

REQUEST FOR PROPOSAL

Cobb Travel & Tourism
Visitor Profile Research

Cobb Travel & Tourism (CT&T) is seeking proposals from qualified firms to conduct a research study to understand the demographics of Cobb County weekday and weekend visitors and the image, perception and awareness of Cobb County as a destination. Research should include but not limited to the leisure, business, group, international, sports and arts markets. This proposal is requested from a research firm with significant experience in travel and tourism.

The submittal consisting of the original proposal and one additional copy must be received by Cobb Travel & Tourism no later than **5 p.m. on Friday, July 12**. All proposals received after that date and time will not be accepted. Proposals are to be mailed to Lindsey Burruss, Vice President of Marketing & Media, Cobb Travel & Tourism, One Galleria Parkway, Atlanta, GA 30339 or emailed to lburruss@travelcobb.org. Cobb Travel & Tourism is not responsible for delays in the delivery of the mail by the U.S. Postal Service or private couriers. It is the sole responsibility of the firm to ensure that its proposal reaches Cobb Travel & Tourism by the designated date and time.

INQUIRIES CONCERNING RFP

Questions or comments related to this RFP should be directed to:

Lindsey Burruss
Vice President of Marketing & Media
678-303-2627
lburruss@travelcobb.org

The awarding authority for this contract is Cobb Travel & Tourism. The bid will be awarded by Tuesday, July 23.

BACKGROUND

Tourism, as an economic development engine, is critical to our community's continued success. Currently, it is Cobb's largest industry with a \$3.14 billion economic impact. Cobb Travel & Tourism undertakes tourism marketing and development initiatives to ensure that Cobb County is the go-to choice for visitors. As the Destination Marketing Organization for Cobb we support our stakeholders in developing the products and services that attract visitors and provide important information about our community.

Cobb Travel & Tourism's mission is to "increase visitation to and awareness of Cobb County thereby enhancing economic development".

RESEARCH NEEDS

There are three distinct parts to this research.

1. Visitor Demographics Study

The goal of this study is to develop an in-depth profile of the Cobb County visitors, both on the weekdays and on weekends. The following data should be collected from both visitor profiles.

- Point of origin
- Reason for visiting
- Travel party characteristics
- Mode(s) of Transportation
- Length of stay
- Day trip or Overnight
- Activities while visiting
- Visitor satisfaction
- Visitor spending
- General Demographics
- Determine core feeder markets

2. Visitor Total Study

The goal of this study is to estimate the total number of visitors to Cobb County. This is the most commonly asked question by media, stakeholders, and investors, and CT&T aims to address this question through this research study.

3. Image, Perception and Awareness Study

The goal of this study is to determine the awareness, image, perceptions, travel planning process, information sources and planning times for potential visitors to Cobb County. Data should be collected and presented to include information relative to leisure/consumer travelers, business travelers, meeting/conference planners, sports events and the arts.

PROPOSAL PACKAGE

In order to provide an equitable review of the proposals received, please follow the below proposal template:

1. Cover Page
2. Business Profile- location of main office and any branch offices, year established
3. Brief summary of company background / history
4. Professional Tourism Experience (with a minimum of 2 recent tourism references)
5. Personnel (identify lead and support roles)
6. Research Approach

- A. Well-formulated procedures
 - B. Knowledge of the tourism industry
 - C. Related research practices & validation
 - D. Sound methodology for collecting & analyzing data
 - E. Organized approach for results documents used to communicate with stakeholders, elected officials and public
 - F. Metrics, both quantitative & qualitative
 - G. Quality measures to assure the accuracy of the final product
7. Timeline of Work
 8. Total Cost (including a breakdown of services for the three distinct research needs.)
 9. Please provide one to two examples of completed similar projects with similar destinations

GEOGRAPHY

There are no geographic restrictions upon the location of service providers allowed to submit responses. All service providers however, must demonstrate their ability, recommended plan and commitment to serve the account, regardless of location. Any costs associated with travel to complete the project should be included in the cost proposal.

ADDITIONAL INFORMATION

Cobb Travel & Tourism understands that the data desired is expansive and may require multiple visits and several months to complete. The selected agency will be considered the trusted source and CT&T will look to the agency for their recommendations on additional components that should be considered to the study and how the timeline for the study should proceed. Please feel free to include in your proposal additional information that your agency believes should be included in this project. An estimated timeline should also be included in the proposal.

BUDGET

Please make recommendations on the budget based on how many hours it would take to complete these three studies. Please breakdown cost per study. Agency may include more than one cost option.

AWARD STATEMENT

Proposals will be judged based on experience and relevancy, ability to complete proposal, budget, and timeline structure.

OTHER

Please include a copy of your Liability Insurance Coverage with Professional Liability Insurance coverage with your proposal. All findings, documents, reports, data, and studies prepared by the firm as part of this research project will become property of Cobb Travel & Tourism.

GENERAL CONTRACT TERMS AND CONDITIONS

Cobb Travel & Tourism reserves the rights to accept or reject any or all proposals, to waive informalities, and to award the contract as deemed in its judgment to be in the best interest of Cobb Travel & Tourism.

- To be considered for selection, firms must submit a complete response to this Request for Proposal. Failure to submit all information requests may result in the rejection of the incomplete proposal.
- Proposals shall be signed by the individual or in the case of a firm by an authorized representative of the firm. Each copy of the proposal, and accompanying documentation, should be bound in a single volume.
- Cobb Travel & Tourism does not discriminate against any person, in accordance with the federal, state, and local regulations. This contract for services will continue for the period of the contract, unless ended prior to the contract date under a mutual agreement between the parties listed herein.
- Cobb Travel & Tourism reserves the right to negotiate contract terms with the successful firm other than specifically stated in the RFP in the best interest of Cobb Travel & Tourism, and agreed to by the individual or firm. By submitting a proposal in response to this Request for Proposal, the Firm represents they have read and understand the Scope of Services.
- A proposal may be modified or withdrawn by the Firm any time prior to the time and date set for the receipt of proposals. The Firm shall notify the Marketing Director in writing of its intentions. No proposal can be withdrawn after the time set for the receipt of proposals and for 30 days thereafter.
- This agreement and each of its terms and conditions shall be construed in accordance with and governed by laws of the State of Georgia.