



Request for Expression of Interest

**2026 Tourism Data, Analytics & Business
Intelligence Platform**

Issue Date: Friday, 20 February 2026

DESTINATION GREATER VICTORIA

Destination Greater Victoria (DGV) invites Expressions of Interest from qualified potential proponents to deliver an integrated **Tourism Data, Analytics, and Business Intelligence Platform** that consolidates diverse tourism, economic, and mobility datasets into a secure, scalable, and trusted analytics environment. The proposed solution must support automated data ingestion, strong data governance, advanced analysis, and intuitive visualization and reporting for multiple audiences, including DGV staff, executive leadership and Board, industry partners, government stakeholders, and the public.

This Request for Expression of Interest is intended to identify experienced potential proponents and solution approaches and may lead directly to a contract award. DGV seeks platform-led, modular, or hybrid solutions that enable staff-led analytics and dashboard development, minimize vendor dependency for routine tasks, and support evidence-based destination management related to sustainability, visitor dispersion, capacity planning, and long-term destination resilience. Proponents are encouraged to demonstrate relevant destination or tourism experience, scalable architecture, and value for money aligned with DGV's strategic objectives.

Closing Date & Time

Submissions will be accepted up to 5 pm on Friday, 20 March 2026.

Questions

Questions must be received no later than 5 pm on Friday, 13 March 2026.

Contact Person

All enquiries and questions regarding this Request for Expression of Interest ("REI"), including any request for information and clarification, should be directed by email to Eugene Thomlinson at eugene.thomlinson@tourismvictoria.com.

Delivery of Proposals

Proposals must be submitted by email, in PDF format, to Eugene Thomlinson at eugene.thomlinson@tourismvictoria.com by the specified closing date and time.

Mandatory Requirement for Proponents

Proponents must demonstrate a minimum of twenty (20) previous engagements and eight (8) years of experience with destination organizations, which involved tourism research, data platforms, analytics, business intelligence, or related data-driven services.

1.0 Introduction and Background

1.1 General Information

Destination Greater Victoria (DGV), Victoria’s official Destination Marketing Organization (DMO), invites proposals from qualified firms to provide an integrated Tourism Data, Analytics, and Business Intelligence system. The selected proponent will deliver a scalable solution that supports data ingestion, storage, analysis, visualization, and secure sharing of tourism and economic intelligence across DGV and with external stakeholders.

This Request for Expression of Interest (REI) builds on DGV’s evolving data ecosystem and prior evaluations of leading tourism and analytics solutions. DGV seeks a future-ready platform capable of integrating multiple proprietary and third-party datasets into a single, trusted business intelligence environment. This REI is intended to identify qualified potential Proponents and solution approaches, and may lead to a contract award.

Destination Greater Victoria is increasingly focused on destination stewardship and sustainable destination management, extending beyond traditional marketing and performance reporting. The proposed Tourism Data, Analytics, and Business Intelligence platform is intended to support evidence-based decision-making related to areas such as seasonality management, visitor dispersion, capacity and infrastructure planning, sustainability outcomes, community well-being, and policy and advocacy initiatives. The platform should enable DGV to integrate diverse data sources to develop a more holistic understanding of visitor demand, impacts, and opportunities, and to translate data into actionable insights that support long-term destination resilience and shared value for industry, residents, and government partners.

1.2 About Destination Greater Victoria

Destination Greater Victoria is the official, not-for-profit, destination marketing organization that works in partnership with over 900 business members and municipalities in the Greater Victoria area and surrounding communities in British Columbia, Canada.

Our Mission

We inspire the world to experience our destination.

Our Vision

Destination Greater Victoria will be internationally recognized as a leader in sustainable tourism development, ensuring Greater Victoria remains one of the top destinations in the world.

Destination Greater Victoria is responsible for destination stewardship, including marketing, sales, research, and industry development for Greater Victoria. DGV works closely with accommodation

providers, attractions, transportation partners, cruise and port stakeholders, Indigenous tourism organizations, and all levels of government to support a sustainable visitor economy.

Data and insights are central to DGV's mandate, supporting:

- Strategic marketing and sales decision-making
- Industry performance reporting
- Board and stakeholder reporting
- Advocacy and policy discussions
- Sustainable destination management

2.0 Invitation and Submission Instructions

2.1 Invitation

DGV is inviting qualified business and sustainability consulting services providers to submit proposals to assist in the development of Destination Greater Victoria's Tourism Data, Analytics, and Business Intelligence platform.

2.2 Bidder Interest Notice

All interested firms planning to submit a proposal must inform Destination Greater Victoria, by email of their intention with a Bidder Interest Notice by no later than 5 pm PST on Monday, 2 March 2026 to:

eugene.thomlinson@tourismvictoria.com

2.3 Procurement Information

Destination Greater Victoria's procurement is guided by DGV's Sustainable Procurement Policy, which states that:

Destination Greater Victoria recognizes that every purchase can be leveraged to create economic, environmental, and social impacts. By adopting a circular and sustainable procurement policy, Destination Greater Victoria demonstrates its commitment to sustainability, promotes responsible business practices, and contributes to the long-term health and well-being of the communities it serves. Destination Greater Victoria is committed to fairness, openness, and transparency in its procurement practices. For purchases with a valuation of over \$10,000 or for contracts that span multiple years, DGV will utilize a fair and open tendering procurement process.

2.4 Questions & Answers Instructions

Questions and/or clarifications can be submitted by e-mail to eugene.thomlinson@tourismvictoria.com no later than 5 pm on Friday, 13 March 2026. Answers to



submitted questions will be provided to the best of DGV's ability at that time and distributed to all potential Proponents who have confirmed an intention to bid.

2.5 Submissions and Required Format

Interested firms are required to submit their proposals to DGV in PDF format via email by 5 pm PST, Friday, 20 March 2026 to the attention of:

Eugene Thomlinson,
Destination Greater Victoria
e-mail: eugene.thomlinson@tourismvictoria.com

If required, it is the responsibility of the proponent to seek clarity of the REI before submitting. DGV will not be responsible for any misunderstanding or misinterpretation of the REI's requirements.

Proposed budgets must be quoted in Canadian Dollars (\$CDN).

3.0 Project Scope and Deliverables

3.1 Purpose and Objectives

DGV currently manages multiple internal and external datasets focused on destination performance, including accommodation metrics, Convention Centre utilization, air access, visitation patterns, campaign effectiveness, and economic and social impacts. The purpose of this REI is to identify a partner that can:

- Consolidate disparate tourism datasets into a unified data environment
- Automate data ingestion, validation, and refresh cycles
- Enable advanced analysis and scenario modeling
- Provide intuitive dashboards and reporting for diverse audiences
- Support secure, role-based data sharing with industry and stakeholders
- Ensure compliance with Canadian data privacy and security requirements

The selected solution must empower **DGV staff to independently manage data, conduct analyses, and create dashboards**, without reliance on vendor-led development for routine tasks.

3.2 Scope of Work

The successful proponent will provide a comprehensive platform-led, modular or hybrid solution - along with associated services - that include, but are not limited to, the following components:

3.2.1 Capabilities

- Cloud-based or hybrid data hosting
- Scalable data warehouse or lakehouse architecture
- Secure authentication and role-based authorization
- Inbound and outbound APIs
- File-based data ingestion (CSV, Excel, database connectors)
- Data extraction and export on request

3.2.2 Data Integration

The platform must support automated and manual ingestion of data on **weekly, monthly, quarterly, and annual** schedules from multiple sources. Some examples of data requirements can be found in the Destination Greater Victoria 2025 Business Plan - <https://admin.tourismvictoria.com/content/uploads/sites/2/2025/02/2025-Destination-Greater-Victoria-Business-Plan.pdf>

Indicative data sources can include, but are not limited to:

Data Category	Example Sources
Hotel Performance	STR/CoStar, internal surveys, local datasets
Hotel Booking Pace	Forward-looking booking datasets (e.g. Expedia)
Short-Term Rental Performance	Airbnb, Vrbo, aggregated STR-like providers (e.g. AirDNA)
Rental Booking Pace	Forward booking indicators
Employment	Statistics Canada, provincial data
Hotel Tax Revenue	Municipal and provincial sources
Data Warehouse	Internal historical datasets
Travel Advisor & OTA Data	Expedia Group, TripAdvisor, others
Geolocation & Mobility	Mobile device and location intelligence providers

Data Category	Example Sources
Cruise ship activity	Greater Victoria Harbour Authority
Ferry activity	BC Ferries, Black Ball Ferry Line, FRS Clipper
Air Service Capacity	Amadeus, OAG, airline schedules
Air Passenger Activity	Airport, airline, or modeled data (e.g. ForwardKeys)
Visitor Profiling	Survey and modeled segmentation data (e.g. Environics)
Economic Impact	Oxford Economics or equivalent

Proponents should clearly identify **native integrations**, **existing partnerships**, and **custom connector requirements**. Proponents are encouraged to identify additional data sources or analytical capabilities that address potential gaps in air access, forecasting, visitor movement, sustainability, and total visitation measurement.

3.2.3 Data Management & Governance

The platform must ensure:

- Data quality assurance and validation processes
- Version control and data lineage tracking
- Metadata management
- Compliance with Canadian privacy legislation (e.g., PIPEDA, provincial privacy laws)
 - Proponents should indicate where data will be hosted (e.g. Canada, North America, etc.) and how data residency requirements can be accommodated if required
- Secure data storage with defined retention policies

3.2.4 Data Analysis & Manipulation

The platform must enable:

- Intuitive data exploration and drill-down
- Advanced analytics and calculated fields
- ETL / ELT pipelines and automated workflows
- Data transformations, joins, unions, and blends
- Integration with external analytical tools (e.g., Power BI, Tableau, Python/R environments, where applicable)

Advanced users within DGV must be able to prepare and analyze data independently.

3.2.5 Data Visualization, Reporting & Sharing

The platform must allow:

- Interactive dashboards and standard BI reports
- Customizable templates and visual libraries
- Destination Greater Victoria branding and white-labeling
- Mobile-friendly dashboards and applications
- Export to common formats (PDF, PPT, Excel, CSV)
- Secure sharing with multiple audiences, including:
 - Internal staff
 - Executive leadership and Board
 - Tourism industry partners
 - Government and funding partners
 - Public-facing or web-embedded dashboards

3.3 Implementation and Project Management

Proponents should outline:

- Implementation methodology
- Project governance and milestones
- Estimated timeline to go-live
- Data migration approach
- Risk management and mitigation strategies

Phased or modular implementation approaches are encouraged.

3.4 Service, Support and Training

Proposals must address:

- Ongoing technical support and service levels
- Troubleshooting and escalation processes
- Number and type of user licenses
- Training and onboarding for staff (initial and ongoing)
- Documentation and knowledge transfer

3.5 Cost Structure

Proponents must provide a transparent cost model, including:

- One-time implementation and setup costs
- Licensing or subscription fees
- User or usage-based pricing (if applicable)
- Support and maintenance fees
- Costs for optional modules, enhancements, or custom development

Costs may be presented for:

- A complete end-to-end solution, and/or
- A phased implementation approach

3.6 Proposal Submission Requirements

Proposals must include the following sections:

1. Company profile and experience serving DMOs or tourism organizations
2. Description of proposed solution and architecture
3. Detailed methods addressing the Scope of Work
4. Data governance, privacy and security approach
5. Implementation timeline and milestones
6. Detailed fee structure
7. Overview of the proposed project team and roles
8. List of destination and tourism clients with dates
9. Three (3) client references for comparable projects

3.6.1 Mandatory Proponent Qualifications

Destination Greater Victoria is seeking to partner with established firms or enterprises with demonstrated scale, capacity, and a proven track record delivering data, analytics, and business intelligence solutions for destination organizations.

As a mandatory requirement, proponents must demonstrate a minimum of **twenty (20) previous engagements and eight (8) years of experience** with destination marketing organizations (DMOs), destination management organizations, or equivalent destination entities, where the engagement involved tourism research, data platforms, analytics, business intelligence, or related data-driven services. Engagements where the proponent acted solely as a subcontractor or where destination organizations were not the primary client may, at DGV's discretion, be deemed insufficient to meet this requirement.

Proponents must clearly list these engagements in their submission, including client name, jurisdiction, project scope, and dates. Proposals that do not meet this mandatory minimum threshold will **not be considered further**.

4.0 Evaluation of Proposals

4.1 Proposal Evaluation Process

The Proposal process will be conducted in two phases:

- Phase 1 – evaluation of submitted written proposals
 - All submitted REI proposals will be assessed according to the criteria contained in this document, with Proponents being ranked.
- Phase 2 – shortlisted Proponent presentations
 - The top Proponents will be invited to present their proposals directly with DGV.

4.2 Evaluation Criteria

Proposals will be evaluated based on the following criteria, used for shortlisting:

	Criterion	Weight
Proposal	Alignment with DGV objectives and requirements	15%
	Demonstrated experience with Destination Organizations	10%
	Demonstrated experience with tourism and destination data	10%
	Data governance, privacy, and security approach	10%
	Platform functionality, flexibility, and scalability	20%
	Qualifications of proposed personnel	5%
	Cost effectiveness and value for money	15%
	Quality, clarity, and completeness of the proposal	5%
Sub-Total (Proposal)		

Presentation		10%
Total (Proposal and presentation)		100%

Cost will be considered but will not be the sole determining factor. Additionally, proposals that do not meet the mandatory proponent qualifications outlined in Section 3.6.1 will be deemed non-compliant and will not advance to the evaluation stage.

4.3 Proposal Presentations

Proponents who have been shortlisted by Destination Greater Victoria, after evaluating their proposal, will be invited to a meeting on Friday, 24 April 2026 at which they will be expected to present their proposal to the CEO, CFO, and other representatives of DGV.

It is Destination Greater Victoria’s intention to shortlist and invite to present the top two (2) Proponents with the highest scoring proposals. DGV reserves the right to decrease or increase the number of those shortlisted depending on the clustering of scores for proposals.

Shortlisted Proponents will be notified by phone or email. Specific expectations for the presentations will be sent to those shortlisted, but will include elements such as:

- Slides overview of proposal
- Live demonstration
- Use-case description
- Implementation roadmap
- Q&A with executive team

5.0 Budget

Destination Greater Victoria has allocated an appropriate budget for the project, based upon background research. Proposals should strive to demonstrate value and cost effectiveness for achieving the stated goals of the project.

5.1 Budget Context

While DGV has allocated an appropriate amount for the project, DGV recognizes the importance of achieving a comprehensive and impactful tourism data, analytics and business intelligence platform.

Bidders are encouraged to provide detailed breakdowns of proposed expenses and, where necessary, justify any budget adjustments based on proposed scope and expected outcomes.

6.0 REI Schedule

DGV will be using the following schedule for the process:

- REI Issue Date: Friday, 20 February 2026
- Bidder Interest Notice Due: Monday, 2 March 2026
- Proponent Questions Due: Friday, 13 March 2026 by 5pm PST
- Proposal Submission Deadline: Friday, 20 March 2026 by 5pm PST
- Shortlisting Notification: Friday, 10 April 2026
- Presentation and Interviews: Friday, 24 April 2026
- Final Selection: Friday, 8 May 2026

7.0 Additional Requirements and Terms

Revisions

This REI represents the best effort of Destination Greater Victoria (DGV) to document its requirements for this project. DGV reserves the right to adjust the specifications or scope of effort stated in this REI. If any modifications are necessary, DGV will notify all vendors remaining in consideration via a written addendum to this REI.

Vendor's Responsibility

It is the vendor's responsibility to provide a complete response to the REI. If the vendor believes more information is necessary for a proper response, questions should be directed via e-mail to Eugene.Thomlinson@tourismvictoria.com. Generally, if additional information is provided to one potential vendor, similar information will be provided to other candidates receiving this

REI.

Independent Contractor Status

All personnel assigned by the vendor to perform Services will be employees of the vendor and the vendor will pay all salaries and expenses of, and all federal, social security, unemployment taxes, and any other payroll or withholding taxes relating to such employees. The vendor will be considered, for all purposes, an independent contractor, and it will not, directly or indirectly, act as an agent, servant



or employee of Destination Greater Victoria or make any commitments or incur any liabilities on behalf of Destination Greater Victoria without its prior written consent.

Certificate of Insurance

The successful proponent will be required to maintain in good standing a liability insurance policy of minimum CAD\$1 million. As part of the final contract with DGV the proponent will supply proof of this insurance to DGV by way of an official insurance certificate. Proof of insurance is not required to be submitted with your proposal but will be required prior to the award of the contract.

Standard Terms and Conditions

Prior to the award of any work hereunder, Destination Greater Victoria and the selected agency will negotiate and sign a contract. Proposers responding to this REI are strongly advised to review all the terms and conditions of the contract.

Proof of Authority

If the proposer is a corporation, formal proof of the authority of the officer signing the Proposer's proposal to bind the corporation must be submitted with the proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is insufficient.

Withdrawal of Proposal

Any proposer may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the opening of proposals.

Agency Commitment of Availability of Service

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after date for opening proposals.

Errors and Omissions

The Proposer and/or the Contractor shall not be allowed to take advantage of any errors in or omissions from within the Request for Expression of Interest. Full instructions will be given if such error or omission is discovered and timely called to the attention of DGV.

REI not Contractual

Nothing contained in this Request for Expression of Interest shall create any contractual relationship between the Proposer and Destination Greater Victoria. DGV accepts no financial responsibility for costs incurred by any Proposer regarding this REI.

Patent Fees, Patent, Copyright, Trade Secret and Trademark Fees

Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the Work.

Taxes

The price bid shall include all federal, provincial, local and other taxes.

Liability

Destination Greater Victoria shall not be liable to any vendor, person or entity for any losses, expenses, costs, claims or damages of any kind arising out of, or by reason of, or attributable to, the vendor responding to this REI, or as a result of the use of any information, error or omission contained in this REI document or provided during the REI process.

REI Acceptance and Rejection

The following conditions also apply to the process:

- Submissions received after the specified time on the closing date will be rejected.
- Submissions that do not meet a minimum level of quality against the REI requirements will not be considered.
- Destination Greater Victoria may disqualify submissions that are incomplete.
- Destination Greater Victoria reserves the right to:
 - Award the REI, in part or in whole, to one or more proponents;
 - Accept or reject any or all submission, and waive irregularities and informalities at its discretion; and
 - Withdraw the request.
- By submitting a proposal, the Proponent waives any right to contest in any legal proceeding or action the right of Destination Greater Victoria to award the contract to whomever it chooses, in its sole discretion, and for whatever reasons Destination Greater Victoria deems appropriate.

Data Ownership and Portability

All data provided to, generated by, or derived through the use of the proposed platform shall remain the property of Destination Greater Victoria. Upon termination or expiry of the agreement, the successful proponent shall, at no additional cost, provide Destination Greater Victoria with a complete export of all DGV data in a commonly used, non-proprietary format. The proponent shall not retain, reuse, or disclose DGV data following contract termination, except as required by law.