



Request for Proposals

Festivals and Events Industry Research Tourism Industry Association of Prince Edward Island

Client:

The Tourism Industry Association of Prince Edward Island (TIAPEI), in partnership with Events Nova Scotia and with financial support from the Atlantic Canada Opportunities Agency, is interested in learning about the latest attitudes and intentions toward event attendance, as well as the current state of festivals and events industry suppliers. This research will assist the sector in making informed planning decisions in an extremely uncertain time.

TIAPEI is undertaking this industry research on behalf of the Atlantic Canada festivals and events sector to assist and guide the industry through recovery. A pan-Atlantic Steering Committee will oversee this project.

Background:

Festivals and events are important to Atlantic Canadian communities and create vital product offerings that both engage residents and attract visitors. The mix of annual festivals and events such as Harvest Jazz and Blues Festival, Celtic Colours International Festival, Cavendish Beach Music Festival and the George Street Festival are fixtures of annual tourism calendars and generate significant spending while creating social capital in all parts of the region. In addition to annual events, Atlantic Canada has been a leader in the attraction of sport, cultural and entertainment events for decades.

The event industry is an important export segment that drives visitors and spending throughout the region. According to Sport Tourism Canada, for the sport segment alone in 2018, there were 1,183,000 visitors and \$372 million in spending from sport events in Atlantic Canada. Festivals and events also contribute to the sustainability of facilities and venues by providing revenue that support their operational feasibility while also using local leadership. Perhaps most notably, festivals and major events support a supply chain of goods and service providers in many industry sectors, from event planning and management, to tourism and hospitality to the Atlantic Canadian agri-food suppliers.

While COVID-19 has hit the tourism industry particularly hard, within the tourism sector, festivals and events have been uniquely impacted. The pandemic has caused complete and abrupt disruption to gatherings and consumer behavior has dramatically changed and continues to change. Events have a unique cash flow model that requires significant investment and risk be taken over an extended period of time in advance of an event, and a very short window of opportunity for revenue generation. This short window for revenue has left many organizers in an incredibly vulnerable situation. Many events



have been cancelled or adapted to help mitigate risk. Festivals and events have faced very unique challenges and require unique solutions.

Purpose:

The uncertainty for the festival and events sector is unprecedented. For this industry to return safely and once again contribute to the economic and social well-being of Atlantic Canadians, a purposeful and informed approach is required. Given the importance of festivals and events to countless organizations and communities throughout the region, TIAPEI is seeking to undertake industry research on behalf of the Atlantic Canada festivals and events sector to assist and guide the industry through recovery. Arming the industry with knowledge on both the latest consumer confidence data and the health of the industry/supply chain is critical for planning. Planning with sound information will help ensure the sustainability of this important sector to our tourism industry and communities.

The following are relevant pieces of work that this study should build from and complement with new insights:

- [Events Nova Scotia's Consumer Mindset Study](#)
- [Sport Tourism Canada Industry Research](#)

Assignment:

TIAPEI is seeking proposals from qualified market research suppliers to conduct forward-looking, investigative industry research to inform the approach for the Atlantic Canada festivals and events sector.

Proposals are being sought from qualified companies with proven expertise in quantitative and qualitative research design methodologies, including questionnaire, telephone and/or web survey development and design, online surveying, data collection, data management and data tabulation.

The qualified company must demonstrate a strong knowledge of the tourism industry in Atlantic Canada, and have significant experience working with government or industry on tourism-related research.

Scope of Work:

The project will include two related, but unique, research streams:

- **Industry Health** - assess the supply chain that supports the staging of events for insights into knowledge gaps, concerns and supports required.
- **Event Attendance Confidence** - investigate the attitudes and motivations of prospective travelers to and within Atlantic Canada regarding travel and attending small, medium, and large public festivals and events, including sports, cultural and entertainment events. Research will reveal what event attendees need to feel safe as well as their overall outlook towards attending live events in the short, medium, and long term.



Deviations from Event Nova Scotia's consumer confidence research, conducted in Spring 2020, will be important to understand.

- Change in behavior for event attendees – assess how event attendance/attraction of ticket buyers will change in light of the pandemic and how the pandemic will impact the types of events visitors will want to attend.

Stream 1 - Health of the Industry – Festivals and Events Supplier Community:

This research stream will assess the state of the supplier community that supports the festivals and events sector (i.e. event planners, venues, AV companies, etc.). It is anticipated festivals and events will be a key driver of visitation post pandemic; therefore, it is essential to understand the current health of the industry to support these events and any interventions that may be needed to meet eventual demand.

- Research will determine the current baseline and capacity of suppliers, main concerns of these companies, what supports are required, what gaps exist in the supplier community, etc.
- Findings should outline possible solutions to ensure the supplier community is well poised to welcome events in the near future.

Timing: This research can start immediately upon award of contract.

Stream 2 - Event Attendance Confidence:

This research stream will target travelers from within the region and from target markets outside Atlantic Canada (i.e. Quebec, Ontario). The findings will help understand how audiences feel about engaging with, and returning to, events and venues and will explore measures that will make people feel more comfortable about returning (i.e. safety measures, size, venue, indoor/outdoor, etc.). Investigative research should also identify market opportunities and provide insights on how to approach and meet the demands in these markets.

It will also be important to understand what the market is seeking from a content perspective and willing to spend for the event experience. The evolution of streaming content has been significant during the pandemic and understanding the impact this has had on sales and the demand for hybrid and/or at-home engagement will be insightful.

The research findings will help festivals and events make planning decisions during this uncertain time, will inform audience engagement activities, as well as help prioritize investments for product development as events recover and return to business. The research will inform planning for short, medium, and long term.

Timing: TIAPEI will work with the awarded supplier to determine optimal timing to launch this research stream. Timing will depend on the state of the pandemic and current public health measures in place, as this may impact consumer mindset at time of surveying. Work will need to start immediately on the survey preparation in order to be in field at a mutually determined date.

Methodology:



The project will include the development of overall research design, the development and implementation of online and/or telephone surveys, interviews, focus groups and reporting on findings.

Stream 1 - Health of the Industry – Festivals and Events Supplier Community:

The Consultant must outline the proposed research approach and methodology that will provide a holistic view of the needs of the supplier community. Both suppliers and event organizers (who have experience working with suppliers during the pandemic) may be considered as the sources. Findings must be statistically reliable and should provide benchmarks for go forward planning/measurement.

A report describing the research methodology and sampling specifications, summarizing responses to each question and identifying trends at the provincial and Atlantic levels would be prepared in both official languages. The report should be formatted in a visually appealing way, ready for sharing publicly.

Stream 2 - Event Attendance Confidence:

Stream 2 will be survey based and the research design will consist of the following key elements:

1. The number of completed questionnaires across each province must be sufficient to allow for reporting at the provincial levels.
2. Data will be weighted to reflect provincial population estimates and demographics, including language preferences for New Brunswick respondents.
3. The survey questionnaire, in both official languages.
4. Data tables in Excel and a topline report provided within one week of survey completion. Raw data should also be provided.
5. A report describing the research methodology and sampling specifications, summarizing responses to each question and identifying trends at the provincial and Atlantic levels would be prepared in both official languages. The report should be formatted in a visually appealing way, ready for sharing publicly.

A presentation on research findings and recommendations for both streams will be presented by the Consultant to stakeholders.

Requirements:

The consultant will be responsible for providing expert advice throughout the project and for the following deliverables (note that proponents are not limited by the deliverables and may wish to expand on them).

1. Immediately following the award contract, meeting with the Steering Committee (in-person or virtually) to review the desired outcomes, research methodology, timelines and deliverables. During this meeting, the consultant will be provided with the opportunity to request copies of any reports, documents, or other information relevant to this assignment;
2. Working with the Steering Committee to develop questionnaire content and sampling specifications for the respective research streams;



3. Programming the questionnaires;
4. Testing the questionnaires;
5. Selecting/purchasing sufficient sample to satisfy interviewing/sampling requirements/quotas;
6. Conducting the field work and interviews as required;
7. Coding any open-ended questions;
8. Data entry;
9. Cleaning of data;
10. Weighting of data;
11. Translation;
12. Providing a topline report for data findings;
13. Preparing written reports based on the survey responses;
14. Presenting the data virtually to Atlantic Canada festivals and events stakeholders;
15. Delivering the raw data collected in an Excel file.

All information collected must be maintained confidentially.

Budget and Timeline:

Bidders must submit a comprehensive and detailed costing proposal for services rendered. The costing proposal must contain all costs and direct expenses. The maximum budget associated with this project for consultant fees, translation and travel is \$57,500 plus applicable taxes. If a phased approach will yield optimal results (i.e. issuing the event attendance confidence survey at different times throughout the year), then Consultants should recommend a scalable approach. Submissions must include a schedule of deliverables and costs.

Submissions:

Proposals submitted must include a description of a proposed research design and methodology to meet the desired research intent.

The proposal should also include:

- company background and history;
- company personnel, curriculum vitae and time allotments;
- demonstrated understanding of the assignment and its deliverables;
- demonstrated experience in the conduct of online and/or telephone surveys;
- demonstrated experience in Excel, qualitative coding software and any other software proposed for use in this research project;
- a detailed work plan that contains a critical path, milestones, timelines and proposed sampling specifications; and
- a detailed budget and disbursement schedule.



Deadlines:

Qualified market research firms interested in making submissions should submit proposals and costing by email to the attention of:

Kim Doyle – TIAPEI
kdoyle@tiapei.pe.ca (902) 566-5008

Electronic submission in both Word and PDF format are acceptable. Proposals should be submitted to the contracting authority no later than 12:00 noon (Atlantic Time) on **June 14, 2021**. The contract for this assignment will be awarded on or about **June 17, 2021**, with an introductory meeting with the client **June 21, 2021**. During this discussion, the proposed approach and work plan, with any adjustments, will be finalized.

Proposals should provide references and a demonstrated capability to complete the assignment in a timely, efficient manner.



Evaluation:

STUDY PROPOSAL EVALUATION

STUDY:	TOTAL SCORE:
FIRM:	BID: \$

TECHNICAL EVALUATION

The technical evaluation of the proposal is carried out without regard to bid price. The following three factors are considered:

Work	Points
a) Understanding of the study and scope, including peripheral problems.	15
b) Proposal approach and methodology to conduct the study.	15
c) Proposed schedule to conduct the study.	10
Total Work:	40
Staff	
a) Project Manager: qualifications, position within the organization and experience in the major elements of the study.	15
b) Key professional personnel to be employed on the study: number, qualification and experience in the major elements of the study.	15
Total Staff:	30
Company	
a) Corporate information to demonstrate that the company has sufficient human resources and facilities to complete the study.	10
b) Experience and reputation of the company with the similar studies.	10
c) General format and appearance of the proposal and its content.	10
Total Company:	30
TOTAL POINTS:	100

Weighting of the three evaluation categories:

1. Work: 2.0 x =
 2. Staff: 1.5 x =
 3. Company: 1.0 x =
- Total _____

Technical Evaluation Score:

Note: A pass score for the Technical Evaluation is 60% or 93 points.

Proposals graded at less than 93 points will be rejected from any further consideration.



Tourism Industry
Association of
Prince Edward Island

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