

TRAVEL AND TOURISM RESEARCH ASSOCIATION REQUEST FOR PROPOSAL

Background

The Travel and Tourism Research Association (ttra), founded in 1970, is a non-profit professional organization committed to improving the quality, value, effectiveness, and use of travel and tourism research and marketing information. ttra seeks to improve the industry through education, publication, and networking activities by bringing together practitioner (destinations, researchers, and marketing businesses) and academic members. There are currently eight Chapters of ttra across the United States, Canada, Asia Pacific, and Europe under the umbrella of the international association. In total, our membership sits at around 600 members.

In 2009, our logo was either the logo below or a complete red globe



In 2011, we updated the color and the globe to this:



In 2012, we moved to the 'enhanced' logo which added a bit of dimension and a swoosh around it. We would like the chapter logos to be consistent with the ttra International logo.

Current ttra logo:



ttra Chapter logos:

Asia Pacific



Asia-Pacific Chapter
TTRA-APac

Greater Western



Southeast States



Texas



Canada



Europe



Central States



Hawai'i

no logo

ttra is requesting proposals from qualified individuals or firms to develop a brand strategy. This will serve as ttra's platform for marketing, promotional, member recruitment, and public relation efforts for our (member and non-member) audiences.

Scope of Work

The detailed requirements of the project are outlined (in order of priority) below.

1. Review ttra's brand documentation and **identify any gaps** in knowledge. Guide the association to obtain the missing information using appropriate methods. Details of brand documentation are available in attachments A and B.
2. Develop a **brand platform** for ttra, including, but not limited to:
 - a. Confirm/prepare a competitive assessment for the association based upon primary and secondary research.
What sets ttra apart from other travel and tourism and/or marketing research associations as perceived by our audiences? What are the reasons to choose ttra over competing associations?
 - b. Confirm/define the association's brand essence.
When our audiences experience our service, what emotions does the encounter elicit?
 - c. Confirm/identify the brand personality for the association.
What personality should the association put forth when people experience our brand? How do we provide our audience with a brand with which they can relate, effectively increasing brand awareness and membership to ttra?
 - d. Confirm/identify the association's brand drivers and create a suitable positioning statement for the association.
Why is our service different from the competition, and why should our audience care?
 - e. Confirm/stablish a clear brand promise.
What is our brand promise? (both rational and emotional) What does ttra offer and what sets it apart?
3. Develop **brand identity** options, including:
 - a. Visual (logo) and verbal (tagline) representation of the brand. Specify an effective research methodology for testing visual and verbal brand identity options.
 - b. Produce a brand standards manual, including a template to use in email marketing, PMS color match for the logo, etc.
4. Create a long-term comprehensive **brand strategy** that guides future marketing of the association.
5. Develop and help implement a strategy to gain **organizational consensus** for the new brand.
6. Develop a strategy, for implementation by ttra, to **market the new brand**.
7. Suggest metrics for **measuring the impact** of the new brand and tracking results.

Submission Instructions

Individuals or firms desiring to respond to this RFP must submit the proposal electronically to:

Kathy Palmer, Executive Director, ttra
kpalmer@ttra.com

Proposals must be received before 4:00 EST on Monday, May 23, 2016.

Schedule

ttra will adhere to the following timeline which should result in the final selection by Monday, June 3, 2016. *(the timeline is subject to change.)*

- RFP Issued on Monday, May 4, 2016
- Submission of questions via email to kpalmer@ttra.com by Monday, May 9, 2016
- Answers to all questions will be delivered to all firms by Friday, May 13, 2016
- Proposals due to ttra before 4:00 PM EST on Monday, May 23, 2016
- Invitation from ttra to present issued by Friday, May 27, 2016
- Finalist presentations / interviews held the week of May 30, 2016
- Decision on winning proposal made by Friday, June 3, 2016

Please note that the successful company is invited to attend the 2016 International Conference in Vail, Colorado in order to meet with the Board of Directors (June 13) and to interface with ttra conference attendees (June 14 to 16).

Proposals should be prepared simply and economically, providing straightforward and concise information. Emphasis should be on completeness and clarity of content.

Mandatory Requirements

- Demonstrated experience in organizational positioning and branding is required. Experience with associations preferred.
- Demonstrated experience with developing and integrating background research to support recommended brand platform and identity

Content for RFP Responses

Suggested organization of the proposal follows:

1. Firm/team background –
 - a. Provide a brief description of your firm's structure and capabilities, including basic information, history, number of full-time employees, recent travel & tourism or professional association clients, etc.

- b. List all services provided in-house and services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
 - c. Introduce your proposed project team, including outside consultants. Provide background information for all personnel assigned to the project including specific experience that each team member would contribute to the project. Identify and define their individual roles.
2. Prior Relevant Experience –
 - a. Provide three examples of your firm providing similar services to organizations our size within the past five years. These examples must include a brief description of the brand development services provided and a discussion of the outcome. Studies conducted for travel & tourism industry clients or non-profit professional association clients are preferred.
 - b. Identify the common challenges and critical success factors associated with a project of this type.
3. Approach –
 - a. Describe in detail your proposed approach and process for brand development for ttra.
4. Marketing Research –
 - a. Provide a brief overview of any marketing research recommended for the brand assessment phase, the creative phase, and the evaluation phase.
5. Schedule & Deliverables –
 - a. Submit a detailed schedule with your proposal for the project, which includes critical milestones, assuming a start date of June 6, 2016 and an end date of November 30, 2016.
6. Cost Estimate –
 - a. An estimate of the total project fee for brand development services as outlined in the RFP. The fee should be inclusive of all items including travel, postage, printing, etc.
 - b. A breakdown of the project fees by main tasks/deliverables.
 - c. A statement verifying the estimates in the proposal remain valid for at least 90 days from proposal submission.
7. References –
 - a. Supply at least three references that have used your professional services for a similar project. Include a contact name, company name, email address, and a contact phone number, as well as a project summary.

Selection Criteria

While cost will be considered in the review of proposals, a decision will not be made solely on the fee estimate. The selection criteria used to evaluate proposals are shown below.

- Responsiveness of the written proposal to the study objectives and work scope – 40%
- Demonstrated experience and expertise in similar projects – 15%
- Personnel assigned – 10%
- Cost effectiveness – 20%
- Proposal presentation (clear, concise, etc) - 15%

ttra will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, ttra would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements. This RFP does not commit ttra to award a contract or to pay any costs incurred in the preparations or submission of proposals. ttra reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of ttra.

Budget

The maximum budget for this project is US\$20,000.

Consideration for the not-for-profit status of ttra would be appreciated and we welcome the bidder to indicate what portion of the proposal can be covered on a pro-bono and/or sponsorship basis.

Attachment A

The Brand Essence document in Attachment B is a comprehensive document that describes ttra's background, mission and principles.

Other resources available to the chosen vendor include detailed strategic planning documents, results of a recent membership survey, and access to ttra's Board of Directors for individual and/or group interviews.

The recommended brand platform and identity should factor in the recent addition of the Marketing Outlook Forum conference (www.ttra.com/events/marketing-outlook-forum/) to ttra's set of responsibilities. This conference is oriented to both researchers and marketers, and represents an evolution of ttra's role within the travel industry.

Attachment B

Under separate cover.