



**STATE OF NEW HAMPSHIRE**  
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT  
DIVISION of TRAVEL and TOURISM DEVELOPMENT  
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**New Hampshire Division of Travel and Tourism Development  
Research Services Request For Proposals**

Issue Date: March 19, 2012

Title: Research Services

Issuing Agency: State of New Hampshire  
Department of Resources and Economic Development  
**Division of Travel & Tourism Development**  
172 Pembroke Road, PO Box 1856  
Concord, NH 03302-1856

Period of Contract: July 1, 2012 through June 30, 2014 with one, two year option to renew (through June 30, 2016) upon written consent of both parties, and approval by the Governor and Executive Council.

Proposal Deadline: Monday, April 16, 2012 at 2:00 p.m.  
*\*Proposal must be received at DRED not later than 2:00 p.m.*

**ALL PROPOSALS MUST BE LABELED: "PROPOSAL – Research Services"**

Any questions or clarification on the RFP should be directed to Amy Bassett via email by 3pm on **Monday, March 26, 2012**. Responses will be shared with bidders and also posted on [www.visitnh.gov/rfp](http://www.visitnh.gov/rfp) on **Tuesday, April 3, 2012**.

All inquiries for information should be directed to:  
Amy Bassett, Assistant Director  
Email: [abassett@dred.state.nh.us](mailto:abassett@dred.state.nh.us)

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord.

# REQUEST FOR PROPOSALS

## Research Services

### 1. PURPOSE

The purpose of this Request for Proposals (RFP) is to identify a qualified firm to implement a multi-faceted research program for the Division of Travel and Tourism Development (DTTD). At a minimum, the program would involve economic impact research, travel and tourism seasonal forecasts, as well as studies to determine the effectiveness of the state's marketing program.

### 2. BACKGROUND

2.1 DTTD research has been conducted by the Institute for New Hampshire Studies (INHS), Plymouth State University since July 1991. Copies of current reports are available at <http://oz.plymouth.edu/inhs>.

2.2 The Division of Travel and Tourism Development conducts marketing programs to promote New Hampshire, domestically and internationally, as a preferred destination for different types of group, business, and leisure travelers.

### 3. GENERAL TERMS AND DEFINITIONS

3.1 The State of New Hampshire Division of Travel and Tourism Development is a division of the Department of Resources and Economic Development (DRED) that has issued and is responsible for this RFP. DRED will enter into the resulting contract on behalf of the State upon approval by the Governor and Executive Council.

3.2 "Contractor" refers to the Offeror under this Request for Proposals (RFP) with which DRED negotiates a contract. The terms in this RFP referring to "Contractor", represent contract terms that will be a part of the final Contract.

3.3 "Offeror" refers to any individual, corporation, partnership or agency that responds in writing to this RFP. "State" refers to the State of New Hampshire; "DTTD" refers to the Division of Travel and Tourism Development.

3.4 The "Contract" is the resulting contract entered into between DRED and the successful Offeror.

3.5 A "Subcontractor" refers to a person, partnership, corporation or entity who is awarded a portion of an existing contract by the Contractor.

3.6 Any purchases or licenses made by the Contractor on behalf of NHDTTD shall be billed at Contractor cost.

### 4. SCOPE OF WORK

4.1 Annual Research. The following projects must be completed and reported every year. Reports should use a similar methodology with previous year's work to maintain consistent comparisons from year to year. All reports will be submitted to DTTD electronically and in written format within 30 days of available statistics. Any delays will be reported to DTTD.

4.1.1 Return on Investment: The return on investment for all of DTTD's promotional activities during each state fiscal year have been calculated using the same methodology the Institute for New Hampshire Studies (INHS) has utilized for more than a decade. The Contractor is expected to provide similar modeling with a full explanation of forecasting approach and identifying the statistical economic data being used.

- 4.1.2 Support of Joint Promotional Program: DTTD administers a Joint Promotional Program that approves grants to NH Tourism organizations four (4) times per year. The Contractor is required to provide research methodology advice in writing to grantees and review and evaluate their completed research reports. This program averages 20-30 grants per year. Contractor will also produce a summary of the JPP Evaluation Reports annually for the fiscal year.
  - 4.1.3 Travel Volume Evaluation: Monthly and quarterly (seasonal) written reports shall be prepared measuring business activity including, but not limited to visitor metrics, lodging occupancy, attractions attendance, traffic volume, tax collections, rental car activity and other key indicators to answer the question "How's the business?". Included in the report should be an analysis of current national, international and state events which affect market conditions.
  - 4.1.4 Visitor Estimates: DTTD requires an annual report by fiscal year (July 1 – June 30) of visitor activity level. The report must document visitor demographics and profiles including leisure and business, day and overnight, resident and non-resident, place of origin, seasonal activities, and lodging, transportation and regional destination preferences.
  - 4.1.5 Forecast: DTTD requires four (4) seasonal and four (4) holiday weekend forecasts (Memorial Day, July 4<sup>th</sup>, Columbus Day and Labor Day) to include forecasts/barometers of visitor volume, spending levels, motivators and travel patterns/profiles.
- 4.2 Periodic Research
- 4.2.1 Seasonal Visitor Profiles: Contractor will develop survey instruments and conduct seasonal surveys that include information on state of residence, activities, primary purpose of trip, primary mode of transportation, travel party size and composition, length of trip, overnight stays, accommodations used, expenditures, and demographics. A comparison will be made with other states along with a look at secondary DMAs. Seasonal visitor Profiles are done twice a year.
  - 4.2.2 Tourism Satellite Account Analysis: Reports are to follow the format of previous reports for inclusion of data points. Any suggested changes in format must include justification and DTTD approval. Visitor spending and analysis reports are required to measure the impact of tourism on the economy as well as effectiveness of promotional efforts. The Satellite is done every two years.
  - 4.2.3 Conversion Studies: Contractor will determine conversion rates of visitor inquiries. Conversion studies are to be focused on specific demographic, specific geographic market(s), particular season, or particular marketing or media vehicle.
- 4.3 Other Market Studies. The following is a list of topics which DTTD is interested in measuring for economic impact and shifts occurring in market segments and visitor behaviors. Under each topic below are some guidelines. A short synopsis of your approach and methodology and price estimate is required for each study listed.
- 4.3.1 Canadian Travelers: Ontario, Quebec, and the Maritime Provinces travel to Northern New England and decision criteria for specific state visit(s).
  - 4.3.2 Group/Motor coach: Operators responsible for developing New England tours. Determine how their markets are changing, and reasons for having (or not having) New Hampshire tour product, awareness of NH features and New Hampshire tour product used/not used.

- 4.3.3 Meetings/Business Travel: Meeting planners from different business segments – professional and non-professional planners. Perceptions/criteria for destination selection, and knowledge of New Hampshire product availability.
- 4.3.4 Other Studies: As deemed appropriate.
- 4.4 Industry/Community Training
  - 4.4.1 Tourism as an Economic Development Tool: Contribute to the development and presentation of local tourism development workshops.
  - 4.4.2 Marketing Workshops: Workshops to be geared to industry members with no formal training in marketing communications or marketing research. Tentative number of workshops seven (7) (one per tourism region per year).
- 4.5 Secondary Research
  - 4.5.1 Three written reports, topics to be determined, over two (2) years, as needed.
  - 4.5.2 Written assessment of secondary research tools available for destination travel marketers and recommendation for what DTTD should acquire or license.
- 4.6 Administration
  - 4.6.1 Meetings: Attendance at four (4) meetings one per quarter and two (2) biannual, periodic meetings with other DTTD marketing services vendors, and quarterly meetings with DTTD staff is required. Attendance and possible presentation at the annual Governor’s Conference on Travel and Tourism is required.
  - 4.6.2 Evaluations: DTTD requires an on-going evaluation of national and/or regional tourism research to identify potential growth markets or market segments, as well as to advise on data DTTD should acquire or license.
  - 4.6.3 Contract Administration: Contractor is responsible for the purchase of or licensing the rights to data for market research. It is understood that the Contractor will be responsible and sensitive to report proofreading. Communication collaboration on a regular basis with DTTD and others assigned by DTTD’s Director is expected as Contractor will be a strategic partner with DTTD.
  - 4.6.4 Report management: In addition to providing electronic and written copies of reports, the Contractor is responsible for posting reports on an industry-accessible secure website and to include reports currently available on the INHS website. Reports will not be released and will remain confidential until approved by DTTD. Data will be available in a downloadable format which can be converted to charts or graphs for use in DTTD presentations, and from where data can be extracted for further analysis and comparison.
  - 4.6.5 Transition: Incumbent Contractor will be expected to cooperate with subsequent research contract awardee to transition methodologies used in determining statistical reports to effect a seamless transition in Contractors.

## 5. GENERAL REQUIREMENTS

### 5.2 Copies and Distribution of Proposal

In order to be considered for selection, Offerors must submit a complete written response to this RFP by the deadline of 2:00 pm, on **Monday, April 16, 2012**. One (1) original and four (4) copies of each written proposal, as well as an electronic copy on CD, must be submitted to DTTD. No other distribution of the written proposal shall be made by the Offeror.

- 5.3 Organization and Experience  
Organizational structure, staff size by department, current client list, and names and resumes of principles and proposed account team.
- 5.4 Oral Presentation: Offerors may be required to make oral presentations, if requested.
- 5.5 Financial Standing: An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

## 6. SPECIFIC REQUIREMENTS

### 6.2 Proposal Submissions

- 6.2.1 All information requested must be submitted. Failure to submit this information at time of bid will render your proposal non-compliant and will result in a disqualification.
- 6.2.2 Offeror shall provide a thorough description of its plans and approach – including methodology details - for accomplishing the requirements of *Section 4: Scope of Services*.
- 6.2.3 The proposal shall include all pricing information relative to performing the scope of services described in this RFP. No payment can be made on a cost-plus-a-percentage basis (net only). Monthly invoices are to be submitted by the 15<sup>th</sup> of the following month, itemized as defined by DTTD. State payment terms are net 30.
- 6.2.4 Proposals should be as thorough and detailed as possible so that DTTD may properly evaluate Offeror capabilities to provide the required services. The State of New Hampshire will not be responsible for expenses incurred in preparing this proposal and such costs associated with it should not be included.
- 6.2.5 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- 6.2.6 The original copy must remain at DTTD, available for public inspection and disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DTTD and DTTD shall be subject to the provisions and requirements of RSA chapter 91-A (the New Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.
- 6.2.7 Proposals shall be signed by an authorized representative of the Offeror.
- 6.2.8 Proposals must include the Contractor Data Sheet (Exhibit A).
- 6.2.9 Proposals must also include the Financial Terms Worksheet (Exhibit B).

## 7. EVALUATION AND AWARD CRITERIA

### 7.2 General Information:

- 7.2.1 All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of DRED and the tourism industry.

- 7.2.2 The State of New Hampshire reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether or not a proposal is selected.
- 7.3 Criteria: See Scoring Sheet (Exhibit D). Proposals shall be evaluated using the following criteria:
- Qualification of vendor and staff (25 points)
  - Knowledge and Experience (25 points)
  - Project synopses and recommendations (25 points)
  - Cost of Services (25 points)
- 7.4 Award of Contracts: Offeror(s) deemed to be best suited among those submitting written proposals will be identified on the basis of evaluation factors stated in the RFP. Offeror(s) may be asked to make oral presentations. If oral presentations are made they will be based on a 20 point scale and will be added to the written proposal scores.

The Selection Committee will make a recommendation for selection of a Contractor to the Commissioner of DRED. The selected Contractor will be notified in writing. DRED and the selected Contractor shall negotiate a contract containing the terms in the RFP. If DRED is unable to negotiate a satisfactory contract with the first selected Contractor, DRED may undertake negotiations with the next recommended Offeror.

The proposed Contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of Contract. The contract approved by the Governor and Executive Council will be effective July 1, 2012.

7.5 Proposed Timetable:

Request for Proposals Issued	Monday, March 19, 2012
All clarifying questions received	Monday, March 26, 2012
Responses to questions sent to all	Tuesday, April 3, 2012
Written Proposal Deadline	Monday, April 16, 2012
Select Agencies for Oral Presentations	Friday, April 27, 2012
Oral Presentations	Friday, May 4, 2012
Agency Notification	Wednesday, May 9, 2012
Contract Process	May
Governor & Council Approval Process	June
Contract Effective	July 1, 2012

8. CONDITIONS

- 8.2 Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.
- 8.3 Conformance with Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.
- 8.4 Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.
- 8.5 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.6 Conflict of Interest: DTTD reserves the right to request additional information from any Offeror on potential conflicts of interest and to limit or prohibit the participation of any Offeror due to conflict of interest as may be determined by the sole discretion of DTTD.

- 8.7 Contract Format: The successful Contractor will be required to become an approved vendor through the online application (<https://admin.state.nh.us/purchasing/vendorregistration>) and sign or provide the following documentation:
- 8.7.1 Service Contract Form – Form P-37 (Exhibit C).
  - 8.7.2 Certificate of Authority/Vote. This document is required to certify that the individual who signs the contract has been legally authorized to be the signatory on behalf of their organization. DTTD can provide a template for your specific business type (corporation, partnership, sole proprietor or Limited Liability Corporation) upon request.
  - 8.7.3 Certificate of Good Standing. This document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Good Standing shall be current and are renewable annually by April 1<sup>st</sup>.
  - 8.7.4 General liability insurance against all claims of bodily injury, death, or property damage in amounts not less than US\$250,000 per claim and US\$2,000,000 per incident, and fire and extended coverage insurance covering all DTTD property in amounts of not less than 80% of the whole replacement value of the property.