



201 West Marcy Street
PO Box 909
Santa Fe, NM 87504-0909

**REQUEST FOR QUALIFICATIONS
'16/06/RFQ
Visitor Research Study and Analysis**

INTRODUCTION

TOURISM Santa Fe mission is to increase awareness of Santa Fe as a world class travel destination and increase the number of visitors to Santa Fe. This is accomplished through a comprehensive and multi-disciplined marketing plan that includes advertising, social media, visitor guides, email distribution, website and public relations. To accomplish our goals we need understand the travel market, which requires research and analysis. A visitor study will provide insight to allow us to calibrate our marketing efforts to increase the efficiency and effectiveness of our marketing plan. In addition, improving our ability to target our customers, document competitive strengths and weaknesses and understand consumer preferences for destination selection.

Contract amounts issued under this RFQ will not exceed \$30,000. It is anticipated that contract will be effective February 1, 2016. All services must be rendered by June 30, 2016.

SCOPE OF THE WORK

Selected collaborative, through the contracting entity, will provide the following (see Exhibit A):

- All services as described in the written proposal submitted in response to this RFQ.

SUBMISSION MATERIALS

- Letter of Interest (1 page) identifying the contracting entity and experience as it relates to the RFQ .
- Proposal Narrative (3 page max) addressing the following:
 - a. Description of the study methodology and sample size, characteristics and geography.
Please provide timeline of the study. Please indicate if data/database will be updated and the timeframe of updates
 - b. Describe the analysis and reports that will be provided. Please include a sample.
 - c. Describe the training on the database.
- Study Budget (1 page) identifying all costs for the study.

SELECTION PROCESS/CRITERIA

Request for Qualifications Issued	January 4, 2016
Deadline for Receipt of Responses	January 20, 2016 5 PM MST
Notice of Selection	January 29, 2016
Effective Date of Contract	February 1, 2016
Contract End Date	June 30, 2016

All dates subject to change.

Criteria

25 Points	Experience in the travel industry and visitor research as ongoing survey business model.
25 Points	Strength of study methodology and size and complexity of study sample.
25 Points	Evidence of an effective study plan that will insure sample quality and timely data.
25 Points	Proof of capacity to meet timeframes and budget.

HOW TO APPLY

Deadline for submission of materials is 5 PM Mountain Standard Time on January 20, 2016. This is a receipt deadline not a postmark deadline. Responses received after the deadline will be deemed ineligible.

Materials may be mailed to: TOURISM Santa Fe, PO Box 909, Santa Fe, NM 87508

Hand-delivery or 3rd party carriers may be sent to: TOURISM Santa Fe, 201 West Marcy Street, Santa Fe, New Mexico. 87508

Please direct all questions to Cynthia Delgado, TOURISM Santa Fe Director of Marketing, cmdelgado@santafe.org , 505- 955-6212.