework for review and feedback from the Project Team and Oversight Committee. The framework will identify opportunities and propose a more integrated approach to tourism growth. The Tourism Sector Strategic Plan will identify key performance indicators for tourism in the province to monitor its progress. The Plan will also identify the process for updating the document as required.
- A final graphic designed Tourism Sector Strategic Plan, incorporating feedback from the Project Team and Oversight Committee. Tourism Nova Scotia will provide the vendor with access to its extensive library of high-quality photos which can be used in the designed version of the plan.

Vendors must be registered companies with the legal authorization to conduct business in the Province of Nova Scotia. Vendor consultants proposed for this project must be legally entitled to work in Canada.

Vendor consultants may be expected to attend meetings as required in Halifax and elsewhere in Nova Scotia.

All enquiries about this RFP are to be directed to Lisa Dahr - [lisa@tourism.ca](mailto:lisa@tourism.ca) Enquiries and responses may be recorded and may be distributed to all proponents at the option of the Project Team.

Respondents must fully disclose, in writing, to Lisa Dahr - [lisa@tourism.ca](mailto:lisa@tourism.ca) on or before the submission deadline, the circumstances of any possible conflict of interest or what could be perceived as a conflict of interest between the vendor and TIANS and/or TNS. A proposal may be rejected where, in the opinion of the Project Team, the vendor is considered to be in a conflict of interest. If a new or potential conflict of interest arises at any time, the respondent agrees to promptly notify and consult with TIANS to address and resolve the conflict.

### **Submission (NOTE: Deadline Extension – 5PM Wednesday, Nov. 9, 2022)**

Vendors must submit their response by ~~Friday, November 4, 2022~~ to Lisa Dahr - [lisa@tourism.ca](mailto:lisa@tourism.ca).

### **Evaluation/Required Information**

Any submission that does not include required information will be disqualified.

Submissions are to include the following:

Requirement	Weight
<b>Proposed Methodology</b> – submissions must include a detailed proposed methodology that addresses the vendor’s approach to providing the identified Deliverables and Project Requirements	35%
<b>Vendor Qualifications/Experience</b> – submissions must include the vendor’s related experience and at least three examples of work completed on similar projects	20%
<b>Qualifications of Assigned Personnel</b> – submissions must demonstrate the competence of assigned personnel and any subcontractors	20%
<b>Cost</b> – submissions are to include per diems and any other cost estimates associated with the project, including travel, research, overhead, subcontractor fees, etc.	20%
<b>Proposed Timeline</b> – submissions must include a detailed timeline	5%

Submissions should include a breakdown of fees and disbursements for the project. The vendor agrees to invoice TIANS based on progress towards completion of services. All pre-approved expenses and disbursements are to be invoiced as they are incurred together with a monthly progress billing.

The Project Team will evaluate all submissions that meet the above requirements, and upon identification of the preferred vendor, will invite the preferred vendor to participate in contract negotiations and finalization. TIANS reserves the right not to award this contract.