

**Greater Miami Convention & Visitors Bureau Request for Proposals for Market Research**

Issue Date: October 7, 2024

Title: Research Services

Issuing Agency: Greater Miami Convention & Visitors Bureau  
Research Department  
201 S. Biscayne Blvd., Suite 2200  
Miami, Florida 33131

Period of Contract: January 1 – December 31, 2025

Proposal Deadline: **Tuesday, October 29 at 5:00 PM**  
\*Proposal must be received at GMCVB not later than 5:00 PM

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

Any questions or clarification on the RFP should be directed to Research via email by **3:00 PM no later than Monday, October 21, 2024**. Responses will be shared with bidders and also posted on [www.miamiandbeaches.com/marketresearchrfp](http://www.miamiandbeaches.com/marketresearchrfp) on **Friday, October 25, 2024**.

All inquiries for information should be directed to:

Research & Business Intelligence  
Email: [research@gmcyb.com](mailto:research@gmcyb.com)

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at the GMCVB office: **201 S. Biscayne Blvd., Suite 2200, Miami FL 33131**.

**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 Greater Miami Convention & Visitors Bureau. The program would involve but not limited to economic impact research, travel and tourism seasonal forecasts, visitor profiles and implementation of innovative technology, including AI.

2. BACKGROUND

2.1 GMCVB research has been conducted by Integrated Insight. Copies of current reports are available at:  
[https://issuu.com/miamiamdmiamicbeachguides.com/docs/greater\\_miami\\_miamibeach\\_2023\\_visitor\\_industry\\_o](https://issuu.com/miamiamdmiamicbeachguides.com/docs/greater_miami_miamibeach_2023_visitor_industry_o)

2.2 The Greater Miami Convention & Visitors Bureau is the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach. Our mission is to generate travel demand to Greater Miami and Miami Beach, to maximize economic impact to our community, ensure industry resiliency, and elevate the resident quality of life. To learn more about the GMCVB, visit [GMCVB.com](http://GMCVB.com).

3. GENERAL TERMS AND DEFINITIONS

3.1 GMCVB Marketing Division will enter into the resulting contract on behalf of the GMCVB.

3.2 "GMCVB" refers to the Greater Miami Convention and Visitors Bureau under this Request for Proposals (RFP). The terms in this RFP referring to "Contractor" represent contract terms that will be a part of the final Contract.

3.3 "Contractor" refers to any individual, corporation, partnership or agency that responds in writing to this RFP.

3.4 The "Contract" is the resulting contract entered into between GMCVB and the successful bidder.

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 GMCVB shall be billed at Contractor cost with no mark up.

#### 4. SCOPE OF WORK

4.1 On-going Research: The following components must be completed and reported each year. All reports will be submitted to GMCVB Research Division electronically and in written format within 45 days of available statistics. The reports are required on a Monthly, Quarterly and Annual Basis.

Evaluations: GMCVB requires on-going collection, compilation, reporting and insight of national and/or regional tourism research to identify potential growth markets or market segments, as well as to advise on what data GMCVB should acquire or license.

4.1.1 Visitor Estimates: GMCVB requires a quarterly tabulation of overnight and day visitors by both domestic and international origins based upon your research methodology using primary and/or secondary data.

- The GMCVB requires a quarterly report on overnight & day visitors to include visitor numbers, regional breakouts by origin markets (Domestic regions– Northeast, Southern, Midwest and West) cities and states and International markets by regions (Europe, South America, Central America, Caribbean and Canada), country and cities if possible.
- The profiles are to include visitor expenditures by category, per party and person, per day and per trip and profile information based upon primary and/or secondary research.
- The report must document visitor demographics and profiles of overnight visitors, identifying purpose of visit, activities participated in, type of lodging, mode of transportation used to visit Greater Miami & Miami Beach, local area of lodging, areas visited, party size, length of stay and demographics.
- The GMCVB requires an annual report by calendar year (January 1 – December 31) of visitor activity level, due by no later than April 15 of the following year.

4.1.2 Definition of a Visitor: Visitors to Greater Miami by definition must spend at least one night in Miami-Dade County (overnight visitor) or visit Miami-Dade County at least once (day visitor) and not be residents of Miami-Dade or Broward Counties. When reporting both overnight and day visitor estimates for Greater Miami, they are to be broken out into various geographic regions as defined by the GMCVB.

4.2 Develop a tourism demand forecasting model for Greater Miami. The work will include the following elements:

- The model will be robust with a clear statistical and theoretical foundation
- The model will be updateable based on the latest travel data for Greater Miami as well as the latest available economic data and forecasts
- Forecast model will incorporate both demand-side developments in key origin markets as well as supply-side factors in Greater Miami such as development of new hotels and attractions as well as major events.
- The forecast results will be delivered along with an explanation of the effects of consumer attitudes, employment, corporate profits, and global economic developments that define the forecasts on a quarterly basis.
- This model will be based on historical correlations between travel, economic, and non-economic indicators and will provide forecasts 1 year into the future.  
The model should include the following inputs:
  - Industry performance data
  - Visitor metrics
  - Economic drivers

The indicators to be forecast will be primarily visitor demand metrics by market segment. These measures will include the following:

- Top Domestic Markets, Overnight and Day Visits
  - By DMA
- Top International Markets, Overnight and Day Visits
  - By country
- Total Visitor Spending
- Hotel Room Demand, ADR, Occupancy and RevPar

4.3 Periodic Research

4.3.1 Special Research Projects: From time to time the GMCVB may have an ad hoc request for the Contractor to conduct research on special issues as defined by the GMCVB. This may include activities that could have an impact on Greater Miami & Miami Beach, even if the activity is not occurring in Greater Miami & Miami Beach. This research should include information on the impact this event or issue could have on the local visitor industry due to demand created by an event occurring or not occurring in Greater Miami & Miami Beach.

#### 4.4 Administration

- 4.4.1 Meetings: Possible attendance at four (4) meetings; one per quarter and two (2) biannual, periodic meetings with other GMCVB marketing services vendors. Quarterly meetings with GMCVB staff may also be requested. Attendance and possible presentation at the GMCVB Annual Meeting may be required.
- 4.4.2 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 and collaboration on a regular basis with GMCVB and others assigned by GMCVB's Director is expected as the Contractor will be a strategic partner with GMCVB. GMCVB will provide a list of existing data sources that we purchase on an annual basis.
- 4.4.3 Report management: Reports will not be released and will remain confidential until approved by GMCVB. Data will be available in an online portal which can be displayed in charts or graphs for use in GMCVB presentations, and from where data can be extracted for further analysis and comparison.

#### 5. GENERAL REQUIREMENTS

- 5.1 Copies and Distribution of Proposal:  
In order to be considered for selection, respondent must submit a complete written response to this RFP by the deadline of **5:00 PM on Tuesday, October 29, 2024**. Ten (10) copies of each written proposal, as well as an electronic copy on USB drive, must be submitted to GMCVB. No other distribution of the written proposal shall be made by the GMCVB.
- 5.2 Organization and Experience:  
Organizational structure, staff size by department, current client list and names and resumes of principles and proposed account team to be included.
- 5.3 Oral Presentation: respondent may be required to make oral presentations, if requested.
- 5.4 Financial Standing: A respondent, 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

### 6.1 Proposal Submissions

- 6.1.1 All information requested must be submitted. Failure to submit this information at time of bid will render your proposal non-compliant and result in a disqualification.
- 6.1.2 Respondent shall provide a thorough description of its plans and approach – including methodology details - for accomplishing the requirements of Section 4: Scope of Work.
- 6.1.3 The proposal shall include all pricing information relative to performing the scope of services described in this RFP. This includes listing all subcontractors used on this project. Quarterly invoices are to be submitted by the 15th of the following month, itemized as defined by GMCVB.
- 6.1.4 Proposals should be as thorough and detailed as possible so that GMCVB may properly evaluate Respondent capabilities to provide the required services. The GMCVB will not be responsible for expenses incurred in preparing this proposal and such costs associated with it should not be included.
- 6.1.5 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing a straightforward, concise description of capabilities that will satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. Please submit 10 copies.
- 6.1.6 The original copy must remain at GMCVB, 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.
- 6.1.7 Proposals shall be signed by an authorized representative of the Respondent.

## 7. EVALUATION AND AWARD CRITERIA

### 7.1 General Information:

- 7.1.1 All proposals will be evaluated for responsiveness to the RFP by GMCVB staff and then forwarded to a committee comprised of tourism industry representatives. The final decision on vendor selection will be made by GMCVB staff.
- 7.1.2 The GMCVB 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.

7.2 Criteria: See Scoring Sheet (Exhibit D). Proposals shall be evaluated using the following criteria:

- Qualification of proposer and staff, including day-to-day account managers (25 points)
- Knowledge and Experience of DMO/CVB organizations and tourism industry. (25 points)
- Proposed strategy & methodology, including any technology and recommendations (25 points)
- Cost of Services (25 points)

7.3 Proposed Timetable:

Request for Proposals Issued:	<b>Monday, October 7, 2024</b>
All clarifying questions received:	<b>Friday, October 18, 2024</b>
Responses to questions sent to all:	<b>Wednesday, October 23, 2024</b>
Written Proposal Deadline:	<b>Friday, October 25, 2024</b>
Finalist will be contacted:	<b>Monday, November 11, 2024</b>
Candidates present:	<b>Friday, November 22 between 8:30 AM – 3:00 PM</b>
GMCVB notifies finalist & begin negotiations with top ranked firm:	<b>Monday, November 25, 2024</b>
Contract Effective:	<b>Wednesday January 1, 2025</b>

8. CONDITIONS

- 8.1 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 GMCVB unless stated otherwise in the contract.
- 8.2 Conformance with Statutes: Any contract awarded as a result of this RFP must be in full conformance with requirements of the GMCVB.
- 8.3 Amending or Canceling: The GMCVB 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.
- 8.4 Rejection for Misrepresentation: The GMCVB reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.5 Conflict of Interest: GMCVB reserves the right to request additional information from any Respondent on potential conflicts of interest and to limit or prohibit the participation of any Respondent due to conflict of interest as may be determined by the sole discretion of GMCVB.